

Ignite their imagination, fuel their faith



WORLD TEEN

know what's real.

Ignite their imagination. Fuel their faith.

In our clouded cultural narrative, savvy voices consistently sow misleading seeds with our teens—powerfully suggesting how they should think and live.

Our goal is simple: to engage them with the truth in a way that helps them pursue the kind of life God intends.

In short, WORLDteen will provide your kids with reliable stories designed to strengthen their faith in a witty voice of clarity and wisdom they'll find entertaining and useful.

WORLDteen will cover a number of important topics, from science to technology and friendships to culture, including movies, music and books.

WORLDteen Is Committed To Being:

- **Engaging** - If teens dismiss us (as only teens can do), the point is moot! So we'll always strive to find their voice, relating to them where they are, with stories they'll find compelling.
- **Enlightening** - With a storytelling approach, we'll skip the flippant, striving for a deeper understanding of the things that matter most.
- **Safe** - Rest assured, our message will never be delivered in unsafe ways. It will be fun, relatable, and always safe.

HOW IT WORKS

In Print

Although more information is consumed digitally each year, print still plays an important role in everyone's life! It's always available (when batteries die or devices can't be accessed),

and there's an intangible affinity with holding a printed piece in our hands that captures our imagination in a way a device never can.

With WORLDteen your kids will receive six bimonthly magazines throughout the year, with interesting content and enhanced production values, designed to captivate their hearts as well as their minds.

Our print stories always relate to our digital content, so we'll be sure to cross-reference the two, making it easy to dig deeper online.

Digital

WORLDteen's digital content will be updated weekly, doing what digital does best: capturing the imagination with fresh content through the best uses of the latest interactive tools.

From maps to videos and graphs to audio bites, we'll make it easy to form a healthy habit of accessing WORLDteen on the devices your teen uses most, via our all-new website and dynamic mobile apps.

Weekly emails

Your teenager will receive a weekly email highlighting our content in creative ways. With a simple click, they can access the stories they find most interesting or make a mental note to read them in the printed magazine. Either way, they'll find our content is nicely integrated across digital and print.

It's what's real

We are committed to being a resource of excellence that reinforces God's truth in the life of your teen. To do so, we'll use the best of technology to meet them on their tablets, smartphones, and even in a magazine. And each day we'll strive to be informative, gracious and kind—pointing them to what's really real!

