

• KOKA KIDS JUNIOR JUDO MAGAZINE - FAQ

▼ ABOUT THE MAGAZINE

▼ *What is Koka Kids?*

- Koka Kids is a junior judo magazine. Yellow belt Luke says, "Its better than Pokemon!" The 36 pages (full colour throughout) are packed with technique tips, action photographs, prizes to win, posters to collect, puzzles, club news and lots more. The magazine is designed to teach children about judo basics in a fun, dynamic way.

▼ *How often and when is it published?*

- Koka Kids is published three times a year (March, June, October) This is so there is a judo magazine for each school term. Dates are sometimes changed slightly to allow coverage on the major judo tournaments.

▼ *Who is the editor?*

- The editor is the former International competitor, Nicola Fairbrother (1993 world champion, 1992 Olympic silver medallist, 3x European Champion, 6th Dan) Contact Nicola directly at nicola@kokakids.co.uk

▼ PROMOTING JUNIOR JUDO

▼ *How does Koka Kids help clubs to promote junior judo and my judo club?*

- Koka Kids helps promote junior judo and individual judo clubs in these ways.
Firstly, the magazine itself helps to spark an interest for judo. There's many new things for the children to learn, to do, to collect, to go and see, to read about - and all this helps to keep the judoka interested in their judo.
- Also - we supply all subscribing clubs with A3 promotional posters. These are designed to attract new members to your judo club - and can be used as you wish (on school notice boards, around the dojo, at the local sports centre) There is space at the bottom of the poster, so as each club can add their own details (new beginner's class, class times, gradings etc...) Use them to let new members know how they can start judo at your club!
- And to further help promote your club we try to publish news and photographs on your members inside the magazine in our regular Dojo Report section. All you need to do is email your photographs to nicola@kokakids.co.uk and we will do the rest. This is a great way to recognise members' achievements - and get your judo news heard around the world!

▼ *Is there a Koka Kids web site?*

- Yes. Please visit www.kokakids.co.uk. We have lots of interactive judo games to help teach children about judo. Also, there is a growing club directory, where coaches can add their club details free of charge. And of course, there is information on subscribing to Koka Kids and about the magazine in general.

▼ BUYING KOKA KIDS

▼ *Can I subscribe individually to Koka Kids?*

- No, sorry but Koka Kids is only available wholesale directly to clubs, coaches, areas or federations.

▼ *Is there a minimum order?*

- Yes, the minimum order is 30 magazines per dojo or address. This is to keep postage costs to a minimum.

▼ *How much does a club subscription cost?*

- UK Subscription Rates are £2.00 per magazine (minimum order is 30 magazines per delivery address). Discounts available for orders over 300, please enquire by emailing nicola@kokakids.co.uk
- All North American Subscribers should subscribe by contacting the official Koka Kids distributor, Hatashita International. Telephone (800) 757-7686 or (212) 769-1823 fax (212) 769-2320 Mail to HATASHITA INTERNATIONAL
One Lincoln Plaza, #14C, New York NY 10023, United States

▼ *How do I place an order for my club?*

- Fill out an Order Form (available from www.kokakids.co.uk or by emailing editor@kokakids.co.uk) and post back to Koka Kids, 26 Broom Acres, Sandhurst, Berkshire, GU47 8PW, England. Please include your payment with your Order Form. Make cheques payable to KOKA KIDS.

▼ *Can I pay by credit card?*

- At the moment we can NOT accept credit card payments, but it is a facility we hope to add in the near future. If you would like to make an electronic payment, please tick the appropriate box and we will send you the details.

▼ *What will happen after I place my order?*

- We will contact you to confirm your order and then you can just sit back and wait as your copies of Koka Kids will be on the way to you, just as soon as the next issue is published!

▼ *Are there any discounts for large orders?*

- Yes, if you order over 300 magazines then the price drops from £2.00 to £1.90 per magazine (UK and Europe only). And there are more discounts still on larger orders. To find out the current rates please contact nicola@kokakids.co.uk

▼ SELLING KOKA KIDS AT YOUR CLUB OR SCHOOL

▼ *What is the best way to sell the magazine to my members?*

- The easiest way for both you and your members is to include the price of Koka Kids into your judo fees. You can cover the price of the magazine, by increasing your fees by £2.00 per member per term or £6.00 per member per year. This is the best way to sell the magazine to your members - each of your club members receives a copy and you do not have the worry of collecting money each term or the problem of unsold magazines collecting dust in the garage! However, some clubs do sell the magazines on a term by term basis and others give the magazine away free to help promote judo and their club.

▼ TESTIMONIALS

▼ *What have people said about the magazine?*

- Here's a selection of the most recent emails Koka Kids has received.

"Koka Kids has helped Welsh Schools Judo progress so much and allowed us to promote judo classes in many different clubs and schools. Each term the children all look forward to the next edition! Thanks and keep up the good work."

Alan Jones 7th Dan & Sue Crofts 2nd Dan, Directors of Welsh Schools Judo.

"Love the publication and the content!"

Tim Redden, Charlottesville Judo Academy, USA.

"Koka Kids Junior Judo magazine is in our opinion one of the best resources of information that relates to junior judoka of all ages. Practical, interesting, colourful and educational, an inexpensive publication that re-enforces the skills and terminology that children are taught every week in their own dojo.

The magazine allows kids to keep tracks of current stars within our sport and in addition the children can participate in many different types of competitions (many having prizes attached)

We feel it's an essential learning aid that every child participating in Judo should receive. They do in our organisation! "

Vic Court 3rd Dan, Chris Bowles 6th Dan & Steve Law 2nd Dan, Sensei Bushido Judo, Kent, England.

"Great promotional tool for Judo School owners. Its a wonderful tool to attract juniors into the sport of Judo and a great way to promote judo for school owners that make a living teaching judo."

Jack Krystek, Krystek Judo School, USA.

- editor@kokakids.co.uk or nicola@kokakids.co.uk
- Telephone (Spain) 0034 965 26 27 37
- Telephone (UK) 0044 0208 123 5275
- www.kokakids.co.uk
- KOKA KIDS, 26 Broom Acres, Sandhurst, Berkshire, GU47 8PW