



HIT Entertainment's plucky little train Thomas is a super-hero to young children, particularly boys in the U.S and the U.K. His ability to always keep going and cheerfully overcome troubles provides unprecedented inspiration to the pre-school set. As a result, the Thomas brand has enjoyed huge success on multiple platforms:

- # 1 pre-school toy property
- Top 5 DVD property
- Top 5 pre-school television program in 93 MM households
- Airs on both on PBS stations and PBS KidsSprout
- 1 Million+ attendees to live events annually
- Over 55 MM books sold
- 60+ licensing and promotional partners

And now [www.thomasandfriends.com/usa](http://www.thomasandfriends.com/usa) is a growing online property with over 15 MM impressions a month. Moms and children alike are highly engaged by the website's robust web offering, including, games, activities, video and print outs. With 73% of mom's of pre-school children having a brand affinity to Thomas, advertisers seeking to reach these moms now have multiple opportunities to engage them online, including:

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

For further information on how [www.thomasandfriends.com/usa](http://www.thomasandfriends.com/usa) can transport your brand directly to moms, please contact Robin Kroopnick: [rkroopnick@nationalpublicmedia.com](mailto:rkroopnick@nationalpublicmedia.com)