



50 years of exploring, discovering, experiencing



Knowledge transfer spanning generations

Today parents tell their children things about nature and technology, sports or culture which often they themselves have learnt from a WAS IST WAS book as a child:

Because this year, WAS IST WAS – the world's most successful book series for children and young people – is celebrating its 50th Birthday.

Past - Present

The WAS IST WAS story began in 1961 – with four initial titles in magazine format: “The Valuable Monthly” at a price of three Deutsche mark.

Today, WAS IST WAS presents itself as the leading brand for children’s and youth fact books. The knowledge brand familiarises girls and boys with various topics in an age-appropriate way.



Right on time for the 50th anniversary, the following special issues will be published:



WAS IST WAS
The Big Book of Answers



WAS IST WAS Junior
My First Knowledge



Happy Birthday, WAS IST WAS

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WAS IST WAS Mini 3+ years

The first factual stories from the WAS IST WAS mini series – for children age 3 and older in kindergarten and playschool – encourage discovering themes of our everyday world, such as the Zoo, visiting the paediatrician or going shopping.



WAS IST WAS Junior 5+ years

Preschool children age 5 and older are thrilled by the interactive knowledge books WAS IST WAS Junior, particularly on their favourite subjects such as horses, pirates, dinosaurs, or what goes on in the ground.



WAS IST WAS Classic Series 8+ years

The book series WAS IST WAS focusses on inquisitive children of 8 years and older. To date, 129 volumes have been published. The 130th volume on Mayas, Incas and Aztecs will follow in autumn.

