

www.ChildCareExchange.com

# Exchange™

The Early Childhood Leaders' Magazine Since 1978

## Group Subscription Program



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Leaders' Magazine  
Since 1978

# About Exchange

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**Exchange**  
The Early Childhood Leaders' Magazine Since 1978

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Exchange magazine is a bimonthly publication focused on the administration of programs for young children. Our goal is to support center administrators with workable strategies, practical advice, and down-to-earth ideas for dealing with the serious responsibilities and demands they face each day.

Celebrating over 30 years, Exchange is the clear choice of the early childhood community. Over 27,000 early childhood professionals rely on Exchange for practical ideas and proven strategies for dealing with the day-to-day challenges of administering an early childhood program.

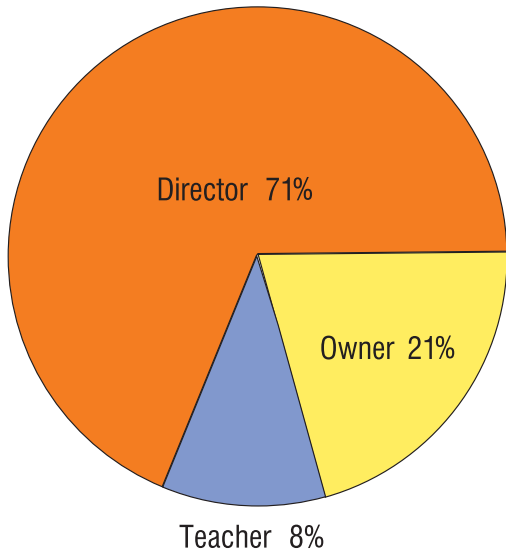
Over the last three decades, Exchange has grown from a black-and-white newsletter to a 100-page, four-color magazine. We are proud of the reputation we have earned over the years. Our loyal subscribers view Exchange as an essential resource in the management of their programs.

Politicians, reporters, consultants, and government agencies know Exchange as the source of information on early childhood education. Organizations and associations around the world know Exchange as a loyal partner in their efforts to make quality care available to every child.

We personally invite you to join the ever-expanding Exchange family and experience the Exchange that has played an integral part in the history of early childhood education and will continue to help shape its future.



# Reader Profile

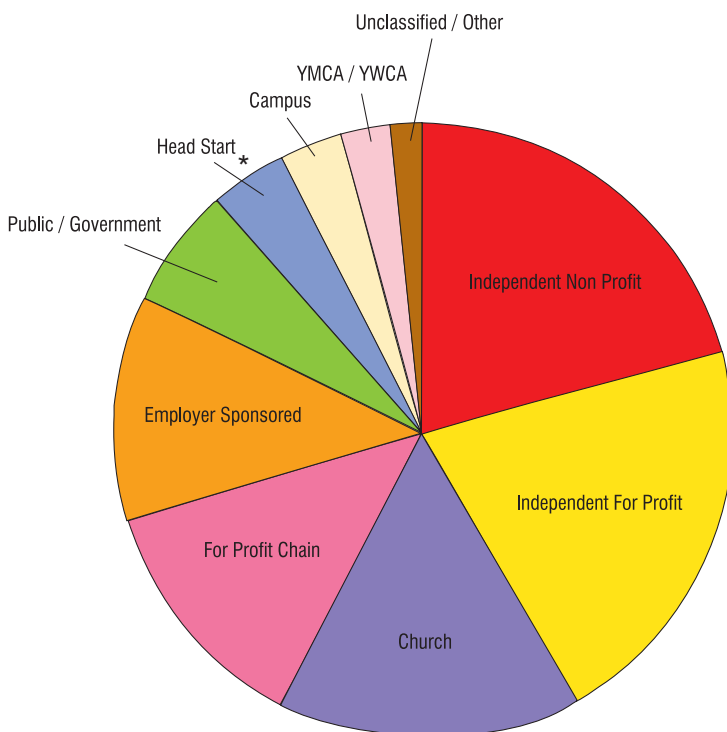
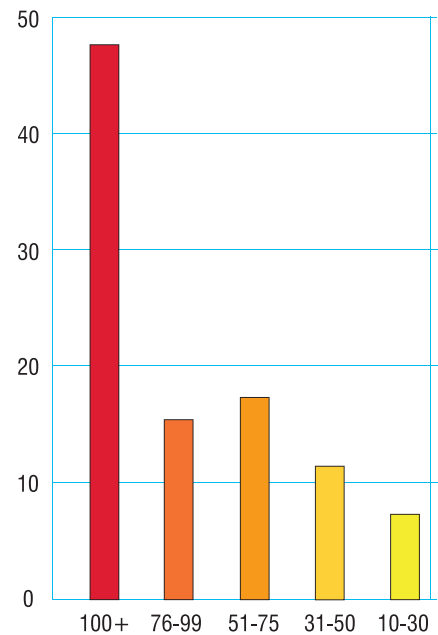


## Exchange readers are leaders and decision-makers.

- 90 percent of all subscribers are center directors or owners

## Exchange is read by major purchasers.

- 48 percent are centers with 100 or more enrollment
- 80 percent are centers with 50 or more enrollment



## Exchange reaches key ECE demographics

\* As of July 2010, members of National Head Start Association (NHSA) receive *Exchange* as a membership benefit.

# Exchange is Valued

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“Association management’s greatest mandate is to do all it can do enhance members’ success. *Exchange* magazine is one of the greatest ‘value added’ benefits we’ve ever given our members, especially during these hard economic times. *Exchange* is one benefit that aids in our goal of helping our members succeed.”

Dennis Vicars  
CEO, HSMC  
Executive Director of PACEAPP

“Bright Horizons is happy to provide *Exchange* magazine to our center directors. We know they have plenty to do without having to think about renewing a subscription or mailing a payment. *Exchange* is definitely their professional publication of choice, and our partnership with *Exchange* guarantees they don’t miss an issue of great content. *Exchange* makes it so easy for us to support the professional development of our employees.”

Mary Bresadola  
Senior Manager, Education and Training Department  
Bright Horizons Family Solutions  
One of *FORTUNE* magazine’s ‘100 Best Companies to Work For’

“*Exchange* magazine is a great way to stay involved and informed about a wide range of topics important to early childhood professionals — from practical ideas that can improve programs for children, to the most current issues facing the field. Making it available throughout an organization helps ensure a common framework and knowledge base for all.”

Elanna S. Yalow, Ph.D., M.B.A.  
Vice Chair, Knowledge Learning Corporation  
Executive Vice President, Knowledge Universe

“My program was so pleased this year to be able to offer a subscription to *Exchange* to our Director Mentors throughout California. We did so because the timely and interesting articles are of direct benefit to the ‘protégés’ that our Director Mentors work with, to their own staff and for their personal professional development. Thank you for the continued support you provide to directors in our field.”

Linda Olivenbaum, Director  
CA Early Childhood Mentor Program



# Your Customized Proposal

The Exchange Group Subscription Program is flexible and can be tailored to meet your specific needs.

- Deeply discounted rates are available based on the number of subscriptions
- Subscriptions can run for one, two, or three years
- All subscribers in the group receive our electronic newsbrief, *ExchangeEveryDay*, on a complimentary basis
- All subscribers can also be provided with access to Exchange Articles on Demand, an online archive of over 1,800 articles, at very competitive rates
- Additional Exchange resources can be folded into a group program

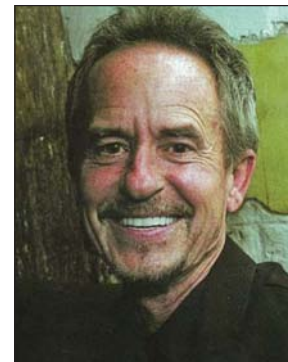
The Exchange Client Services Team is ready to prepare a custom proposal for you based on your specific needs and budget. We look forward to working you.



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## January/February 2012

### Trends:

- FOR PROFIT CHILD CARE

### Beginnings Workshop:

- MUSIC

### Feature Articles:

- MANAGMENT  
Maturing as a Manager
- ENROLLMENT  
Building Parent Referrals
- STAFFING  
Behavior-Based Interviewing
- PROFESSIONAL DEVELOPMENT AND LANGUAGE  
Power of Language in Becoming Intentional Educators
- CHILD DEVELOPMENT  
Slowing Down Our Hurried Approach to Infant and Toddler Development
- OBSERVATION  
Observation to Really See Children
- TECHNOLOGY  
Using Social Media to Connect with Parents
- GROSS MOTOR DEVELOPMENT  
The In-Sync Child:  
Moving Experiences that Will Last a Lifetime
- INCLUSION  
Toolbox for Including Children with Special Needs
- PROGRAM DESIGN  
Continuity of Care
- EDUCATION THEORIES  
Grandmasters of Education

### Regular Features:

- POLICY UPDATES
- MANAGEMENT CHALLENGES
- TRAINING STAFF
- OUTDOOR ENVIRONMENTS
- WONDER — NACC NEWSLETTER
- GLOBAL RECIPES

## March/April 2012

### Trends

- STATUS OF STATES

### Beginnings Workshop:

- INFANTS

### Feature Articles:

- NATURE  
Ecological Literacy
- PROGRAM DEVELOPMENT  
Intangibles in the Classroom
- HEALTH  
Children with Special Medical Needs
- NUTRITION  
The Importance of Fiber in Children's Diets
- PROFESSIONAL DEVELOPMENT  
How I Learned to Write
- ASSESSMENT  
Putting Together a Blue Sky: Laying the Foundation for Evaluation
- PARENT OUTREACH  
Parent Participation and Diverse Populations
- SAFETY PLANNING  
Emergency Preparedness in Child Care Settings: Are You Ready?
- FINANCING PROGRAM DEVELOPMENT  
Financing Program Improvements
- LEGAL ISSUES IN CHILD CARE  
Guidelines for Releasing Children: Part 1
- TECHNOLOGY  
Technology for Teacher Education
- ENROLLMENT  
Five Ways to Economy-Proof Your Enrollment

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- TRAINING STAFF
- INDOOR ENVIRONMENTS
- HEALTH
- WONDER — NACC NEWSLETTER
- GLOBAL RECIPES

## May/June 2012

### Trends

- HEAD START

### Beginnings Workshop:

- PEER PRESSURE

### Feature Articles:

- COMMUNICATION  
You Shouldn't Feel This Way: Valuing Emotions
- PROFESSIONAL DEVELOPMENT  
Reimagining Teacher Development
- LANGUAGES  
Saving and Strengthening Languages and Using in Education and Development
- STAFF DEVELOPMENT  
A Lesson in Listening
- CURRICULUM  
Geography and Children
- STAFF DEVELOPMENT  
Developing a Code of Conduct
- MARKETING  
Creating a Video Tour to Market Your Center
- CHILD DEVELOPMENT  
Supporting the Spiritual Development of Young Children
- INFANT ASSESSMENT
- LEGAL ISSUES IN CHILD CARE  
Guidelines for Releasing Children: Part 2
- MANAGEMENT  
Growing Your Business by Adapting Corporate Practices
- TECHNOLOGY

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- POLICY UPDATES
- MANAGEMENT CHALLENGES
- TRAINING STAFF
- OUTDOOR ENVIRONMENTS
- GLOBAL RECIPES
- WONDER — NACC NEWSLETTER

## July/August 2012

### Special Theme Issue

#### THE IDEA ISSUE

A special issue focused on ideas in the early childhood field to include: strategies, provocations, inspiration, stories, information on:

Staff Development  
Indoor Environments  
Outdoor Environments  
Programming  
Policy  
Program Management  
Parent Relations  
Challenges  
Success  
Technology  
Finance  
Health  
Nature

These ideas will be shared by writers, old and new; program directors, new and veteran; trainers; innovative companies; advocates; sages; people; books.

### Regular Features:

- WONDER — NACC NEWSLETTER

## September/October 2012

### Trends

- FAMILY CHILD CARE

### Beginnings Workshop:

- THE NATURE OF PLAY

### Feature Articles:

- COMMUNICATION  
You Are What You Write: Improving Your Communication
- CHILD DEVELOPMENT  
Healthy Sexual Development
- ENROLLMENT  
Building Your Enrollment Using a Referral Rewards Program
- PROFESSIONAL DEVELOPMENT  
Four Questions to Guide Teachers Thinking and Their Practice
- CREATIVITY  
How Creative is Your Early Childhood Classroom?
- TRANSITIONS  
Helping Children Cope with a Relocation
- STAFF HIRING  
Interviewing: A Pedagogical Approach
- SUPERVISION  
How Maria Montessori Opened My Eyes to the Kind of Supervisor I Want to Be
- MANAGING STAFF  
Managing Employees Who Have Grown Up in a Digital World
- LANGUAGE AND TRANSITIONS  
Preparing Bilingual, Bicultural Children for Success in School

### Regular Features:

- POLICY UPDATES
- MANAGEMENT CHALLENGES
- TRAINING STAFF
- OUTDOOR ENVIRONMENTS
- HEALTH
- GLOBAL RECIPES
- WONDER — NACC NEWSLETTER

## November/December 2012

### Trends

- WHERE THE KIDS ARE

### Beginnings Workshop:

- SENSES

### Feature Articles:

- MATH CURRICULUM  
How Learning Math Skills Fits with Emergent Curriculum
- STAFF MANAGEMENT  
Working with Staff Using Baumrind's Parenting Styles Framework
- SAFETY  
Fire Safety
- MANAGING PEOPLE  
Tips for Helping Adults Succeed
- TECHNOLOGY  
Creating a Website for Parents
- CHILD DEVELOPMENT  
Childhood Fears and Worries: Opening Conversation
- STAFF TRAINING  
Toilet Training the Teachers:  
Getting All the Teachers on the Same Page
- CHILD OBSERVATION  
Mealtime Observation
- LEGAL ISSUES IN CHILD CARE  
Employment Law Issues for Child Care Providers: Part 1
- MANAGEMENT  
The Administrator's Handy Dandy Tool Belt
- PROFESSIONAL DEVELOPMENT  
Supported Creative Explorations
- TECHNOLOGY  
ECE 2.0 – New Digital Devices, Apps, Social Media

### Regular Features:

- POLICY UPDATES
- MANAGEMENT CHALLENGES
- TRAINING STAFF
- INDOOR ENVIRONMENTS
- HEALTH
- GLOBAL RECIPES
- WONDER — NACC NEWSLETTER