

CONTENTS

- How to Purchase and Use Content
- Types of Purchases
- Annual Subscription Prices
- Monthly Subscription Prices
- Prices for Individual Purchases and Quantity Purchases
- Coloring Pages for "T" Content
- Coloring Pages for "TL" Content
- The Role of Coloring Pages in Digital Content
- Price table - Coloring Pages "TL"
- Price Thresholds

NOTE! - The Table of Contents is linked, i.e. clicking on each item in this list will take you to the corresponding page clicking on the arrow ↑ returns you to the Table of Contents

HOW TO PURCHASE AND USE CONTENT?

1. Browse the Fairy Tale Catalog

See all available fairy tales and select the ones you're interested in.

Note: All content in each purchase type is available as a high-quality Flipbook for viewing only, without the option of copying or printing, for the duration of the subscription and individual purchases in accordance with the Terms and Conditions of Purchase and Sale.

2. Select your purchase type

You have four options for using the content. Choose the one that best suits your needs.

3. Create an account and accept the Terms and Conditions.

Registration is required for every purchase.

This allows the system to:

- assign content to your account,
- control access time,
- send notifications about expiring subscriptions,
- ensure the security of your data.

4. Your data is safe

You can request the deletion of your account at any time. Deleting your account ends access to all purchased content and does not entitle you to a refund.

For individual or multi-item purchases, access to the content lasts 12 months and does not require renewal.

You may repurchase the same content again according to the current price list.

5. Complete the purchase

After choosing an option, the system will redirect you to the appropriate purchase page.

6. Access activates after payment

Once your payment is processed, you will receive access to the content in the form of an interactive Flipbook preview.

7. Access time to all subscription content and notifications

The annual subscription lasts 12 months and requires renewal after one year. Upon renewal, you will receive a discount as described on the annual subscription page.

The monthly subscription lasts for 30 days and requires monthly renewal. To receive the annual discount offered for monthly subscriptions, the subscription must be renewed for 12 consecutive months without interruption. The first month counts as the first of the 12 periods. Failure to renew will result in the withdrawal of access to all content.

The system will remind you when access ends:

- 1 months in advance - for an annual subscription,
- 7 days in advance - for a monthly subscription.



TYPES OF PURCHASES

- **Annual Subscription** (access to all content)
- **Monthly Subscription** (access to all content)
- **Single-Item Purchase**
- **Multi-Item Purchase with Quantity Discounts**
- **Bonuses and Coloring Pages Depending on the Selected Purchase Type**



ANNUAL SUBSCRIPTION PRICES

Element	Value in USD
Base price	270 \$
Scope	43 stories + coloring pages + updates
Total Value of All Content with Coloring Pages	754 \$
Cost-effectiveness	approx. 2.79× cheaper than buying individually
Renewal after one year	202.50
Average unit price (before renewal)	6,28
Average unit price (after renewal)	4.71
Yearly Savings	552 \$ (approx. 3.72× cheaper than buying individually)



MONTHLY SUBSCRIPTION PRICES

Element	Value in USD
Base price	27 \$
Annual cost (12 × 27)	324 \$
Scope	43 stories + coloring pages + updates
Cost-effectiveness (first year)	approx. 2.33 × cheaper than buying individually
Renewal After One Year (12 × 20,25)	20.25 \$/month,(243 \$ yearly)
Cost-Effectiveness (after renewal)	3,1
Average Unit price (before renewal)	7,56
Average Unit price (after renewal)	5,67
Yearly Savings (vs individual purchase)	511 \$



PRICES FOR INDIVIDUAL PURCHASES AND QUANTITY PURCHASES

Purchase of individual content (no discount)

Element	Value in USD
Average unit price	1* 15.12 USD/ 2* 17.55 USD
Scope	any stories, without “TL” coloring pages
Coloring pages (total value 104 \$)	paid add-on (0.16 \$ per drawing) 3*
Total cost of all 43 stories (no coloring pages)	650 USD
Total cost with coloring pages	754 USD
Cost-effectiveness	most expensive option

gdzie: 1* - average price without coloring book,
2* - average price with coloring book,,
3* - number of coloring pages x 0.16 \$

Content Purchases with Volume Discounts and Examples

Element	Value
Discounts	10% from 10 items, 20% from 20 items, 30% from 30 items, 40% from 40 items (maximum)
Refers to	purchasing a larger number of items at once
Coloring pages	paid add-on (0.16 USD per drawing)
Unit price after discounts	11–16 USD
Total cost with coloring books	754 USD
Profitability	cost-effective only up to approx. 18 items; above this point the average price increases; subscription is more cost-effective

Examples with quantity discounts

Example 1 — purchase of 5 items (10% discount)

price without discount: $5 \times 17,55 \$ = 87.75 \$$

price after discount: $87,75 \$ \times 0.9 = 78.84 \$$

average price per item: 15.77 USD

Example 2 — purchase of 18 items (40% discount)

price without discount: $18 \times 17,55 \$ = 315.90 \$$

price after discount: $315,90 \$ \times 0.6 = 189.54 \$$

average price per item: 10.53 USD)

(lowest possible price for individual purchases)

Example 3 — purchase of all 43 items

18 items at 10,53 \$ = 189.54 \$

25 items at 17,55 \$ = 438.75 \$

total: 628.29 \$

average price per item: 14.61 \$

savings compared to full price: only per item 2.94 \$

Volume discounts are cost-effective only for small and medium purchases (up to approximately 18 items). For larger quantities, the average price returns to the full price level, making individual purchases less attractive. A subscription offers a significantly lower average price and full access to all content.



COLORING PAGES FOR CONTENT “T”

- **62-page coloring book**
- **This set, designed specifically for younger children.**
Features illustrations from “T” fairy tales carefully selected to be simple, friendly, and developmentally engaging.
- **Free for all users**
The coloring book is available to every user who purchases at least one “T” story - regardless of the purchase type.
- **Printable and reusable**
All illustrations are prepared for free printing, cutting, and repeated use.
- **Each illustration has its own label**
The label links to the specific story the image comes from, allowing children to find the scene in the text and return to it while reading.
- **A universal add-on**
- **The coloring book does not depend on the number of purchased items or on having a subscription.**
- **Sharing prohibited**
It is forbidden to distribute or share the coloring pages with individuals who have not obtained the right to use them.



COLORING PAGES FOR “TL” CONTENT

1. Coloring pages linked to a specific story

Each coloring page in the “TL” series is created specifically for one story. This allows the child to color scenes they recognize from the fairy tale they are reading, which increases curiosity and engagement.

2. Each coloring page has its own unique code

- Example: TL5C-32
- TL – series of fairy tales
- 5 – story number
- C – content version
- 32 – page number in the story from which the illustration comes

This code makes it easy to locate the exact scene in the story and connects

the coloring page directly to the corresponding fairy tale.

3. Coloring pages as part of digital content

- they are an integral part of “TL”,
- they are not a “graphic extra” but a second layer of the story,
- they help the child experience the story again — actively.

4. Coloring pages in subscriptions

- free for all Subscribers,
- available immediately after purchase,
- updated together with the content.

5. Coloring pages in individual purchases

- available as a paid add-on,
- can be purchased for any “TL” story,
- ideal for users who buy single stories.

They are not allowed to share, distribute, or pass on the coloring pages to anyone who has not purchased the appropriate rights.



THE ROLE OF COLORING BOOKS IN DIGITAL CONTENT

1. What are “TL” and “T” coloring pages?

They are black and white versions of color illustrations that form an integral whole with the content of each "TL" and "T" and enhance the message.

2. Why are coloring pages important and why should you use them?

- They allow children to revisit the story,
- They reinforce emotions and convey a moral,
- They develop creativity,
- They build a bond with the characters,
- They combine fun with education,
- They support emotional development,
- They create a complete experience: content + image + action.

3. Coloring pages as part of digital content

- are an integral part of the stories in “TL” and “T”,
- are not a “graphic extra” but a second layer of the story,
- help the child experience the story again — actively.

4. “TL” Coloring Pages in Subscriptions

- free for subscribers,
- available immediately after purchase,
- updated together with new content.

5. “TL” Coloring Pages for Single and Quantity Purchases

- available as a paid add-on in single and bulk purchases,
- can be purchased for any “TL” content according to the price list (see “TL” Coloring Pages Price Table).

6. Coloring Pages “T”

- free for everyone after registration,
- require the purchase of at least one digital item,
- perfect as an introduction to the content.



PRICE TABLE — COLORING PAGES “TL”

Prices for purchasing coloring books individually and in larger quantities

Type	Value in USD	Type	Value in USD	Type	Value inUSD
TL1	2.2	TL8	4,6	TL15	5,1
TL2	5,1	TL9	5,4	TL16	5.4
TL3	5,4	TL10	3,8	TL17	5,4
TL4	5,1	TL11	4,3	TL18	5,4
TL5	3,5	TL12	4,9	TL19	5,7
TL6	5,1	TL13	4,3	TL20	5,1
TL7	4,3	TL14	5,1	TL21	8,6

Note: Coloring pages for “T” (one album) are not sold—they are free for everyone who registers and purchases at least one digital content.



PRICE THRESHOLDS

These rules apply only to subscriptions.

1. Up to 50 items – fixed price

The subscription price does not change until the collection reaches 50 “TL” stories.
Current price: 270 USD / year or 27 USD / month.

2. Threshold 51–55 items – price adjustment only after the entire range is reached

Increasing the number of stories from 43 to 51–55 means 18–28% more content:

- 51 items → +18%
- 55 items → +28%

Only after reaching this full range is a small 5% price adjustment applied:

283.50 USD / year

28.35 USD / month

3. Important: single new items (e.g., 51 → 52) do NOT increase the price

The subscription price increases only when the collection grows by the entire threshold (8–13 new items), not with each individual addition.

4. Renewal prices for the 51–55 threshold (loyalty)

After renewing the subscription:

annual: 202.50 USD → 212.49 USD

monthly: 20.25 USD → 21.33 USD

5. Individual purchases

Price thresholds do not apply.

Each new story is sold according to the individual price list, regardless of the total number of items in the collection.

