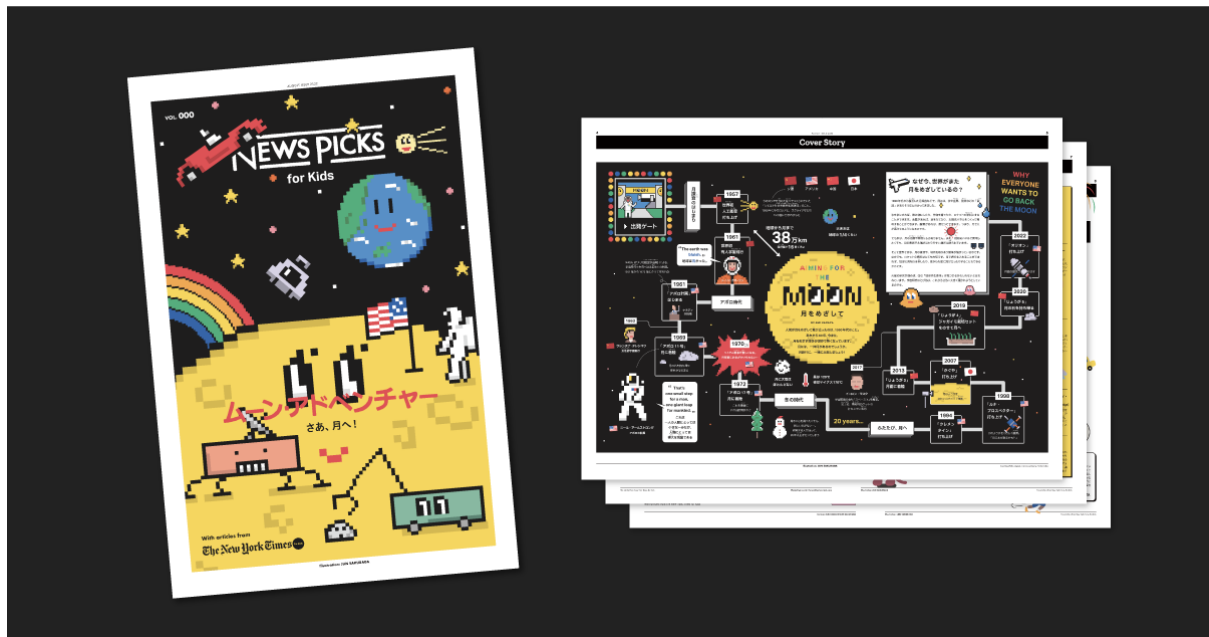


NewsPicks Launching NewsPicks for Kids, a New Service for Children and Families

Includes distribution of licensed articles from “The New York Times For Kids” translated into Japanese. First edition to be published in 16-page tabloid format on August 10, 2022.



The social business media NewsPicks is launching a new service called NewsPicks for Kids. It is a Japanese-language, 16-page tabloid newspaper that covers a selection of feature articles produced by the NewsPicks editorial team, reconstructed for children to enjoy, together with the licensed articles from “The New York Times For Kids”, originally published by The New York Times. NewsPicks for Kids will deliver world news to households in a way that brings excitement to children.

About NewsPicks for Kids

NewsPicks for Kids is a completely new kind of newspaper for children, printed in 16-page tabloid format and delivered to your home 10 times a year.

Popular feature articles and original contents produced by the NewsPicks editorial team will be reformatted for the tabloid pages. The newspaper will cover the latest trends in business, culture, and news events in ways that children can easily grasp, capitalizing on the strength of paper media with extensive use of visual and graphic representation.

The newspaper will also include the licensed articles from “The New York Times For Kids, originally published by The New York Times and translated into Japanese, based on a licensing agreement for first-time distribution in Japan.

The first edition is planned for August 10. Delivery to households will start from the edition of the month following the date of their subscription. The first edition will be delivered to those who subscribe by July 31.

In addition to newspaper publication, NewsPicks for Kids is planning to hold events and community

activities in the future. Please look forward to further notice.

Service Overview

Frequency: 10 times a year, on a monthly basis except for January and July

Fee: 10,000 yen per year (available as exclusive option for NewsPicks Premium and Learning subscribers)

Format: tabloid (273mm by 406mm)

Number of pages: 16

Subscription URL : <https://newspicks.com/news/7186024>

Increasing communications about the world within the family



Comment by Ami Kanaya, Chief Editor for NewsPicks for Kids

We haven't been seeing enough quality media in Japan that children can access constantly without bias.

Through our licensing agreement to distribute articles from "The New York Times For Kids", NewsPicks will deliver insights on the outside world, including overseas affairs, and convey the value of news and economic information to business leaders of the future.

Our selection of the tabloid newspaper format is based on our strong wish for families to enjoy the news. Children are welcome to write in the pages or cut them out. Enjoy it in your own way!

We have a clear stance that this service is "for Kids." The name of the newspaper also reflects our sense of urgency to empower our children to make necessary changes in this country, together with our hope in entrusting the future to our children.

It is NewsPicks' aspiration to keep creating contents that help children and parents foster global perspectives.

Comment by Jun Sakurada, Art Director for NewsPicks for Kids

When looking at overseas contents for children, you often find them infused with rich infographics. I was hoping to create something like that someday when I came across this unique opportunity.

Newspapers for children have existed from before, but rather than newspapers to read, we are aiming to create a newspaper to enjoy visually. NewsPicks' pioneering efforts in producing visual contents will now be applied to the tabloid newspaper.

In addition to the visual experience, I hope to create opportunities for children to take their next actions, such as discussing topics with their families and friends or doing some research. For future generations, I will do everything in my power and the capacity of NewsPicks to make the world in better shape.

Comment by Mitsufumi Ikeda, Chief Experience Officer for NewsPicks

There are not many quality news contents that you feel safe exposing your children to. This service took shape as we envisioned Japanese children becoming curious about the world and excited to keep broadening their perspectives, sparking conversations within the family. Our efforts are to continue over many years, and I believe they will generate excitement in the future of Japan.

Comment by Michael Greenspon, Global Head, NYTLicensing & Print Innovation for The New York Times

The New York Times Licensing Group (NYTLicensing) is delighted to work with NewsPicks to bring articles from "The New York Times for Kids" to young, Japanese readers. Quality journalism is rare – especially when written for a younger audience. NewsPicks for Kids invites children to follow their curiosities, and develop a love for journalism, as they learn about the world through an engaging mix of stories and features on topics that they care about.

About NewsPicks

NewsPicks is a business social media service that distributes original articles created by its editorial team, as well as news contents from over 100 media outlets based in Japan and around the world. Users can gain a multifaceted understanding of news through comments posted by renowned figures and experts in various industries.

<https://newspicks.com/about/>

About The New York Times For Kids

The New York Times for Kids empowers younger audiences to understand the world they live in, with quality storytelling created and edited specifically for children aged 8-13. The New York Times for Kids mimics the form of a conventional newspaper, and approaches the news with a focus on what matters most to younger readers. From learning how schools prepare for natural disasters to the best recipe for homemade slime - this special section broadens children's perspectives and keeps them informed. in a way that makes sense to them.

<https://www.nytimes.com/subscription/kids>

Company Overview

NewsPicks, Inc.

Date of establishment: April 1, 2015

Representatives: Co-CEOs Yusuke Inagaki / Taira Sakuma

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The New York Times Licensing Group

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