

BEAR OVERVIEW

Arizona's leading newspaper
for kids, families
and classrooms
for 30 years!

Integrity • Penetration • Experience • Value

- *Bear Essential News for Kids*, a well-respected, literacy award-winning newspaper, provides a pure and unparalleled reach into Arizona's family market.
- 250,000 monthly newspapers reaching kids, parents & educators.
- The most interactive publication in Arizona—specializing in outstanding editorial content, contests, write-in columns, a Web site, standards-based work sheets and the award-winning Young Reporters Program.
- Endorsed by the Arizona Education Association.



"Awesome"

"What I enjoy most about Bear Essential News: More than anything, I love the fact that my students enjoy the newspaper and want to read it cover to cover. And, the online worksheets are icing on the cake."

Linda Hardy, Show Low Teacher
September '10

"Our Most Important Advertising"

"I credit Bear Essential News for ninety percent of my summer camp enrollment. Your advertising really works!"

Steve Shaw, Tanque Verde Guest Ranch
January, '11

"Overwhelming Response"

"My fellow fourth grade teachers and I would like regular papers for our classrooms. We're using the articles for science and social studies and for our literary stations."

Catalina Jacobs, Sierra Vista Teacher
December '10

"Vital in the Community"

"Bear Essential News is a great asset to our schools and is Arizona's leading newspaper for kids, families and classrooms. Yours is an inspiring story in these challenging times for print media. Wishing you continued success in covering the news and encouraging young people to write."

Gabrielle Giffords, Member of U.S. Congress
October '10

Bear Essential News for Kids is published monthly by Kids' View Communications Corp.

TO ADVERTISE IN THIS AWARD-WINNING CHILDREN'S NEWSPAPER, CONTACT:

Tucson (520) 792-9930 • FAX: (520) 792-2580 • 1037 S. Alvernon Way, Suite 150 • Tucson, AZ 85711

Phoenix (480) 752-2327 • FAX: (480) 752-7575

Toll Free: 1-866-639-7543 • email: ads@beaessentialnews.com

BearEssentialNews.com