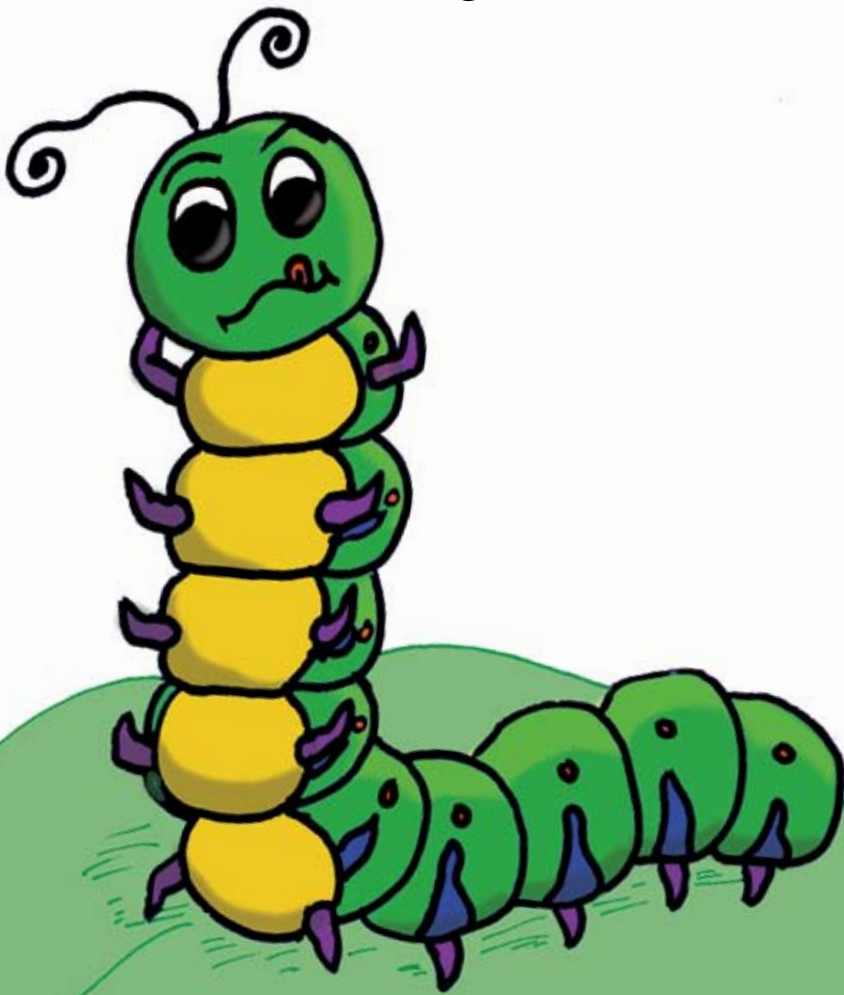
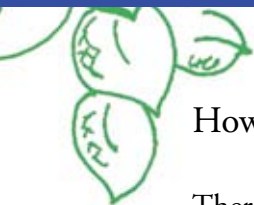


Are you My
target
Audience?



READING LEVELS



How to Determine a Book's Reading Level

There are several methods to determine a book's reading level. The most specialized methods are used by educators and include vocabulary lists, counting of syllables, and all the various English rules one learns when learning to read. For our purposes, I have listed a couple of computer programs you can run to determine the reading levels. When you start a project you will want to determine the reading level to gain a general age range to get a rough target audience. These programs can help narrow your target market if the author is vague or unsure. Determining a target audience is important for getting books placed correctly on shelves, and marketing. If there is an age range in the categories, it should be listed first to help marketing.

Flesch–Kincaid Grade Level

Flesch-Kincaid is a common readability test. You can find it in the grammar section of Microsoft Word. The “Flesch–Kincaid Grade Level Formula” translates the 0–100 score to a U.S. grade level, making it easier to judge the readability level of texts. This test operates best with texts over 200 words. Remember to remove the copyright and dedication when running this tool to get the most accurate result.



Lexile

Scholastic and others use a proprietary method called Lexile leveling. They have a free section you can sign up on and test shorter texts.

Text Analyzer:

<http://educators.lexile.com/tools/lexileanalyzer.aspx>

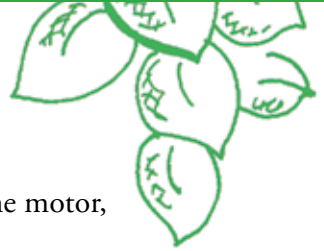
Text Level Chart:

http://www.lexile.com/uploads/PDF's/LexileMapColor_4-4-07_11x17.pdf



Quick Reference Chart		
Grade	Age	Lexile
Pre-K	0-5	0-200
K-5	5-6	0-200
1 st	6-7	200-400
2 nd	7-8	350-500
3 rd	8-9	400-700
4 th	9-10	600-800
5 th	10-11	750-950
6 th	11-12	850-1000
7 th	12-13	950-1100
8 th	13-14	1000-1100
9 th	14-15	1000-1200
10 th	15-16	1100-1200
11 th	16-17	1100-1300
12 th	17-18	1300-1400

DEVELOPMENTAL 0-5



Books for Babies (Age 0-1):

- This is the age when children develop fine motor, visual, language, and hearing capabilities.
- Illustrations should be dominant to the text
- Large simple pictures set against contrasting background are best
- Human faces, familiar objects, and subjects help develop language skills
- Use symmetrical patterns with a primary focus
- Use focal colors (blue, green, yellow, and red)
- Cardboard or vinyl books are best for this age group

Books for Toddlers (Age 1-2):

- This is the age when children start to recognize that pictures are symbols.
- Simple designs are best with pictures on every page
- Labeling words to pictures helps teach vocabulary
- More familiar subjects
- This age likes humor.
Humor is very simple. i.e. Seeing something different than what is expected in a pattern.
- Standard sizes for books are good





Books for Preschoolers (Age 3-5):

- This is the age children shift from labeling to reading. They begin to understand a book is a unit and not individual pages.
- They start to understand Cause-Effect relationships. Illustrations should reinforce left to right orientation of reading.
- Introducing text to spark imagination and informational text with science, social studies, and math can help later on in life.
- Nonfiction facts that answer all their “why” questions
- Clear beginning, middle, and end to the story line
- Series books with recurring characters reinforces comprehension
- Illustrations should encompass a variety of artistic styles and mediums. They can provide a range of models for children’s own artwork.
- Standard Sizes are good and love lap book size



TWEEN 8-14

Tweens are the kids that read Harry Potter, Goose Bumps, watch Lizzy McGuire, and Artemis Fowl. Their tastes are extremely varied. Kids in the 8 to 14 bracket are independent readers, and are at varying reading and maturity levels.

- The best thing to figure out what this bracket responds to is to just keep up with trends. Watch the Disney channel, cartoons, and browse the book stores.
- KAGOY (kids are getting older younger) It is hard to gage what is age- appropriate. There is a gap between the sophistication of the issues and images that tweens face in society and the level of maturity that tweens possess to deal with such images and issues.
- Book design is different for tweens and teens.
- A digest size is for younger readers and rack size for older readers.
- Digest size is a standard magazine size, smaller than a conventional bedsheet size magazine but larger than a standard paperback book, approx. 5.25" x 8.25".
- Tweens still like bright colors and teen books are more graphically designed, they look more like adult books.



EXAMPLES

Examples come from Scholastic Reading Kits

Pre-K

- 10 for Dinner
- Chicka Chicka 1, 2, 3
- Count on Clifford
- Feast for 10
- Five Little Monkeys Jumping on the Bed
- Let's Count It Out, Jesse Bear
- Monster Math
- Monster Math Picnic
- One Hundred Hungry Ants
- Over in the Meadow
- The Ten Best Things About My Dad
- Ten Black Dots
- Ten Red Apples
- We All Went on Safari
- What Comes in 2's, 3's & 4's?



Kindergarten to 1st Grade

- Alphabet Rescue
- Beetle Bop
- Chicka Chicka Boom Boom
- Clara Caterpillar



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- Clifford's First School Day
 - Come On, Rain!
 - Days with Frog and Toad
 - Do Your Ears Hang Low?
 - Don't Let the Pigeon Drive the Bus!
 - Duck on a Bike
 - Ella Sarah Gets Dressed
 - Frederick
 - Jonathan and His Mommy
 - Just the Two of Us
 - K is for Kissing a Cool Kangaroo
 - Mañana, Iguana
 - Me and My Dad!
 - No, David!
 - Papa, Do You Love Me?
 - Rabbit Ears
 - Shiver Me Letters
 - Tikki Tikki Tembo
 - What a Wonderful World
 - When a Line Bends... A Shape Begins

Up to 2nd Grade

- 10-Step Guide to Living with Your Monster
- The ABC Bunny
- The Adventures of Spider
- Alexander and the Terrible, Horrible, No Good, Very Bad Day

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- Alice the Fairy
 - Amelia Bedelia Under Construction
 - Animals Should Definitely Not Wear Clothing
 - Babushka's Doll
 - A Bad Case of Stripes; Bear Shadow
 - Beetle Bop
 - The Big Orange Splot
 - Big Red Barn
 - Blueberries for Sal
 - The Busy Body Book
 - Caps for Sale
 - Chrysanthemum
 - Class Clown
 - The Cloud Book
 - Dragon Gets By
 - Dragon's Fat Cat
 - Emma Kate
 - The First Day of Winter
 - Frederick
 - The Great Kapok Tree

3rd Grade

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- #1 The Hidden Stairs and the Magic Carpet
 - #5 Night of the Ninjas
 - #6 Afternoon on the Amazon
 - Alfie the Apostrophe
 - Alone in His Teacher's House

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- And the Winner Is...
 - Andy Shane and the Very Bossy Dolores Starbuckle
 - A Bad Case of Stripes
 - The Big Buck Adventure
 - Borreguita and the Coyote
 - Bunnacula
 - By My Brother's Side
 - The Case of the Class Clown
 - Cat and Mouse in a Haunted House
 - The Chalk Box Kid
- 

Grades 3-5

- Because of Winn-Dixie
- The Boxcar Children
- Bridge to Terabithia
- Bunnacula
- The Chalk Box Kid
- Charlotte's Web
- Clementine
- A Dog Called Kitty
- Donovan's Word Jar
- Encyclopedia Brown Sets the Pace
- Frindle
- Harry Potter and the Sorcerer's Stone
- Helen Keller
- If the Shoe Fits

Grade 6-8

- Rules
- Out of the Dust,
- Portraits of African-American Heroes
- Promises to Keep
- Punctuation Power
- The Raven
- Realms of Gold, Volume 1,2, & 3
- Robert Browning
- Robert Frost
- Roll of Thunder, Hear My Cry
- Romans, Romeo and Juliet
- The Shakespeare Stealer
- o Far From Home
- Standing Tall
- Survival in the Storm
- Through My Eyes
- To Kill a Mockingbird
- Under the Ocean
- The Watsons Go to Birmingham 1963
- We Shall Not Be Moved
- What Makes an Ocean Wave?
- White Fang
- William Shakespeare
- Witness
- World War II
- You Want the Women to Vote, Lizzie Stanton?



Grades 6-9

- 101 Ways to Bug Your Parents;
- Alex Rider Adventure: Point Blank& Scorpia
- Artemis Fowl: The Arctic Incident
- Artemis Fowl: The Opal Deception
- The BFG
- Bud, Not Buddy
- A Corner of the Universe
- Drama Queen
- Evil Star
- Fame, Glory, and Other Things on My To Do List
- First Kids
- A Friendship for Today
- The Golden Fleece
- Gregor and the Marks of Secret
- Haunted Animals
- How I Survived Middle School: I Heard a Rumor
- Jazzimagination
- Journey to the Bottomless Pit
- Julie of the Wolves
- The Lion, the Witch and the Wardrobe
- Matilda
- Minerva Clark Gets a Clue
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9-12 Adult Reading levels

- Classics, varies wildly

