

How can I reach the homeschool market?

Q: I think my books are appropriate for the homeschool market and I'd like to find a way to get my books into the hands of parents who are homeschooling their children. Can you tell me how to find them?

There are direct mail lists, conferences, specialized magazines and associations for homeschoolers. It is a market that has been actively pursued by publishers of religious children's books because many people homeschool their children for religious reasons. There is, however, potential for many types of books to be sold into this market and it is probably an area that authors and illustrators will find worth exploring.

Keep in mind that many products are selected with family values issues and specific religious and philosophic views in mind. An excellent source for learning more about homeschooling and finding targeted organizations, publications, catalogs, etc. is a directory published by Bluestocking Press, entitled *Selling to the Other Educational Markets*. It is reasonably priced at \$39.95 and can be ordered by calling 916-621-1123.

These five key magazines can provide you with an overview of trends and philosophies in the field:

Practical Homeschooling
1731 Smizer Mill Road
Fenton, MO 63026

Growing without Schooling
Holt Associates
2269 Massachusetts Avenue
Cambridge, MA 02140

Home Education Magazine
P.O. Box 1083
Tonasket, WA 98855

At Home in New England
116 3rd Avenue
Auburn, ME 04210

Teaching Home
P.O. Box 20219
12311 N.E. Brazee Street
Portland, OR 97230
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