

Storynory Media Pack



February 2007

Storynory is a leading children's podcast and website. It publishes free high quality audio stories, both the classics and originals. Launched in November 2005, it has achieved a global audience, and widespread praise from children, parents, teachers, and the media. It now provides around 100,000 audio downloads per month to a highly targeted audience of 50,000 unique users.

Much more than just a website

Our audience comes from two sources – direct from the storynory.com website – **AND** from the Syndicated Feed which brings Storynory's audio content to popular podcast directories such as Apple's iTunes. As with other podcasts, the audience can subscribe to Storynory's feed and download our stories automatically, every week as we publish. And Storynory has a long life beyond the web – stories are downloaded and transferred to CDs and iPods.

Storynory - The Website

Welcome to Storynory. We publish free audio stories every week. *** Podcast ***

Rikki-tikki-tavi Part Two

Download Rikki-tikki-tavi Part Two

Rikki-Tikki-Tavi
by RUDYARD KIPLING
Illustrated and introduced by JERRY PINKNEY

We left our courageous little hero at a very dangerous moment at the end of the **First Part of Rikki-tikki-tavi**. We conclude Rudyard Kipling's classic tale of the Indian Mongoose who defends an English family from the evil cobras, Nag and Nagaina. Rikki calls on Darzee the taylor bird for help. But the feather-brained Darzee is too busy singing Rikki's praises to see the danger. The climax on the veranda where Nagaina confronts the family at

Storynory in iTunes

Google Custom Search
Search

Prince Bertie the Frog's Children's Stories are absolutely free.

Ads by Google

Free Short Story Contests
Dozens of story contests inc. free entry and new ones by email daily!
firstwriter.com

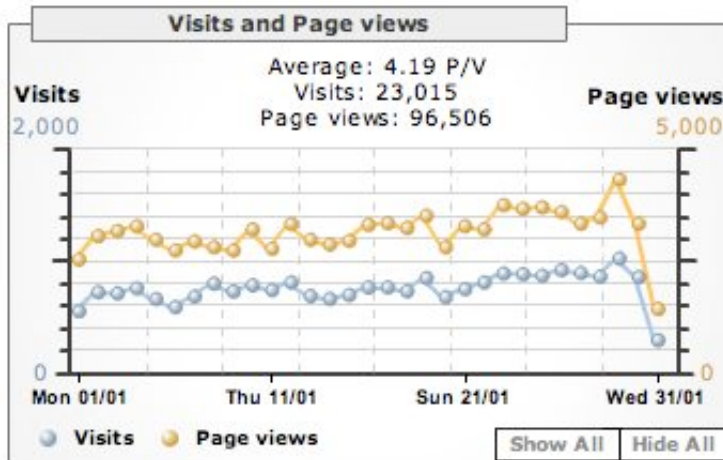
Teacher's Pick 2006
The Cat Who Wouldn't Come Inside by Cynthia von Buhler
www.comeinsidekitty.com

The Book People
Huge savings on children's books! Free P&P on orders over £25
www.thebookpeople.co.uk/childre

<http://www.storynory.com> has around 25,000 unique visitors per month and 100,000 page views – as measured by Google Analytics.

However, this tells only a small part of the story. Visitors spend on average 6 minutes browsing the site per visit - **before** they download a story. The average story is around 15 minutes long. The website provides around 30,000 audio downloads per month

And the website represents only around one third of our audience.



Visitors and Page Views: - Source Google Analytics – January 07 (excluding last day)



Storynory - The Syndicated Podcast

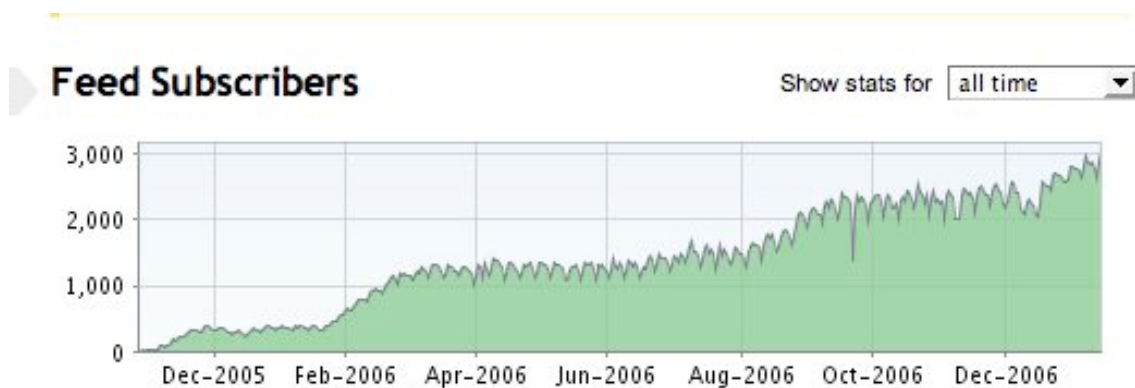
Storynory's audio files are syndicated across the web, and the **largest part of the audience comes via Apple's iTunes Directory** where it is in the top three podcasts in the Kids and Family Section, both in the US and the UK, and features strongly in other territories such as Japan and Australia. Its closest competitors are Disney and Cartoon Network.



Downloads from Syndicated Feed Source - Feedburner.

Storynory's syndicated feed brings 70,000 audio downloads a month – in addition to the 30,000 direct downloads from the site.

The number of individual subscribers hitting Storynory's feed is around 3000 per day and growing:



Source - Feedburner

Storynory's Material

Our material includes out-of-copyright versions of classic fairy tales such as Cinderella, Jack and the Beanstalk and The Gingerbread Man. We draw on Victorian writers such as Andrew Lang and edit them sensitively for modern understanding.

We are serializing the full and unabridged Alice's Adventures in Wonderland by Lewis Carol.

We publish our own versions of Greek Myths such as The Wooden Horse.



We interview leading children's authors such as Charlie Higson, the author of the best selling Young Bond series.

We present educational background stories in our Tim's Lesson's Series.

And last, but certainly not least, we have our own original Bertie Stories - modern fairy tales about Prince Bertie the Frog and his Pondlife Friends, including Tim the Tadpole.

Storynory's Presenter - Natasha Gostwick



Storynory's Presenter, Natasha Gostwick, is 24 years old and has appeared at the National Youth Theatre, The Edinburgh Fringe, and in numerous London based theatrical events.

Her warm voice makes her a natural children's presenter, and she acts all the parts with enormous verve. The iPod generation of children are growing up with Natasha – and they all love her story telling powers.

Our young audience has a very special relationship with Natasha's voice, which is often the last sound they hear before they fall asleep.



Storynory's Audience Feedback

- **Main Stream Media**

Storynory has been written up by Life Magazine, The Miami Herald, The Radio Times, Publisher's Weekly, and School Library Journal.

- **Blogsphere**

Storynory is regularly praised by the bloggers, including major sites such as Lifestacker. And TUAW.com We receive valuable feedback from numerous parent blogs.

All of the stories are high-quality, and are ready to be downloaded to an MP3 player, or burned to a CD, or just listened to from the site itself. I plan on downloading a few (especially "The Princess and the Pea") for my five year old's bedtime tonight. <http://www.lifehacker.com>

I listened to Rikki-Tikki-Tavi, one of the more recent additions to their collection, and it is high quality and easy to listen to. <http://flagrantdisregard.com>

If you've got kids and want to share stories with them (in pleasing British accents), this site could very well be a godsend. <http://www.tedsblog.com>

- **iTunes**

The US version of iTunes has numerous comments praising Storynory including:

My daughter often asks when she sees my laptop open, "Can I listen to Storynory?"

My five year old son asks for Storynory every night, and I look forward to it too

I absolutely love Storynory and I'm 19!

- **Feedback Left on the Site**

We receive daily comments left as feedback on Storynory.com

Your website was mentioned in an article in the Miami Herald (1/27/07). Our daughter loves your stories.

*Comment on Rikki-tikki-tavi Part One by Lisa
Excellent work again, Natasha! We're glad you chose this story - it's an old favourite.*

*Comment on Alice in Wonderland Chapter 4 by homeschool mom
My 7 year old is enjoying this so much! She's decided to read her very own copy along with the story and is anxiously awaiting ch 5!*

How does our audience listen?

We know from feedback that our audience listens to stories in a number of ways:

- On the computer
- By burning to CDs
- On iPods and other Portable MP3 players.

Apple's iTunes program makes transfer to CD or an iPod easy.

We also know that our audience tends to listen in a variety of situations:

- At bedtime
- While traveling, especially in the car
- At School.

Once they are downloaded, the favourite stories are listened to again and again, and they are shared with family, friends, and classmates. Storynory is recommended to teachers by a wide range of educational websites (including the British Council) and is often praised by teachers on their personal blogs.

How Old is Storynory's Audience?

Our stories are aimed at 3 to 11 year olds – however we receive emails and feedback from older listeners including adults.

Contact Storynory

Hugh Fraser or Matthew Lynn

Email bertie@storynory.com

Telephone +44 20 7706 7974

26 Star Street
London
W2 1QB

