

Excite. Educate. Engage.

Weekly Reader Custom Publishing connects sponsors with target audiences by seamlessly integrating messaging to curriculum standards and producing the very best in classroom content that excites, engages and educates students and teachers nationwide.

OUR PERSONALITY—

We are...

- **Passionate** about our educational mission
- **Innovative** and forward-looking
- **Trustworthy** and proud of our history
- **Intensely curious** and want **to share what we know**
- **Friendly** and **fun-loving**

Our personality illuminates educational messaging via the power of images *and* words.



Weekly Reader gives students and teachers the tools to excel in today's world—and become leaders in the world tomorrow.

Materials bearing our name represent quality and respect because we know that marketing in schools is a privilege.

For more information, visit www.weeklyreadercustompub.com

Weekly Reader Custom Publishing Reach

- 50 million kids
- 3.5 million teachers



Weekly Reader Reach

Elementary Schools

- Over 3.5 million elementary school-aged children
- More than 141,000 teachers

Middle & High School

- Over 1.6 million middle & high school students
- More than 42,000 teachers

For more information:

Contact your Business Development Manager or Publisher, MaryEllen McLaughlin at mmclaughlin@weeklyreader.com (914) 242-9091