

# RAINBOW magic

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GAMES

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Featured Game  
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Introduced in the UK in 2003 and aimed primarily at girls 5-9, Rainbow Magic is a collection of more than 60 books which follow the magical adventures of Kirsty and Rachel and their interactions with different groups of fairies and other creatures in Fairyland. The series has become a publishing phenomenon which is well poised to become an internet destination for this demographic:

- Rainbow Magic has sold 15+ million copies in more than 20 languages.
- Eight out of 10 girls ages 5-9 are likely to visit the website.
- Girls show great interest in personalization of sites they visit, such as creating a fairy, creating an environment, and creating a character avatar.

[www.rainbowmagic.co.uk](http://www.rainbowmagic.co.uk) is already a huge success in the UK and the US site, [www.rainbowmagiconline.com](http://www.rainbowmagiconline.com), launched in February 2008. We are offering a wide array of advertising opportunities, including:

- Interstitials
- Video Pre-Roll
- Custom Games
- Display Ads
- Branded Widgets
- Parent Section

For further information on how [www.rainbowmagiconline.com](http://www.rainbowmagiconline.com) can create magic for your brands, please contact Robin Kroopnick:  
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