

**Connecting partners with targeted audiences via customized programs  
seamlessly integrating key messaging into classroom curriculum**

## THE BRAND

### Reaching and Teaching

- Magazines: 12 versions from Pre-K through High School
- Curriculum Publishing: Skills books & engaging interactive materials
- Books: Hundreds of titles leading children to a lifetime of learning
- Custom Publishing: Ability to reach up to 100% of the marketplace:
  - 3.5 million teachers
  - 50 million kids

### Targeted

- Reach over 5 million students every month
- Targeted content reaching grades K-12
- Uncluttered

### Research

- Reader Panels: students, parents & families
- Omnibus: quarterly studies on a variety of topics
- Surveys: pre- and post-program distribution



## THE MARKETPLACE

### Branded In-School Programs

- High-impact
- Visual & Tactile
- Timely
- Staying Power

### Classrooms & Beyond

- Classrooms K-12
- After school programs
- Camps and Amusement Parks
- Pre-Schools
- Day Care Centers
- Libraries
- Homes & Families

### Engaging Components

- Posters
- Websites/Games
- Magazines
- Podcasts
- DVDs
- Contests
- Coupons & Samples

#### For more information:

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