



Peppa Pig™

MS
MEDIA SERVICE ZAWADA

PAW
PATROL
PSI PATROL

2023

QUALITY PUBLICATIONS
FOR CHILDREN



lubie
DINOZAURY



LOL
SURPRISE!



Cry
Babies
Magic Tears



DINO
RANCH

moje
Jednorozce



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BUSINESS PARTNERS AROUND THE WORLD

ALPHA GROUP, ANIMACCORD, CPLG WILDBRAIN, HASBRO, EUROPEAN LICENSING COMPANY, IMC TOYS, ITI NEOVISION, LOCOCO LICENSING, MATTEL, MOOSE, MGA ENTERTAINMENT, NBCUNIVERSAL, NELVANA INTERNATIONAL, DEA PLANETA, PARAMOUNT GLOBE, PLUS LICENS, RAINBOW, STUDIO100, WARNER BROS, ZDF ENTERPRISES, ZODIAK KIDS,

BENDON, BERTRAND, GIUNIT EDITORE, IGLOO BOOKS, PAPP INTERNATIONAL, PENGUIN BOOKS, PHIDAL PUBLISHING, PON PON EDIZIONI, SCHOLASTIC, THE NOVELTY BOOKS,

GRANI AND PARTNERS, GIOCHI PREZIOSI, P.M.I. TRADING&ENTERPRISE, SAMBRO, SIMBA TOYS, SPIN MASTER, TOPPS

ABOUT US...



BOOKS, MAGAZINES AND MUCH MORE FOR CHILDREN

ONLY TOP GLOBAL LICENSES AND GENERIC TOPICS

INNOVATIVE, TAILOR-MADE PRODUCTS OF THE HIGHEST QUALITY

PROVIDER OF ENTERTAINMENT AND SMART EDUCATION FOR CHILDREN AGED 3-12

EXPERIENCED AND INVOLVED TEAM SUPPORTED BY EXPERTS IN EDUCATIONAL AREAS

OPEN TO NEW TECHNOLOGIES AND MEDIA

ALWAYS UP-TO-DATE WITH MARKET TRENDS

WIDE RANGE OF MARKETING ACTIVITIES

NATIONWIDE CHANNELS OF DISTRIBUTION

MSZ IS THE FOUNDING MEMBER OF "MALUCHY" (THE LITTLE ONES) - AN INDEPENDENT READERSHIP SURVEY DESIGNED TO GIVE A DEEP INSIGHT INTO BOTH READERSHIP AND CHILDREN'S BEHAVIOUR PATTERNS

MAGAZINES



THE MOST POPULAR LICENSES AND TOPICS FOR KIDS VARIOUS FORMATS AND VALUABLE GIFTS ENCLOSED TO ATTRACTIVE BOOKS

BOOKS



BOOK SERIES

DEDICATED PROMOTIONAL CAMPAIGN FOR EACH LICENSE IN MSZ'S MEDIA IS A GUARANTEE OF REACHING THE TARGET GROUP

ACTIVITY AND STORY BOOK SERIES



UNIQUE DISTRIBUTION AND MARKETING SOLUTIONS MAKE OUR BOOKS AVAILABLE ON EVERY STREET CORNER, AT A PRICE EVERYONE CAN AFFORD

COLORING BOOKS



EDUCATIONAL BOOKS

CHILDREN GROW UP WITH OUR PUBLICATIONS AND DEVELOP IMPORTANT SKILLS



BOXES WITH BOOKS AND EDUCATIONAL ELEMENTS

NEW!

STICKERS ARE ALWAYS DESIRABLE FOR CHILDREN

STICKER BOOKS



OUR BOOKS STIMULATE IMAGINATION AND GIVE A LOT OF FUN

NOVELTY BOOKS



OUR BOOKS HAVE VALUABLE AD-ONS AND TRIGGERING FEATURES

NOVELTY BOOKS



KIDS AND PARENTS LOVE OUR BOOKS WITH GOOD KNOWN CHARACTERS

NOVELTY BOOKS



WIDE PORTFOLIO OF PUBLICATIONS DEDICATED TO GIRLS

BOOKS



NICK JR MAGAZINE



PAW PATROL

STORYBOOK



ACTIVITY BOOK WITH STICKERS



LOVED BY KIDS, APPRECIATED BY PARENTS

BOOKS

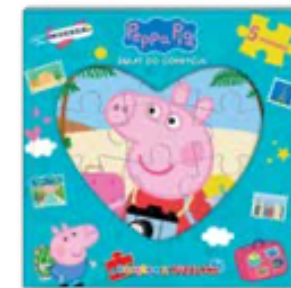


Uczę się Peppą Pig z Peppą

NEW!



THE HIGHEST QUALITY OF PEPPA PIG PUBLICATIONS PREPARED IN COOPERATION WITH SPECIALISTS



LICENSE BASED ON TOP SERIES FOR PRESCHOOLERS AVAILABLE ON YOUTUBE

BOOKS



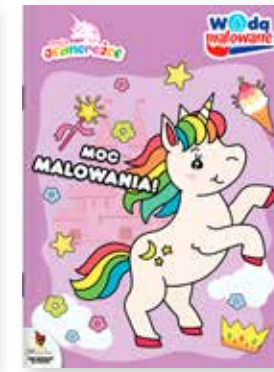
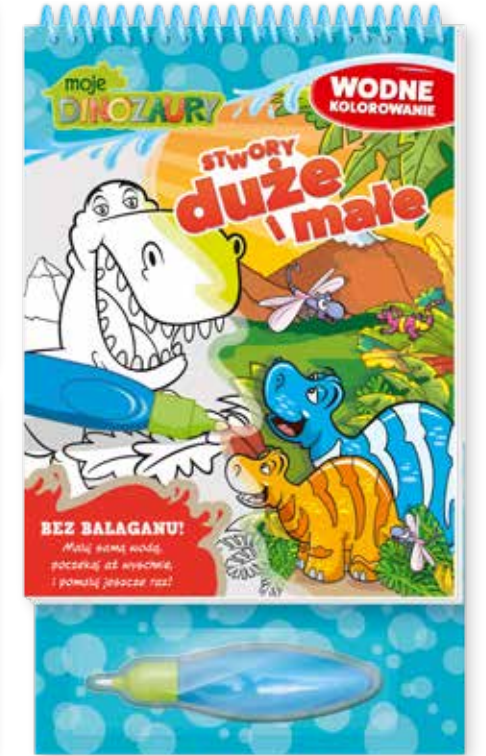
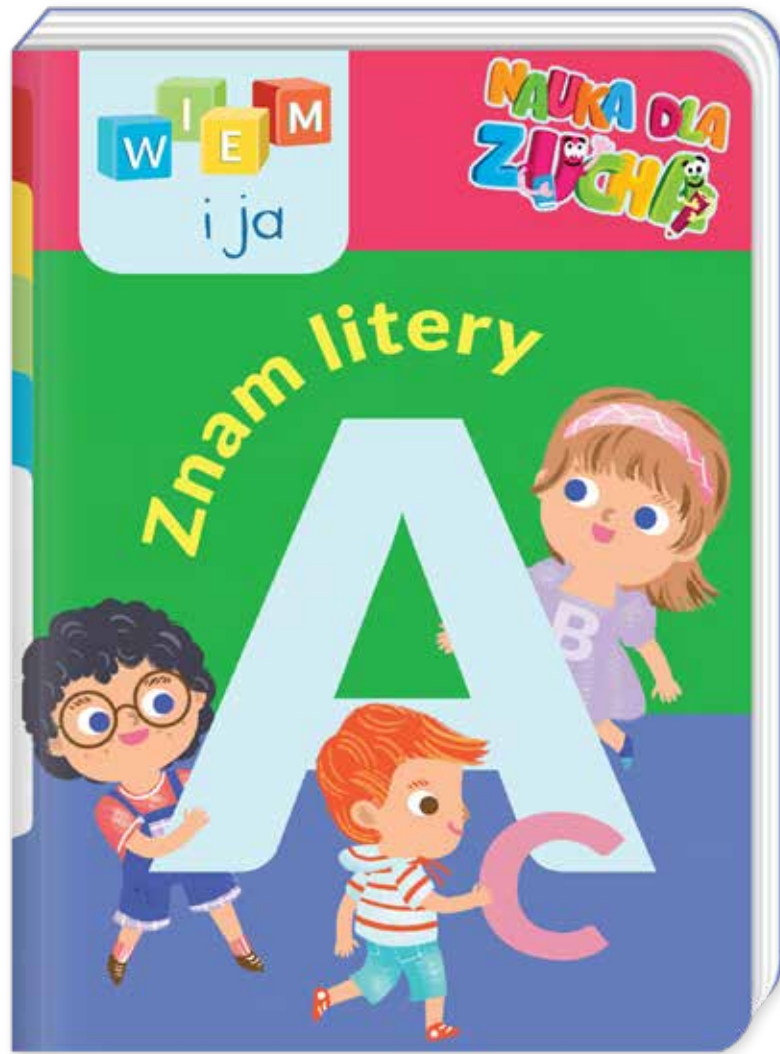
CUTE CHARACTERS FULL OF MAGIC TEARS AND POPULAR TOYS

BOOKS

COMBINE OF HIGH QUALITY EDUCATIONAL CONTENT, TRENDY GRAPHICS AND WIDE MARKETING SUPPORT

NEW! MSZ'S BRAND!

MOST POPULAR CHARACTERS
AMONG PRESCHOOLERS



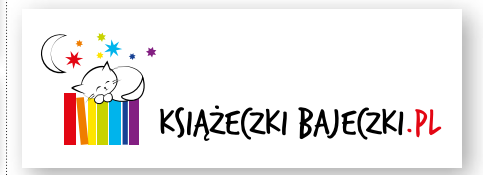
COPRODUCTION AND COEDITION OPPORTUNITIES



WE COOPERATE WITH ALL MAJOR PRESS AND BOOK DISTRIBUTORS IN POLAND.



OUR OWN ON-LINE STORE GIVES US OPPORTUNITY TO GET CLOSER RELATIONS WITH CUSTOMERS AND MEET THEIR NEEDS. GREAT PLACE FOR LOYALTY PROGRAMS, PROMO ACTIVITIES, SPECIAL DISCOUNTS AND PRE-ORDERS.



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QUALITY IN:

CONTENT

MARKETING

DISTRIBUTION

RESULTS



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