



What is MND KIDS?

A publication by Mexico News Daily that inspires the next generation of kids to understand and embrace the importance of the US / Mexican relationship. We serve students in dual language immersion programs with age-appropriate stories about Mexican culture, history, and accomplishments—inspiring curiosity while challenging media stereotypes.

We support student learning in 4 key areas:

Language Development

- Enriching dual language immersion
- Engaging, digestible formats, customized for age-appropriate learning



Identity

- Understanding Mexico's place in world history, often missing from standard textbooks
- Strengthens pride in heritage



Critical Thinking

- Learning to assess information for bias, reliability, and intent
- Active learning through reading vs. TikTok



Media Literacy

- Active engagement with cross-curriculum topics: current events, history and culture
- Discerning facts from opinions



3 Lexile levels available: 420-1000, 600-1200, 1000-1400+

- Excellent learning tool for parent engagement
- Accessible via ClassLink



MND KIDS Mission

To inspire bilingual students to read, think critically, and understand the vital relationship between the United States and Latin America through well-researched, current, and unbiased news that counters stereotypes, instills cultural pride, and connects classroom learning to real-world events.



Two ways to read MND KIDS

1

Weekly Newsletter
PDF

2

Online access to
MNDKids.com

Pricing options 2025-2026 school year

Per school	\$5,400 USD
Per teacher	\$600 USD
Per student (less than 400 students)	\$12 USD
Per student (400-600 students)	\$10 USD
Per student (more than 600 students)	\$8 USD



Contact information

SCAN ME



Send an email to:

kids@mexiconewsdaily.com



Newsela vs. MND KIDS

Newsela helps kids *how* to read. **MND KIDS** teaches kids *why* reading is so important—by connecting them to their heritage through original bilingual journalism about Mexico. It's not just literacy; it's identity, pride, and belonging

Feature		
Content Source	Aggregated from multiple U.S. and international publishers (Washington Post, Smithsonian, Biography.com)	100% original content sourced exclusively from Mexico News Daily, rewritten for kids
Geographic Focus	Broad U.S. and international topics covering general current events	Mexico and US/Mexico-focused (with international context)
Language Model	English-primary with some Spanish translations available	True bilingual platform - every article fully available in both English and Spanish with instant language toggle
Reading Levels	5 Lexile based levels (roughly 3rd to 12th grade)	3 Lexile based levels (roughly 3rd to 12th grade)
Content Volume	Extensive library with daily updates across multiple subjects	Curated selection of 4-5 articles per week, intentionally focused. Derived from a daily parent publication with 25k+ articles
Subject Coverage	Cross-curricular: ELA, social studies, science, pop culture, sports	Cross-curricular with Mexico / US lens: current events, culture, history, nature, food & drink, sports, science
Primary Educational Purpose	Reading comprehension and literacy skills across all subjects	Media literacy, critical thinking, language development, and cultural identity strengthening
Target Audience	General K-12 students across all demographics	Kids grades 3rd – 12th in the US and Mexico
Assessment Features	Comprehensive quizzes, writing prompts, annotations, analytics dashboard	Discussion questions, comprehension questions, bridging words, and keyword definitions
Cultural Positioning	Mainstream U.S. educational content with diverse perspectives	Derived from original content that is current, curated and fact-checked. Content that counters traditional media stereotypes and celebrates Mexican heritage
Access Model	Password-protected subscription platform for schools	Password-protected subscription platform for schools
Market Position	Established platform with 3.3 million teachers and 40 million students	Emerging platform being used by schools in the US and Mexico



Key trends in **bilingual education**

A stylized illustration of a green cactus with several arms and small orange flowers, set against a light green circular background.

Latino Students =
**27.5% of U.S.
Graduates**

A stylized illustration of a round green cactus with a pink flower on top, set against a light green circular background.

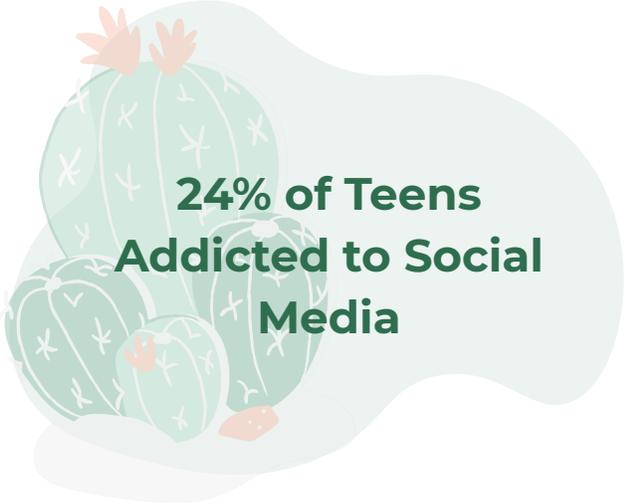
**Reading Scores
at 30-Year Low**

A stylized illustration of a large, multi-petaled flower in shades of pink and yellow, set against a light pink circular background.

Cultural Identity **Drives
Success**

A stylized illustration of a large, multi-petaled flower in shades of pink and yellow, set against a light pink circular background.

**25 States Mandate
Media Literacy**

A stylized illustration of a green cactus with several arms and small orange flowers, set against a light green circular background.

**24% of Teens
Addicted to Social
Media**

A stylized illustration of a green cactus with several arms, sitting in a brown pot, set against a light green circular background.

**3,600+ Dual
Language
Programs**