

Highlights™



- All books include:**
- Hidden Pictures® progress poster
 - Emoji reward stickers
 - Award certificate
 - Outdoor activities to extend the learning
 - Week-by-week approach



Learning Fun All Summer Long!

Parents have trusted Highlights to deliver Fun with a Purpose for more than 70 years and now, they can trust Highlights to deliver learning fun all summer long. According to our online survey*, 96% of parents feel it's important to supplement their children's skill development at home during the summer and to help them prepare to advance to the next grade level. The Summer Big Fun Workbooks do just that – they're expertly crafted to combat summer slide and provide the right balance of review to keep skills sharp and preview what's to come in the next school year. It's a must-have promotion to run through the summer months and leading up to back-to-school.

Point-of-Sale Display



22-copy floor display

All books: \$12.99 U.S.

10 copies:

- Summer Big Fun Workbook Bridging Grades P&K
978-1-68437-288-1

6 copies each:

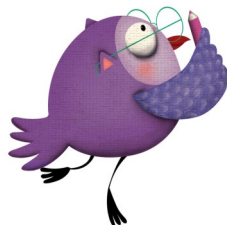
- Summer Big Fun Workbook Bridging Grades K&1
978-1-68437-289-8
- Summer Big Fun Workbook Bridging Grades 1&2
978-1-68437-290-4

67" h x 13 ¼" w x 18 ¼" d

Retail Price: \$285.78 U.S.

Display: 978-1-68437-670-4

Prepack: 978-1-68437-673-5



ISBN 978-1-68437-670-4



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Marketing Campaign

- *Highlights* and *High Five* Magazine cover wrap: 1.5 million circulation
- Featured placement and marketing on highlights.com: monthly reach 300,000+ visitors
- Email campaign to 1 million active Highlights customers and teachers
- Featured placement in Highlights newsletters: 480,000 monthly subscribers
- Major digital influencer and national press campaign
- Social media: Facebook, Twitter and Instagram
- Paid online advertising and giveaways
- Event kit available for hosting in-store events; email: marketing@highlightslearning.com



ISBN 978-1-68437-288-1



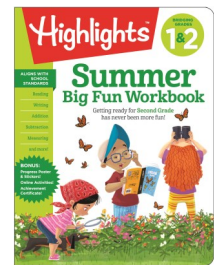
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ISBN 978-1-68437-289-8



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ISBN 978-1-68437-290-4



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8 3/8" x 10 7/8" • 144 pages • Pull-out poster • 40+ stickers
\$12.99 U.S. • On-Sale Date: 4/2/19

To order, please contact your Penguin, Random House sales representative or call customer service at 800-733-3000.

*300 parents responded to a May 2018 online survey conducted by Highlights Learning through a third party.