Abstract
The purpose of following study, of an exploratory nature and based on the qualitative paradigm, is to describe and analyze how reading is promoted in non-scholarly contexts in Mérida, Venezuela. Public places that were not used for school activities were taken into account, both in rural areas and developed areas. Ethnographic techniques were used for data collection: non-structured interviews, observations and analysis of written documents. We found that reading is widely promoted in a spontaneous way in public places. Health is promoted through reading. The conclusion is that schools can learn how reading is promoted outside of it.

Keywords
reading, reading promotion, non-scholarly contexts, public places, offices, magazine vendors.