

**January 13, 2010**

## **For Immediate Release**

### **The Horn Book Magazine Goes Full Color**

The Horn Book Magazine hits the newsstands this week with its first color issue in its 80-year history.

“We’ve long been a trusted source of reviews, articles, editorial and information for everyone who cares about children’s and young adult books. By introducing color, we are able to support articles more effectively while providing advertisers a more compelling way to connect with readers,” said Andrew Thorne, Publisher of The Horn Book. “The quality of the editorial is absolutely unchanged, and color gives us wider options for showing jacket art and book illustrations. It’s a win-win situation for readers and advertisers.”

The January-February 2010 issue of The Horn Book Magazine is in bookstores and on newsstands now. Free copies will be available at the ALA Midwinter Meeting in Boston this weekend.

#### **About the Horn Book**

The Horn Book, owned by Ohio-based Media Source, Inc., was founded in 1924 to herald the best in children’s literature. *The Horn Book Magazine*, published six times each year, features commentary, articles, and book reviews of selected new children’s and young adult titles. Its sister publication, *The Horn Book Guide*, includes more than 2,000 reviews in each semi-annual issue. *The Horn Book Guide Online* provides subscription access to a searchable database of more

than 70,000 reviews of children's books.

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