**Consumer Target**

- Primary: Girls 6-12, Adults, and Calvin and Hobbes fans

**Marketing Highlights**

- Debuted internationally in March 2015 as one of the largest syndicated comic launches in Universal Uclick history
- A loyal audience on the Web
- Appears in more than 100 newspapers
- Winner of Amazon’s “Comic Strip Superstar” contest

**Merchandise Program**

- Andrews McMeel Publishing

**Target Categories**

- Stationery
- Gift
- Event/Promotion
- Office Supplies
- Apparel
- Games
- Party Goods

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Phoebe and Her Unicorn is the story of an unlikely friendship between Phoebe, a precocious child, and Marigold, an arrogant unicorn. After their paths cross in the woods one day, nothing will ever be the same. This is a comic about childhood, friendship, magic and humor.

www.gocomics.com/phoebe-and-her-unicorn

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