Das Magazin für Mädchen
(und den Rest der Welt)

Le magazine pour filles
(et pour le reste du monde)

This is KOSMOS

"KOSMOS – The magazine for girls (and the rest of the world)" is aimed at girls aged between 8 and 13. It is filled with texts and articles on psychology, the environment, science, and society – age-appropriate, attractive, and fun. It is free of gender stereotypes, free of advertising, and politically independent. It is a medium through which girls can get to know themselves and discover positive role models, present their ideas, exchange ideas, and network throughout Switzerland.

The magazine is due to be published for the first time in the run-up to Christmas 2020 – if the financial backing is in place – just in time for celebrations of the 50th anniversary of Swiss women gaining the right to vote, which will be celebrated in 2021. The theme of the first issue is accordingly: "My Voice".

Why are we launching KOSMOS?

Many milestones are reached between the ages of 8 and 13. Children increasingly come under the influence of school and the media. Many of them take up their first hobbies at this age. They learn to read and write, develop into (media-)consumers and discover new worlds and role models. The girls' magazines currently available in Switzerland are, however, very one-sided in the topics they cover. Girls are thus assigned narrowly defined areas of interest and restrictive role expectations are imposed on them. Indeed, one study[1] has shown that girls in Switzerland lose self-confidence the older they get. Although they have numerous skills and interests, they become less and less confident when it comes to pursuing them as they grow older, especially if they do not meet gender-specific expectations.

We believe that girls in Switzerland need a more diverse range of media identification options in order to grow up without being held back. "KOSMOS – The magazine for girls (and the rest of the world)" wants to contribute to this diversity.

How did KOSMOS come about?

The basic idea of KOSMOS is universal: to accompany, support, strengthen, and bring together girls – so that they grow up without constraints. In 2016, nine women in Poland set out to realise this basic idea in the form of a unique magazine for girls. The result was "Kosmos dla dziewczynek," or, "KOSMOS for Girls". We fell in love

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[1] Gabriella Schmid, Felicia Schlegel, Evéline Huber: "Lebens- und Selbstkonzepte von Mädchen in der Ostschweiz – ein Vergleich von drei Altersgruppen", in: GENDER, 3-2016, p. 29–45.

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with this appealing, cleverly conceived, and above all cliché-free magazine and decided to continue the concept, adapting it entirely to life in Switzerland. This means that we will be picking the best content from the Polish editions, and supplementing it with a range of exciting and well-researched Swiss content.

Who are we?

The core team behind KOSMOS consists of Marta Kosińska, Laura Simon, Martina Polek and Cyrielle Cordt-Moller. All four are active in the fields of book publishing and the media: as radio journalist, as editors, as project managers, as production manager, as booksellers, as translators, as authors. We are a multilingual team that communicates in German, French, English, and Polish. The *Röstigraben* – the cultural boundary between the German- and French-speaking parts of Switzerland - fascinates us without separating us.

Technical details

- First edition: Christmas 2020
- After that, every two months (6 issues per year)
- Two language versions (German and French)
- 72 pages including cover
- A4 format to fit any school bag
- Content and cover 4-coloured
- Sustainable and CO_2-neutral printing in Switzerland ("Cradle to Cradle" certified)

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Factsheet "Mädchen in der Schweiz" on request

There are about 260,000 girls between the ages of 8 and 13 in Switzerland - it is high time that their voices were heard!