

# The Hugely Successful, Award-Winning Learn-to-Read Program, Now Available from Random House Children's Books!



## NOW I'M READING!™

### See what parents and teachers are saying:

*"As a former teacher and parent, I love your books. They build on skills in an organized manner. My daughter's reading skills have taken off since I began using the level 1 set."*

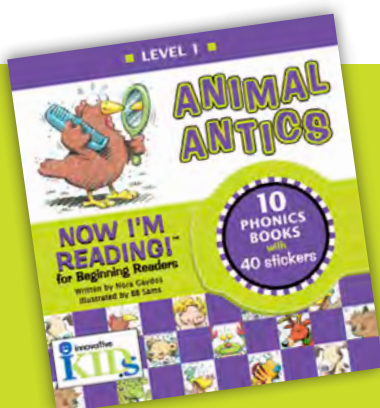
—Tina H., parent

*"This group of phonics readers had everything I was looking for. The story line, the art work, and the skill levels are perfect for the children I work with."*

—Brenda S., preschool teacher

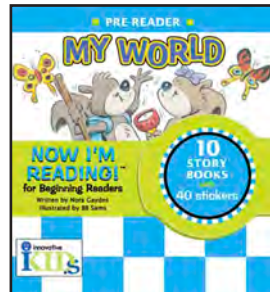
Author **Nora Gaydos** is a parent as well as a teacher, and writes each book with an education-based pedagogy honed from 10+ years' experience teaching kids to read. Here's what makes Now I'm Reading! the right first reading step:

- A **combined phonics and storytelling approach**, which helps kids learn to decode written words while developing reading comprehension
- **Proven, simple leveling and skill sequencing systems** that make it easy for kids to progress within each book, and from level to level
- **Colorful illustrations and humorous stories** that keep kids re-reading and thus building fluency
- **Great reward system** with fun stickers for kids, plus pre- and post-reading support for parents

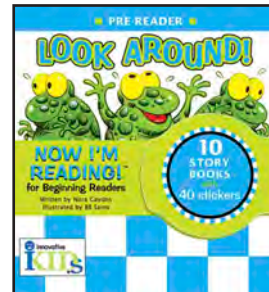


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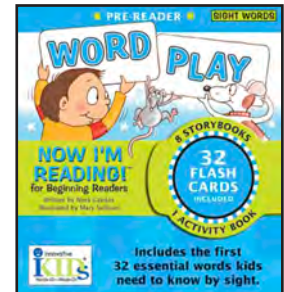
## FALL 2015 LAUNCH



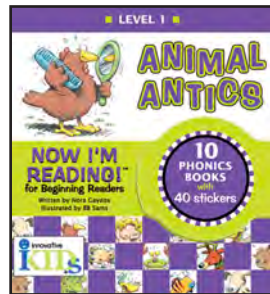
**My World**  
ISBN: 978-1-584-76263-8



**Look Around!**  
ISBN: 978-1-584-76167-9



**Word Play**  
ISBN: 978-1-584-76725-1\*



**Animal Antics**  
ISBN: 978-1-584-76073-3



**Playful Pals**  
ISBN: 978-1-584-76203-4

Three brand-new  
books coming in  
Spring 2016!



**Amazing Animals**  
ISBN: 978-1-584-76074-0



**Snack Attack**  
ISBN: 978-1-584-76264-5



Spreads from *Pig Jigs*, book 3 in *Animal Antics*

## NOW I'M READING! Product Details

Price: \$16.99 U.S.

On Sale: 7/7/2015

Size: 5-5/8" x 5-13/16" x 1-9/16"

Page Count: 128 pp.\*

Includes 10 story booklets,  
Parents' Guide, and sticker sheets

\*For all titles except **WORD PLAY**, which has 120 pp.  
and includes 8 story booklets, 32 flashcards,  
Activity Guide, and Word Play Guide.



## Marketing and Publicity Support

- National Advertising Campaign: Targeting Parents, Educators, and Librarians
  - Educator Blogger Outreach
  - Scholastic Parent and Child Magazine (print and dedicated eblast)
  - Twitter Advertising (targeting parents, educators, and news handles)
  - Google Keyword Search Campaign
- **NOW I'M READING!** Trailer featuring author Nora Gaydos
- National Media Campaign tiered to focus on 2015 launch and new titles in Spring 2016
- **NOW I'M READING!** Retail & Educator Kit available in July
- **NOW I'M READING!** Mini Website Launch on RandomHouseKids.com
- Feature on RHTeachersLibrarians.com (58,000 monthly page views)
- Promote via Random House Kids Facebook, Twitter, and Instagram
- Cross-promotional exposure via Step Into Reading consumer outreach:
  - Pursue back of book ads (BOBAs) in Step Into Reading
  - Promote via Step Into Reading Facebook
  - Feature on StepIntoReading.com



## The **NOW I'M READING!** Core Product

- 10 individual story booklets within each book
- CD-like packaging with magnetic clasp
- Educational pedagogy showcases a blend of phonetic and storytelling approaches
- Colorful, fun-filled illustrations
- 40-piece sticker sheet + Parents' Guide in each
- Available in three levels: Pre-Reader, Level 1, and Level 2
- Ages 3–8
- Books are also Fountas & Pinnell-graded (most are A–D).

In US: To place orders or for customer service call 1-800-733-3000  
8:30 a.m.–5:00 p.m. EST (Eastern and Central Accounts)  
10:30 a.m.–7:00 p.m. EST (Western Accounts)  
Mail Orders: Random House, LLC, Customer Service,  
400 Hahn Road, Westminster, MD 21157  
Fax Orders: 1-800-659-2436

In Canada: To place orders or for Customer Service call 888-523-9292  
8:30 a.m.–5:00 p.m. EST Monday–Friday  
Mail Orders: Random House of Canada Ltd.  
2775 Matheson Blvd. East, Mississauga, Ontario, Canada L4W 4P7  
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EDI Orders: 1-800-258-4233 • Canadian Telebook I.D. S2013975

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Prices charged by distributors may be higher or lower and all prices are subject to change by the publisher or its distributors. On-sale dates and availability of these titles are not guaranteed. All orders subject to acceptance at the home office. Minimum orders: Crawfordsville initials \$100.00 retail value/reorders \$100.00 retail value. Westminster initials \$100.00 retail value/reorders \$200.00 retail value. To Canadian customers: Minimum order of \$100.00 is required for full discount. Prices do not include the Goods and Services Tax (GST).

## NOW I'M READING FALL 2015 PROMOTION

On Sale: 7/7/2015 • Optimal On Floor Date: \_\_\_\_\_ • Final Quantities Due: 5/21/2015

Order	ISBN	Title (Format)	Trim	Price
_____	978-1-101-95307-5	Now I'm Reading Retail & Educator Kit		No Charge
_____	978-1-584-76263-8	My World (Pre-Reader)	5-5/8 x 5-13/16	\$16.99
_____	978-1-584-76167-9	Look Around! (Pre-Reader)	5-5/8 x 5-13/16	\$16.99
_____	978-1-584-76725-1	Word Play (Pre-Reader)	5-5/8 x 5-13/16	\$16.99
_____	978-1-584-76073-3	Animal Antics (Level 1)	5-5/8 x 5-13/16	\$16.99
_____	978-1-584-76203-4	Playful Pals (Level 1)	5-5/8 x 5-13/16	\$16.99
_____	978-1-584-76074-0	Amazing Animals (Level 2)	5-5/8 x 5-13/16	\$16.99
_____	978-1-584-76264-5	Snack Attack (Level 2)	5-5/8 x 5-13/16	\$16.99

