



# Subscribe to Literacy!

It takes an industry to reach a child... How you can help:

- ✓ We are mobilizing Children's and Consumer magazine stakeholders
- ✓ Join our Leadership Circle (below)
- ✓ Link your web site to <http://MagazineLiteracy.org/>
- ✓ Make a financial donation to support our operating needs.

Learn more at: <http://partners.magazineliteracy.org>

## Publishers – help us reach consumers

- ✓ Engage your staff, peers, and colleagues
- ✓ Tell us about your literacy efforts so we can celebrate and promote them
- ✓ Place our PSA display ads in your magazine
- ✓ Add your Children's titles to our web offerings
- ✓ Display our "Industry Partner" logo

## Circulation – collaborate on promotions

- ✓ Create consumer promotions on bind-ins, blow-ins and, direct mail campaigns
- ✓ pitch consumers to buy gift subscriptions for children, schools, and shelters in need
- ✓ offer \$1 dollar check-off to sponsor a child sub
- ✓ promote payment "round-up" to support literacy

## Editors – help us tell our stories

- ✓ MagazineLiteracy.org is the only nationwide, industry-wide literacy campaign.
- ✓ Magazines are a powerful reading resource for children, families, teachers, and literacy agents
- ✓ We facilitate community partnerships that put reading materials into homes that need them
- ✓ People love to have, read, and share magazines
- ✓ Magazines are vibrant, topical, timely, and fun
- ✓ Magazines catch, then hold a child's attention and spark their imagination

## Stakeholders — expand our reach

- ✓ Assist with outreach and public relations
- ✓ Partner on promotional campaigns
- ✓ help us design and set up display ads
- ✓ sponsor a local child, teacher, or shelter



Join our leadership circle. Send us this form, or visit our web site at <http://partners.magazineliteracy.org/>

Children's Magazine			Consumer Magazine			Other Stakeholder
<input type="checkbox"/> Publisher	<input type="checkbox"/> Editor	<input type="checkbox"/> Circulation	<input type="checkbox"/> Publisher	<input type="checkbox"/> Editor	<input type="checkbox"/> Circulation	<input type="checkbox"/> Enter type:
<input type="checkbox"/> Other:			<input type="checkbox"/> Other:			

Magazine Title or Organization Name:

Mailing Address:

Web Address:



Primary Contact	Preferred Point of Contact
Name:	Name:
Title:	Title:
Email	Email
Phone:	Phone:
Fax:	Fax:

**magazine publishers family literacy project**  
a 501(c)(3) charitable organization

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