



SAM & JULIA

THE MOUSE MANSION



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



CONTACT INFORMATION

New Business & Distribution: ian.schaapman@themousemansion.com
Creative: manita.schaapman@themousemansion.com
Global Licensing & Foreign Publishing:
jeannine.lafebre@themousemansion.com

Press: press@sam-julia.com
www.sam-julia.nl

