Children’s Magazine Archive, 1866-2020
Discover the Rich History of Children’s Magazines Through Time

Children’s Magazine Archive presents 15+ digital backfiles of magazines spanning 1866 to 2020. Researchers can immerse themselves in the evolution of childhood, culture, and education through publications that were originally aimed at young readers. Newly accessible, these archives offer researchers a new window on topics such as 20th-century advertising, marketing, popular culture, literature, and media history.

With material ranging from tales of adventure and exploration to thought-provoking articles and engaging visuals, this archive offers a unique lens on the cultural, societal, and educational dynamics of this period.

Major titles include:
- **Boy’s Own Paper** — a significant source for insights into evolving gender norms and early 20th-century masculinity through adventure stories and instructional content.
- **Girl’s Own Paper** — a long-running publication reflecting evolving girlhood roles across 70+ years and covering topics ranging from domestic skills and self-improvement to education and literature / arts.
- **Look and Learn** — sheds light on mid-20th century events, trends, and interests, through captivating visual articles, illustrated by renowned artists.
- **Sesame Street Magazine** — showcases educational strategies to support early childhood development, conveyed via beloved characters.
- **Stone Soup** — a leading children’s literary magazine showcasing diverse literary, artistic, and non-fictional contributions by young people.
- **The Children’s Newspaper** — a major youth publication, which for almost half a century aimed to educate a wide readership with its coverage of the most momentous events of the 20th century.

Children’s Magazine Archive provides a wealth of information for researchers interested in exploring...

- **Advertising and Marketing**: Investigate the evolution of marketing strategies targeting children and their influence on consumer behavior.
- **Art History**: Analyze the illustrations, graphics, and other visual elements to understand how these components have been used to promote children's engagement and understanding.
- **Education**: Investigate changing educational content and methodologies, and how they reflect pedagogical theories.
- **Ethical Studies**: Examine how magazines have addressed moral dilemmas and ethical questions aimed at young readers.
- **Literature**: Explore the development of genres written for and by children, and how literary styles have changed over different eras.
- **Psychology and Child Development**: Study the portrayal of children’s interests and preoccupations and how they relate to cognitive and emotional development.
- **Social and Cultural History**: Analyze the evolving societal attitudes towards sex, gender roles, race, class, and nationhood through the lens of children’s magazines.
- **Sociology**: Gain insights into historical family dynamics and the changing roles of children within the family unit.

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FEATURES

• Coverage spanning 1866 to 2020 – over 150 years of content*
• Article-level metadata with color page images and searchable text
• Document-type indexing permits easy retrieval of specific content such as advertisements, photographs, and illustrations
• 300,000+ pages of content
• Cover-to-cover full-color digitization to maximize the rich visual content

* Our policy is to include each issue from the first and to scan from cover to cover. Due to the rarity of some of the original print volumes, however, there may be small gaps (issues or pages). Certain comic strips are excluded from Look and Learn for copyright reasons.

USING CHILDREN’S MAGAZINE ARCHIVE

Example scholarly research/dissertations citing publications from Children’s Magazine Archive

• Bromley, K. and Mannix, D. “Beyond the Classroom – Publishing Student Work in Magazines.” Reading Teacher, vol. 47, no. 1, 1993, pp. 72-76.
• Fitzsimmons Frey, Heather M. Victorian Girls and at-Home Theatricals: Performing and Playing with Possible Futures, University of Toronto (Canada), Canada – Ontario, CA, 2015. [dissertation]
• Hoiem, Elizabeth F. M. Object Lessons: Technologies of Education in British Literature, 1762-1851, University of Illinois at Urbana-Champaign, United States – Illinois, 2013. [dissertation]
• Jones, Avery E. Boys Need Girls: Gender Norms from Nineteenth-Century Boys’ Periodicals to “Peter and Wendy.” Texas Christian University, United States – Texas, 2012. [dissertation]

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