



Penguin  
Random House  
UK

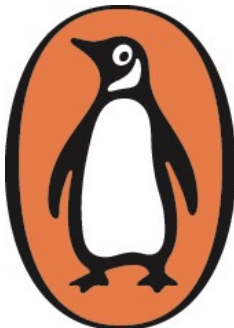
LADYBIRD



- Trusted by teachers and parents for over 100 years.
- Recognised as a high quality, educational brand in over 85 countries.
- Publishing with early learning at its heart, from first concepts to independent reading.



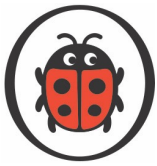
- Puffin Virtually Live brings well-known middle grade authors right into the classroom all over the world.
- Classroom resources to support teachers working with bestsellers, including Roald Dahl.



- Young Adult fiction to stimulate discussion and encourage debate.
- Classroom classics supported by additional content to keep teens reading.



- With over 100 years of expertise in children's publishing, Ladybird is trusted by teachers and parents the world over
- Used by children in over 85 countries and translated into more than 70 different languages and dialects, Ladybird aims to make growing up the best story ever, for children everywhere
- From first reads to fairy-tale classics, Ladybird safely guides children from one stage to the next – sparking lots of smiles along the way with little ones learning as they go

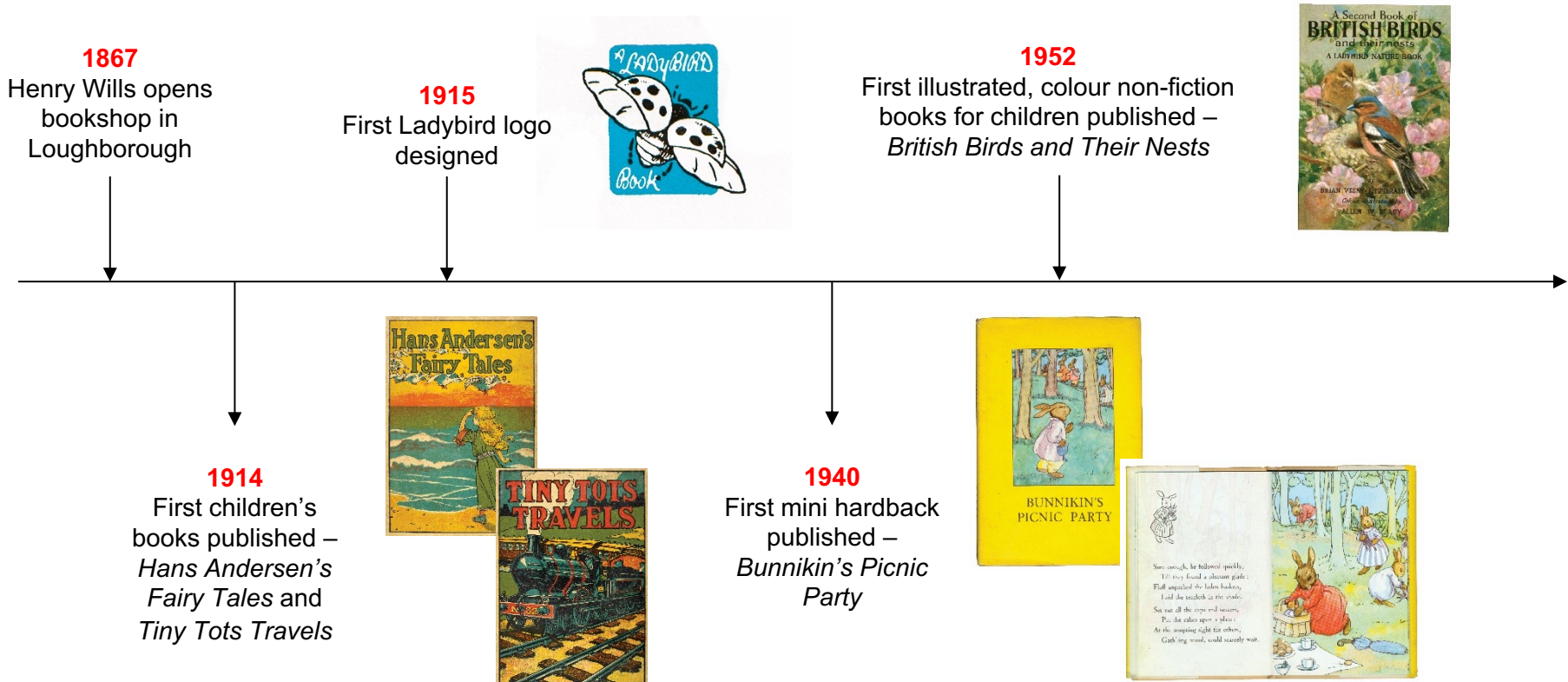


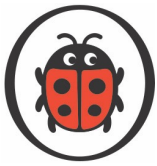
# Ladybird – the early years



Penguin  
Random House  
UK

From its origins in a small bookshop in Loughborough, UK in 1867, Ladybird has grown to become one of the world's most recognisable children's publishers. Pioneering the mini-hardback format, its early years saw publishing of a range of fictional tales and the first illustrated, full-colour non-fiction books for children.



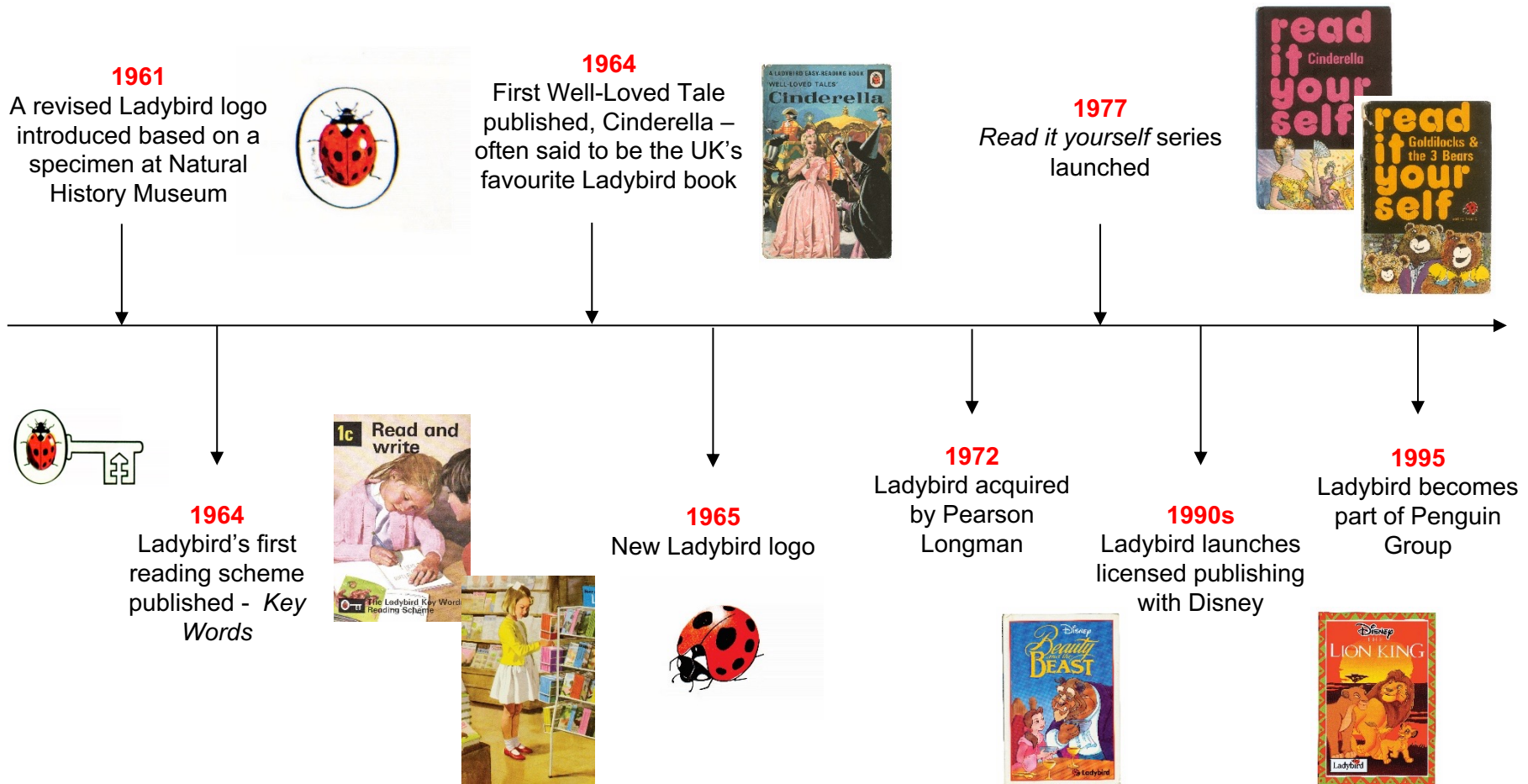


# Ladybird – the 1960s and 1970s



Penguin  
Random House  
UK

During the 1960s and 1970s Ladybird launched two of its most iconic reading schemes, both of which are still hugely popular worldwide today – *Key Words* and *Read it yourself*



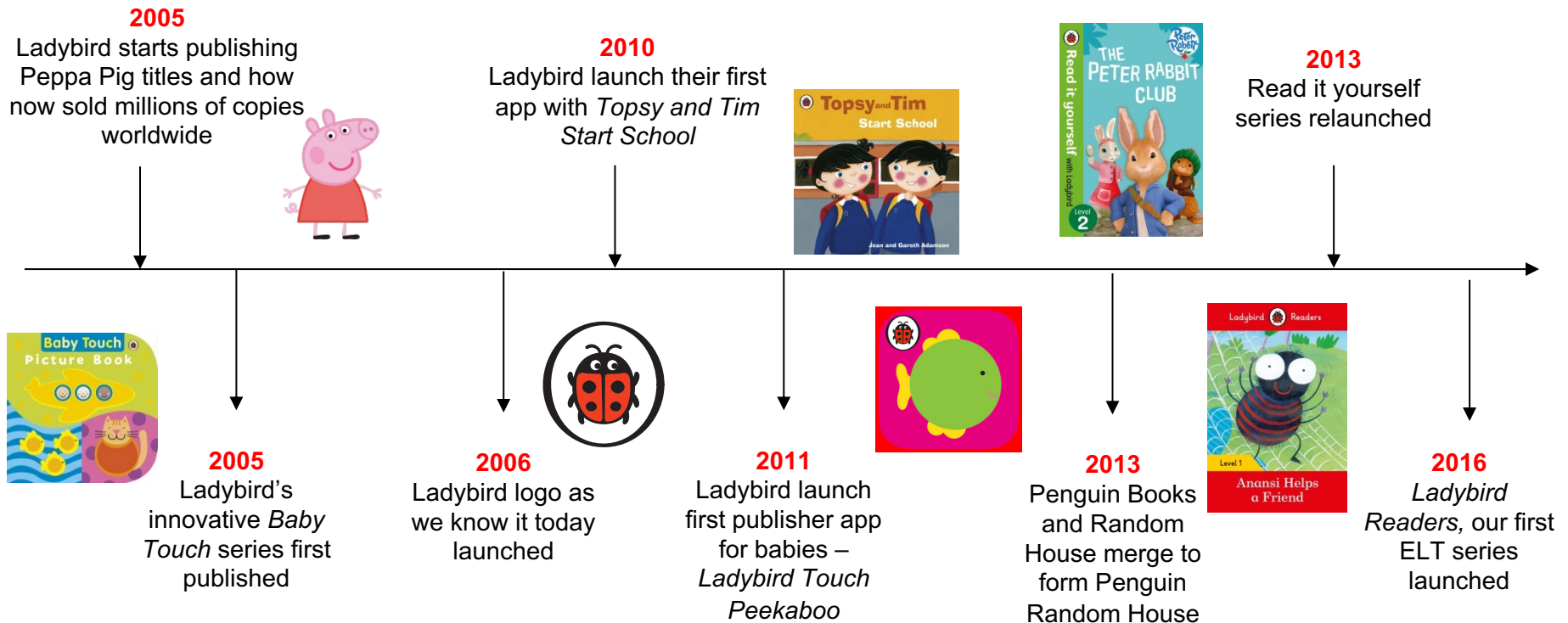


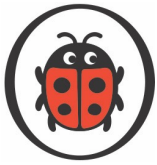
# Ladybird today



Penguin  
Random House  
UK

At the turn of the century, Ladybird developed a range of new digital support for parents including a website, series of apps and telephone helpline. It became the proud publisher of a number of popular children's characters including Peppa Pig and Topsy and Tim, as well as launching its innovative Baby Touch range.





## Ladybird in numbers



Penguin  
Random House  
UK

- Established over **100** years ago, Ladybird is trusted by teachers and parents the world over
- Our books are translated into more than **70** different languages and dialects
- Ladybird books are published in over **two-thirds** of the world's countries
- Our catalogue has more than **600** titles in print with around **100** new titles published every year
- Our bestselling series, Key Words, was first published in **1964** and has sold over **100 million** copies worldwide
- Ladybird's iconic mini-hardback measures **175 x 117mm** and revolutionised the format of children's publishing
- Baby Touch, our innovation format for very young readers, has sold over **5 million** copies in **20** languages worldwide
- Our Read it yourself series is now published in **78** territories across the world



Penguin  
Random House  
UK

LADYBIRD EDUCATION





- Launched in 2016, Ladybird Readers is our graded reading series specifically designed for children learning English as a second language
- Including classic tales, original fiction, favourite characters and non-fiction in titles following international language learning frameworks (CEFR) and providing practise for Cambridge Young Learners exams
- With over 140 titles across 8 levels our offering includes grammar workbooks and a dictionary, supported by audio, digital books, lesson plans, play scripts and activity sheets.



**DO YOU KNOW? BIG questions**  
to encourage **young scientists**

Levelled non-fiction books for young learners of English.

Covers a range of STEM topics

**ANIMAL FAMILIES**  
Level 1

**CORAL REEFS**  
Level 2

**MAMMALS**  
Level 3

**CHANGING WEATHER**  
Level 4

Motivating video content, project work and critical thinking activities!

- Do You Know? is a series of levelled non-fiction books featuring video content, project work and critical-thinking activities
- Mapped across 4 levels to CEFR standards and linked to the Cambridge Primary Science curriculum, the series covers a range of STEM topics with an enquiry-based approach
- Launched in May 2020, the series includes BBC Earth content along with a wide range of STEM material accompanied by stunning photography and supported by video assets



- Launched in 2019, Penguin Readers is a graded reading series specifically designed for young adults and adults learning English as a second language
- Including classic tales, contemporary fiction and non-fiction books following international language learning frameworks (CEFR) , the series provides a range of appealing titles for older language learners
- With over 120 titles currently available across 8 levels, the books contain before, during and after reading exercises and are supported by audio and additional learning resources.



# Ladybird – Key Words



Penguin  
Random House  
UK

The series that taught generations of children to read

## Key Words

Learn to read with Peter and Jane

Key Words with Peter and Jane  
Peter and Jane 1a

Key Words with Peter and Jane  
We can fix it! 3b

Key Words with Peter and Jane  
Granny and Grandad 5c

Key Words with Peter and Jane  
The best picture 7a

Key Words with Peter and Jane  
Peter's new kite 9b

Key Words with Peter and Jane  
The lost sheep 11c

A whole new world of adventures

Explore now!

- Completely refreshed in 2023, Key Words is the series that has taught generations of children worldwide to read
- With 36 titles across 3 levels, the books focus on the repetition of 300 high-frequency words to build vocabulary and reading fluency
- Focusing on the lives of Peter and Jane, and their friends and family, this tried-and-tested series has sold over 100 million copies globally



# Ladybird – Read it yourself



Penguin  
Random House  
UK

**Read it yourself** with Ladybird

Explore a series of carefully graded readers including modern stories, favourite characters, traditional tales and non-fiction.

- A tried and tested levelled reading series for young readers aged 3+
- Five levels support children from very first phonics practice through to independent, fluent reading with a combination of classic tales, well-known brands, original stories and topic-based non-fiction



# Ladybird – Actiphons



Penguin  
Random House  
UK



- Actiphons is an energetic phonics programme designed for young learners, uniquely combining phonics progression with physical actions
- Each of the 70 collectable stories stars its own playful character, and practises their letter sound and action
- Following the SATPIN approach, the titles build across three carefully scaffolded levels initially combining both adult and child text before moving to child-only reading in the final level
- Supported by a raft of resources including audio, animations, sound videos and activity sheets, the series will enable children to build their phonics skills and become active, lifelong readers.



# Ladybird – Learn with Peppa



Penguin  
Random House  
UK

**Learn with Peppa Pig**

## Learn phonics with Peppa!

Five expertly graded levels of fun stories!

The advertisement displays five book covers from the 'Learn with Peppa Pig' series, each with a different level number (1, 2, 3, 4, 5) on the spine. The titles of the books are: 'Got It! and Pips in a Pack', 'On the Boat and Lots of Jobs!', 'The Smart Van', 'Peppa's Rainbow Surprise', and 'George and the Dinobot'. Below the books is a pink button that says 'Explore now!'. The background features faint icons of various educational subjects like math, science, and art.

© 2022 ABC135 Ltd. One UK135-8-Headline

- Learn with Peppa is an exciting new education range for pre-schoolers, underpinned by a carefully scaffolded learning framework across six key areas: English, Maths, Emotions, Our World, Creativity and My Body
- Supported by audio recordings and additional resources