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Wholly-owned subsidiary of The Commercial Press (H.K.) Ltd.

Dear Parents,

The Perfect Children's Magazine for Every Age —
Highlights Magazine Is Now Available in Hong Kong

The Commercial Press is delighted to introduce the world's best-loved children's magazines – *Highlights™* and *Highlights High Five™* – to all teachers and parents! With more than a million readers each month, the award-winning *Highlights* magazine, created by a U.S.-based publisher, has been helping children to become their best for over 65 years.

Both magazines are now available by subscription in Hong Kong. Choose the perfect magazine for your child to develop a life-long love of learning now!



Highlights High Five

For Ages 2–6

Size: 8" x 10.5"

Each 40-page monthly issue includes

- ✧ Read-aloud **stories** and **poems**
- ✧ Easy **recipes** and **crafts**
- ✧ **Hidden Pictures™**, matching **games**, and other **puzzles** that boost thinking power
- ✧ **Bonus** pull-out activity that delivers hands-on fun
- ✧ Free **online audio** that encourages independence and helps kids begin to read



Highlights

For Ages 6–12

Size: 8" x 10.5"

Each 42-page monthly issue includes

- ✧ **Hidden Pictures™** and challenging **puzzles**
- ✧ Real-world **articles** and silly **stories**
- ✧ **Crafts** that encourage hands-on creativity
- ✧ **Jokes** and **riddles** that keep kids giggling
- ✧ **Drawings** and **poems** from kids
- ✧ Current **science** and **nature** topics

Subscription Details:

- ✧ **Subscription Options:** 1-year or 2-year subscription
- ✧ **Delivery Methods:** Either by post or pickup in person at selected branch of The Commercial Press

Enclosed please find the order form for more subscription details. **You can also download the sample pages at www.blooming-club.com/highlights** . For enquiries or assistance, please don't hesitate to email subs@bloomsbury.com.hk or call (852) 2877 3161.

Yours faithfully,
Anita Wan
Assistant General Manager
The Commercial Press (H.K.) Ltd.

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Magazine Order Form

Please complete the form in English.

1) Subscription Options and Pick-up Methods (Please ☒ one ☐ only)

	Highlights <u>High Five</u> Magazine (for ages 2 to 6)		Highlights Magazine (for ages 6 to 12)	
	By post	Pick up in person at the selected branch of The Commercial Press (Please choose the pick-up branch in Part 5.)	By post	Pick up in person at the selected branch of The Commercial Press (Please choose the pick-up branch in Part 5.)
1 year (12 issues)	HK\$480 ☐	HK\$444 ☐	HK\$480 ☐	HK\$444 ☐
2 years (24 issues)	HK\$864 ☐	HK\$792 ☐	HK\$864 ☐	HK\$792 ☐

2) Recipient's Details (Mandatory*)

* Name: _____ Gender: ☐ Male ☐ Female

* Birthday: ____ (DD) ____ (MM) ____ (YYYY) Mobile Phone Number: _____

* Mailing Address: _____

E-mail Address: _____

School: _____

3) Payer's Details (Mandatory*)

* Name (Mr/ Ms/ Mrs): _____ * Mobile Phone Number: _____

* Billing Address: ☐ same as recipient's address

* E-mail Address: _____

4) Payment Method

Redemption letter or magazine will be sent within 4–6 weeks of receiving payment.

☐ By Cheque Cheques should be made payable to Bloomsbury Books Limited (If you opt to pay by cheque, please send it together with the order form.)	☐ By Credit Card Credit Card Type: ☐ Visa ☐ MasterCard Cardholder's Name: _____ (As it appears on your credit card) Card Number: _____ - _____ - _____ - _____ Expiry Date: ____ (MM) ____ (YYYY) Cardholder's Signature: _____
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5) Pick-up Location

Please ✓ <u>one only</u>	Branch	Address	Tel.
	<u>From March to June 2012:</u> Kornhill Branch	Shop S39, 2/F., Kornhill Plaza, 1 Kornhill Rd., H.K.	2560 0238
	<u>From July 2012 and afterward:</u> Causeway Bay Book Centre	9 Yee Wo St., Causeway Bay, H.K.	2890 8028
	Tsimshatsui Book Centre	Shop B1007-B1010, B1/F, Miramar Shopping Centre, 132 Nathan Road, TST, KLN	2904 1988
	Telford Book Plaza	Shop 301A, Level 3, Telford Plaza II, 33 Wai Yip St., Kowloon Bay, Kln.	2305 0877
	Olympian City Branch (Home of Blooming Club) 	Shop115, 1/F, Olympian City 1, 11 Hoi Fai Road, West Kowloon	2625 0311
	Shatin Book Plaza	252 Level 2, Phase One, New Town Plaza, Shatin, N.T.	2693 1933

6) Others

6.1) Would you like to receive our weekly e-newsletter to get our updates on children's activities and promotional offers? ☐ Yes ☐ No

6.2) How do you get the information about High Five / Highlight?

- ☐ Blooming Club website/ e-newsletter ☐ The Commercial Press website/ e-newsletter
- ☐ The Commercial Press branch: (Please name the branch) _____
- ☐ School: (Please name the school) _____
- ☐ Friend's recommendation ☐ Other: _____

For cheque orders, please mail the order form and cheque to:

**Bloomsbury Books Limited – Subscriptions Department
6/F Chung Sheung Building
9-10 Queen Victoria Street
Central, Hong Kong**

For credit card orders, please fax the order form to (852) 2810 0316 or mail to the above address.

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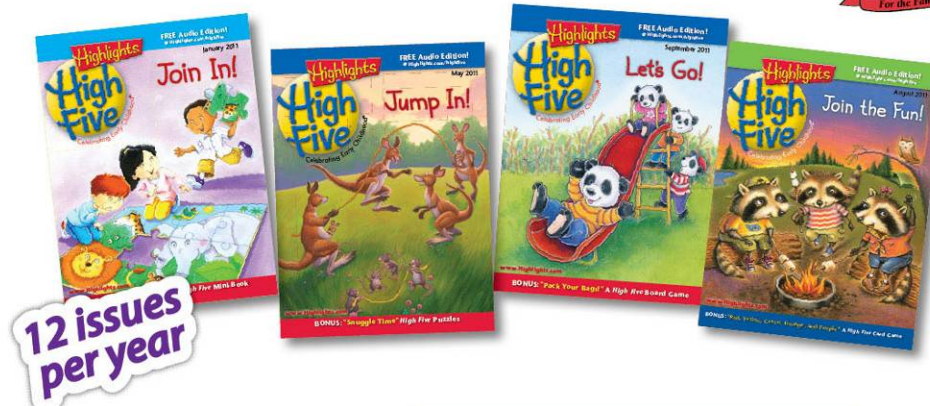
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Highlights High Five Magazine

(for ages 2 to 6)



Highlights High Five invites young children to explore a world of fun and learning with fresh new stories and activities every month. *High Five* is designed to set young children on the path to becoming **curious, creative, caring, confident** individuals. Based on sound educational principles and widely accepted child-development theories, each monthly issue brings a 40-page magazine that will help your child become a life-long learner.



High Five helps you encourage your child's development and gives you an ideal opportunity for one-on-one fun together.



High Five offers positive role models and constructive activities that help build character and self-confidence.

Every page reinforces skills that prepare children for reading, math, and other areas of learning.

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Highlights High Five Magazine

(for ages 2 to 6)

Celebrating Early Childhood™ for ages 2 to 6

High Five is filled with features that help build important skills.



Stories and poems promote reading readiness.

Easy recipes and crafts give kids self-confidence.



My First Hidden Pictures™, matching games, and other puzzles boost thinking power.



Counting activities help kids develop number skills.

Bonus pull-out activity delivers hands-on fun.

Online audio editions and parent/teacher guides help families get the most out of *High Five*.

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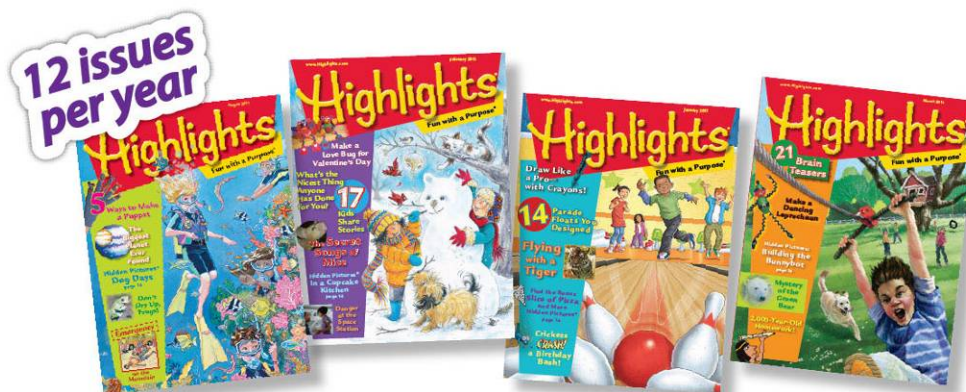
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Highlights Magazine

(for ages 6 to 12)



With over a billion copies in print, *Highlights for Children*™ has been helping children become their best selves for over 65 years. The award-winning magazine, created by a U.S.-based company, embodies the belief that children experience fun and joy when they use their innate creativity, curiosity, thinking ability, and imagination. *Highlights* is committed to the motto "Fun with a Purpose"™ to help children develop a life-long love of learning.



Highlights is the world's best-loved children's magazine!



Highlights sparks a child's natural curiosity and engages the imagination.

Highlights provides hours of brain-stimulating entertainment.

Highlights builds strong reading skills by giving kids a reason to love reading.

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Highlights Magazine

(for ages 6 to 12)

Fun with a Purpose™ for ages 6 to 12

Each month, *Highlights* keeps kids reading, thinking, and learning with a wide variety of fresh new stories, puzzles, crafts, games, and activities.

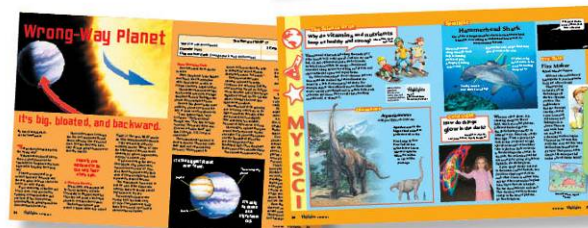
Every issue of *Highlights* magazine includes:



Hidden Pictures™ and challenging puzzles



Fiction stories, poems, and nonfiction articles that encourage reading



Exciting science features and experiments



Drawings and poems from kids

Crafts that promote creativity

Fun jokes and riddles

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