

Reaching an Influential Audience— Students & Families

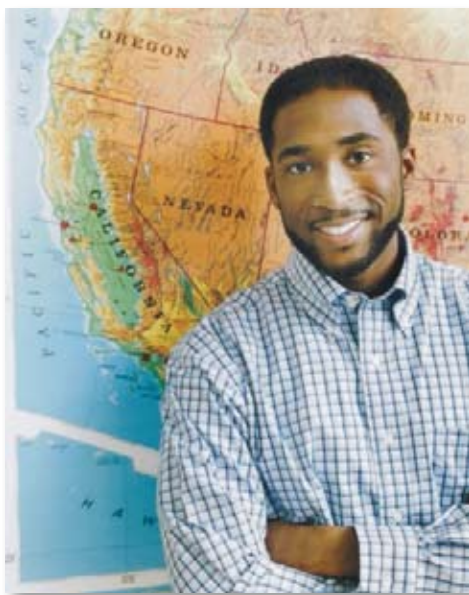
Weekly Reader Custom Publishing sponsored educational programs are branded, curriculum-based marketing platforms that get information into receptive hands in an uncluttered environment. We create programs that excite, educate and engage.

“Most everyone, even advocacy groups, agree that the right way to market in schools is to enhance the educational process . . .”
—*Youth Markets Alert*, March 2008

Through the trusted name of Weekly Reader partners have the ability to reach millions of students. WRCP programs complement curriculum standards and bring learning to life. They provide marketers with a unique forum to establish a bond and form a dialogue with students, educators & families.

Targeted Delivery—Access to over 3 million teachers and 50 million students

Partner programs are delivered to target audiences either through the *Weekly Reader* national database or by bundling them with *Weekly Reader* paid subscriptions. Either way they are delivered under the trusted name of *Weekly Reader*.

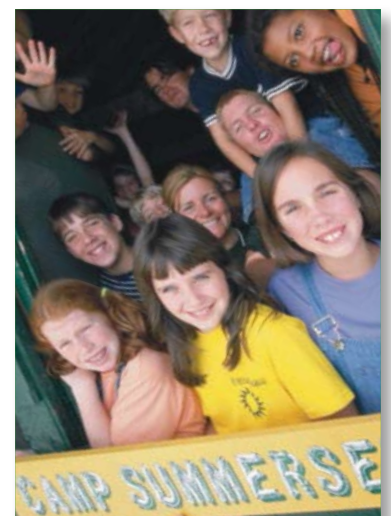


Delivery options include:

- Grade, Subject
- DMA
- ZIP code
- HHI
- Enrollment
- Ethnicity (Bilingual)
- Reach Beyond the Class

WRCP programs are used in the classroom and out. Distribution outlets include:

- After School Programs
- Pre-Schools & Day Care Centers
- Summer Camps
- Amusement Parks
- Minor League Baseball Stadiums
- Youth Groups
- Public Libraries
- Food Service
- Direct to Customer
- Physicians Offices
- PTA



For more information:

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