

Hubert Burda Media

Germany's fastest-growing children's magazine publisher



Blue Ocean Entertainment AG was set up in 2005 and published its first magazine, *Prinzessin Lillifee*, on 11 July 2006. Around ten years later, the Stuttgart-based children's media specialist publishes more than 50 regular magazines and (including special products) around 450 titles each year. This makes Blue Ocean one of Germany's three leading publishers of children's magazines.

Today, its portfolio includes IVW bestsellers such as the LEGO magazines *Ninjago* and *LEGO Star Wars*, girls' favourites such as *Filly*, *Bibi Blocksberg* and Schleich's *Bayala*, tales of heroism such as the *Playmobil* magazine, *Dragons* and *Die drei ??? Kids*, educational titles including *Frag doch mal die Maus* and *Was Ist Was*, license-free formats such as *Pferd&Co*, *Total tierlieb!* and *Dinosaurier* and – of course – modern classics like *Prinzessin Lillifee* and the new *LEGO Nexo Knights*. Blue Ocean also publishes sticker and trading card series and apps (e.g. *Yakari*).

As European Master Publisher for the Danish LEGO® group (since 2013), Blue Ocean is the exclusive magazine and partwork partner for the world's largest toy manufacturer. In addition to magazines – more than 500 international editions in 16 European countries in 2015 in collaboration with partner publishers – Blue Ocean's rights also include the licences for LEGO stickers and trading cards. In March 2014, Hubert Burda Media became the majority shareholder of Blue Ocean.

Links: [Blue Ocean Entertainment AG](#), [product overview](#), [publishing news](#), [media news](#), [media data](#)



Sigrun Kaiser
CEO

Sigrun Kaiser trained as a nursery teacher and then studied industrial engineering and management with a focus on advertising. She launched her media career in 1991 with the Dino-Verlag publishing house. Back in 2005, Kaiser was one of Blue Ocean's three founders and the board member responsible for products; now CEO, she remains a shareholder.

Facts

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