

CHECK OUT Our Library Offerings

Shhhhhh! Silence the noise of competing messages by reaching libraries nationwide through Weekly Reader Custom Publishing.

Uncluttered Messaging Year Round

Reach children, tweens/teens and families with posters and print materials any time of the year

Weekly Reader is your card to...

- 8,964 public libraries
- 16,668 school libraries

Targeted Delivery

We know over 29,000 librarians by name and have access to their libraries. Delivery options include:

- Average household income
- ZIP code
- DMA
- School type
- Ethnicity of library population

"THE MOST WIDELY HELD BELIEF ABOUT LIBRARY SERVICES IS THAT THE PRIMARY AIM IS TO PROVIDE THE RIGHT INFORMATION TO THE RIGHT USER AT THE RIGHT TIME."

"What Is Marketing in Libraries?"
Information Outlook, Vol. 6, No. 11



WRCP's reach extends outside the classroom. We have the ability to work with partners to create branded programs that go to libraries and beyond.

Out-of-classroom specialized targeting:

- After-school programs
- Pre-schools and day care centers
- Summer camps
- Amusement parks
- More



For more information:

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

For more information, visit www.weeklyreadercustompub.com