

THE MOUSE MANSION  
**SAM & JULIA**





Sam & Julia – The Mouse Mansion is a beloved children’s book series with over 23 original titles, a unique range of plush and arts & crafts products and now also brand-new animated series. The unique world of Sam & Julia was created by author Karina Schaapman, using nothing but cardboard boxes, scrap materials and vintage fabrics. The Mouse Mansion is a safe world where children are free to go on adventures in a warm community where differences are embraced.



## VALUES

- Friendship & Community - Empathy & Kindness
- Curiosity & Imagination - Creativity & Resourcefulness
- Empowerment & Resilience



## HIGHLIGHTS

- Publishing success: 23 original titles and counting.
- Over 1 million books sold in 27 languages.
- Successful plush and creative product range with guaranteed international sell-through.
- Now also launching worldwide as a beautifully made animated series in premium quality CGI with a stop-motion feel.
- Museum and brand store in Amsterdam.
- International web shops.
- Strong social media presence – reaching millions of fans worldwide.
- Dedicated international PR support driving awareness, building engagement and creating impact.
- YouTube channel refresh in 2025 & new bespoke content including DIY videos, songs and shortform animation.
- Theatre plays.
- Local and international licensing opportunities.
- Extensive style guides available including publishing guide.



**OUR MISSION**  
**SAM & JULIA INSPIRE FAMILIES**  
**AROUND THE WORLD TO BE**  
**CREATIVE, WELCOMING AND KIND**

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## TARGET DEMO

- Gender neutral
- Books: 2-8 years old
- Arts & Crafts: 6-10 years old
- Secondary: families, adults and gift givers



## OFFICIAL DISTRIBUTORS

- Dam BVBA: Belgium, France, US, Canada
- Invento: Germany & Austria
- Carletto: Switzerland
- Tronc Jocs: Spain
- The Happy Gang: Portugal
- Kaleidoscope: Australia & New Zealand
- Bamobam: Costa Rica



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