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BinWeevils.com selects Egmont to extend brand from virtual to print world

- Egmont's Bin Weevils magazine hits newsstands on Feb 15th -

[Egmont Publishing Group](#) has today announced it will further expand its magazine portfolio with the launch of *Bin Weevils* magazine. The magazine will be the ultimate extension to the already successful online entertainment platform which is the second most visited website in the UK for children aged 7-13 and boasts a 91% growth in users over the past 12 months

In November 2011, the [BinWeevils.com](#) website was voted the website of the year at the children's BAFTA'S, ahead of the *Moshi Monsters* and *Club Penguin* websites. The brand has seen unprecedented success online with *BinWeevils.com* receiving an average 105,000 visitors per day in December, according to Comscore – above both *ClubPenguin.com* and *Disney.co.uk*. The brand is also set to further expand its physical profile with a range of toys and merchandising.

Bin Weevils magazine will be jam packed full of exclusive content and secret hints that will enhance the online gaming experience and add a whole new level of interaction for fans. The magazine will help experienced players and novices alike get more out of their virtual world. The first issue launches with a whopping 6 free gifts, including 10,000 mulch, stickers, sweets, trial membership card and two exclusive nest items which will excite every *BinWeevils.com* player.

Egmont will celebrate the launch of the magazine with a substantial digital marketing campaign that will span the *BinWeevils.com* digital platform, iconic Egmont brands *Go Girl* and *Toxic*, across *miniclip.com* and TV advertising on CITV and Nickelodeon channels. The multi-platform campaign will utilise cross promotion through Egmont's extensive portfolio while also creating buzz through Egmont's partners.

Debbie Cook, Director of Magazines at Egmont UK, said: *"We are delighted to be adding Bin Weevils magazine to our market leading portfolio. As well as sitting comfortably alongside other Egmont titles, Bin Weevils magazine is particularly exciting due to its hugely popular social gaming website (Binweevils.com) and the unique world that has been created by Bin Weevils Limited. We are proud that our magazine offers players an enhanced gaming experience and we see our magazine growing alongside the game."*

Amelia Johnson, Co-founder & Director of BinWeevils.com, said:
"Our loyal BinWeevils.com fan base of over 2 million kids are looking to interact with their favourite characters, games, puzzles on a daily basis across a wide range of mediums. Our exciting partnership with Egmont and the launch of the BinWeevils.com monthly magazine allows them to connect with the brand in yet another compelling and enriching entertainment format."

Bin Weevils magazine launches as a monthly title on 15th February. Priced at £2.99, the magazine will be stocked in all major retailers.

-- Ends --

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About Egmont UK

Egmont is the UK's top specialist children's publisher selling almost 40 million magazines and books each year for babies to teens.

The company is home to some of the world's best loved authors, illustrators and characters such as Michael Morpurgo, Andy Stanton, Michelle Magorian and Lemony Snicket plus Winnie-the-Pooh, Wallace & Gromit, Tintin, Mr Men, Barbie, Thomas the Tank Engine and Ben 10.

Magazines – Egmont's magazines division is one of the UK's most successful publishers of magazines for children aged 3-12. The company has a growing own brand portfolio (leading girls' pre-teen magazine Go Girl and boys' lifestyle title Toxic plus two websites), as well as an extensive range of licensed magazines including Ben 10, Disney Princess, Barbie, Dora the Explorer, Thomas the Tank Engine and Fireman Sam. The 'We Love Pop' brand is used on license from Universal Music.

Egmont UK is part of the Egmont Group which was founded in 1878. It is Scandinavia's leading media group and Europe's largest children's publisher telling stories through books, magazines, film, TV, music, games and mobile in 30 countries throughout the world.

www.egmont.co.uk