



## NWF's Kids Magazines Go Digital

For over 40 years, National Wildlife Federation's (NWF) *Ranger Rick* magazine has entertained and educated generations of children about the wonders of wildlife. Now *Rick*, and NWF's other children's magazines (*Big Backyard* and *Wild Animal Baby*) are **going digital** so they can be available to kids on their **Nook Color by Barnes & Noble**. This comes just in time for holiday gift-giving, when so many subscriptions to the children's magazines are purchased by parents, grandparents, aunts and uncles, and family friends.

"We're offering the same high-quality content with amazing wildlife photos and exciting stories, but we now have an additional delivery system to meet kids where they are," says Mary Dalheim, Editorial Director of Children's Publications for NWF. "Our award-winning magazines really come to life in the new digital platform."



The magazines will continue to be advertising-free, and each one comes with a 14-day free trial. Single issues are available for \$3.50–\$3.95, with annual subscriptions costing **\$15.00 for 10 issues.** These are the same prices as the paper version of the magazines, which continue to be available for those who want that hands-on experience. "For a gift that gives all year long, these prices are a real bargain," Dalheim emphasizes.

NWF understands that kids are into their electronic devices. The organization wants to use those devices to educate kids and stimulate curiosity about the natural world. No matter where Ranger Rick meets kids—in a magazine or on a tablet screen—he invites them to explore amazing wildlife in habitats around the globe.

Offering the magazines on Nook is just the beginning of NWF's entrée into the digital world. It will soon be introducing nature-themed game apps for kids and an interactive version of *Ranger Rick* magazine with digital games, songs, animation, and wildlife video.

Digital subscriptions to *Ranger Rick*, *Big Backyard*, and *Wild Animal Baby* are available at [www.nwf.org/nookforkids](http://www.nwf.org/nookforkids)

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