



FAQS

Everything you need to know about Raising Readers

1. What is Raising Readers?

[Raising Readers](#) is Hachette's urgent and long-term campaign to raise awareness of the decline in the number of children reading for fun and to encourage everyone to make reading for enjoyment part of children's daily lives.

2. Why was this campaign created?

Multiple studies and sources show that kids' reading for enjoyment is in rapid decline. More than family circumstance, parents' educational background, or income, reading impacts a child's future life chances, including academic performance, emotional well-being, communication skills, economic security, ambition, and happiness. Together, we can commit to Raising Readers and change this trend.

3. How do I sign up to be a part of Raising Readers?

Please reach out to your editor at Hachette UK for more information and to sign up.

4. What is the impact so far?

Since its launch in December 2024, the Raising Readers letter has been printed in the back of 6 million adult books. By the end of 2026, it's projected to be in 25 million copies across more than 3,000 works. This message also appears in ebook and audio versions (and in the latter, generously read by Lorraine Kelly). In 2026, a new Raising Readers message addressed to parents will be included in a selection of books for young children.

5. What is Hachette UK doing for Raising Readers in 2026?

- To mark Hachette's 200th anniversary, we are launching the opportunity for community groups and charities to apply for one of 200 Raising Readers packs, which include everything needed to create a dedicated reading space or Book Nook, including: £1000 worth of children's books; furniture such as seating and shelving; a



dictionary; reading guides; bespoke display materials; and party packs to launch the reading space.

- Hachette UK's bespoke partnership with the National Literacy Trust launches in 2026 and will reach almost 4,000 families from schools in areas of socio-economic disadvantage near Hachette UK's national offices through reading-for-fun events.
- Hachette UK will also be delivering social impact projects with long-term partners such as The Reading Agency and World Book Day, which will be announced in early 2026.
- In addition, the business has committed to fundraising for reading charities via staff challenges such as the H200 London to Paris bike ride, 200 days of staff volunteering with Hachette UK's charity partners, and the Hachette 200 Book and Bake event on World Book Day.
- For more information, see our [press release](#).

6. What are the various ways to get involved in 2026?

Using our Raising Readers toolkit, which will be shared in Spring 2026, we'd love you to:

- Discuss Raising Readers and the current global reading crisis with your network.
- Share the message of Raising Readers with your community and audience, for example via newsletters and your social media channels.
- Include Raising Readers content and messaging in your events, to encourage children to read for fun and entertainment.
- Include Raising Readers messaging in any media interviews and at speaking engagements.
- Share any ideas with your publishing team.

7. How do I access Raising Readers creative assets to share?

Your publishing team will share the Raising Readers toolkit via email in Spring 2026. This pack will include assets for social media, content for inclusion in presentations and events, guidance on talking points, and our key messages.

8. What if my book doesn't currently include the Raising Readers message?

Your support and advocacy are important to the campaign; we encourage you to share the assets via your existing network and channels.



9. I am an author or illustrator on the Hachette Children's list. When will Raising Readers messaging be included in children's titles?

Raising Readers is currently focused on speaking to adults about the benefits of children reading for pleasure. Thus far, letters and audio messages have targeted adult publishing only.

In 2026, we will roll out a new Raising Readers message for parents to be included in our books for young children. Authors in this category will hear more from their publishing team about this in the new year.

10. Is there a Raising Readers message in audiobooks and ebooks?

Yes, just like our print books, the message will appear at the end of all our new audio and ebooks of adult titles.

11. Who is reading the audio message?

We are honoured to have author and broadcaster Lorraine Kelly as the narrator of the Raising Readers letter. Her support for books and reading throughout her career has been invaluable, and we are very proud to publish her novels at Orion.

In Spring 2026, we will be announcing the narrator for the message in children's books.

12. Is Raising Readers connected with the National Year of Reading?

Yes, Hachette UK is actively supporting the campaign throughout our work with Raising Readers, which is aligned with the government-led national initiative, of which we are a central funding partner.

13. I have questions and feedback about Raising Readers, who can I contact?

All feedback, ideas and questions are very welcome. You can reach our team via this email: raising.readers@hachette.co.uk