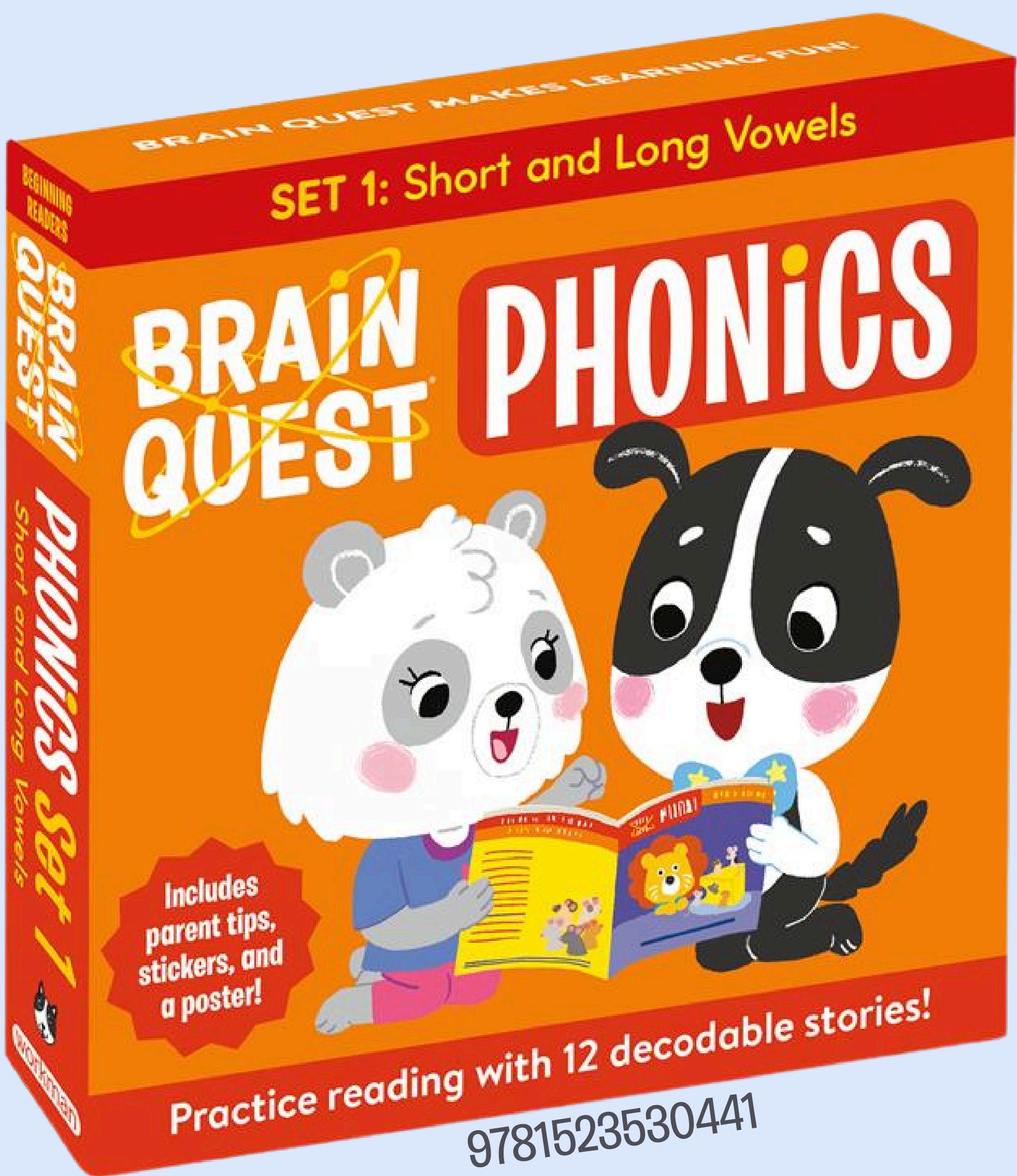


NEW FROM BRAIN QUEST®:

PHONICS READER BOXED SETS!

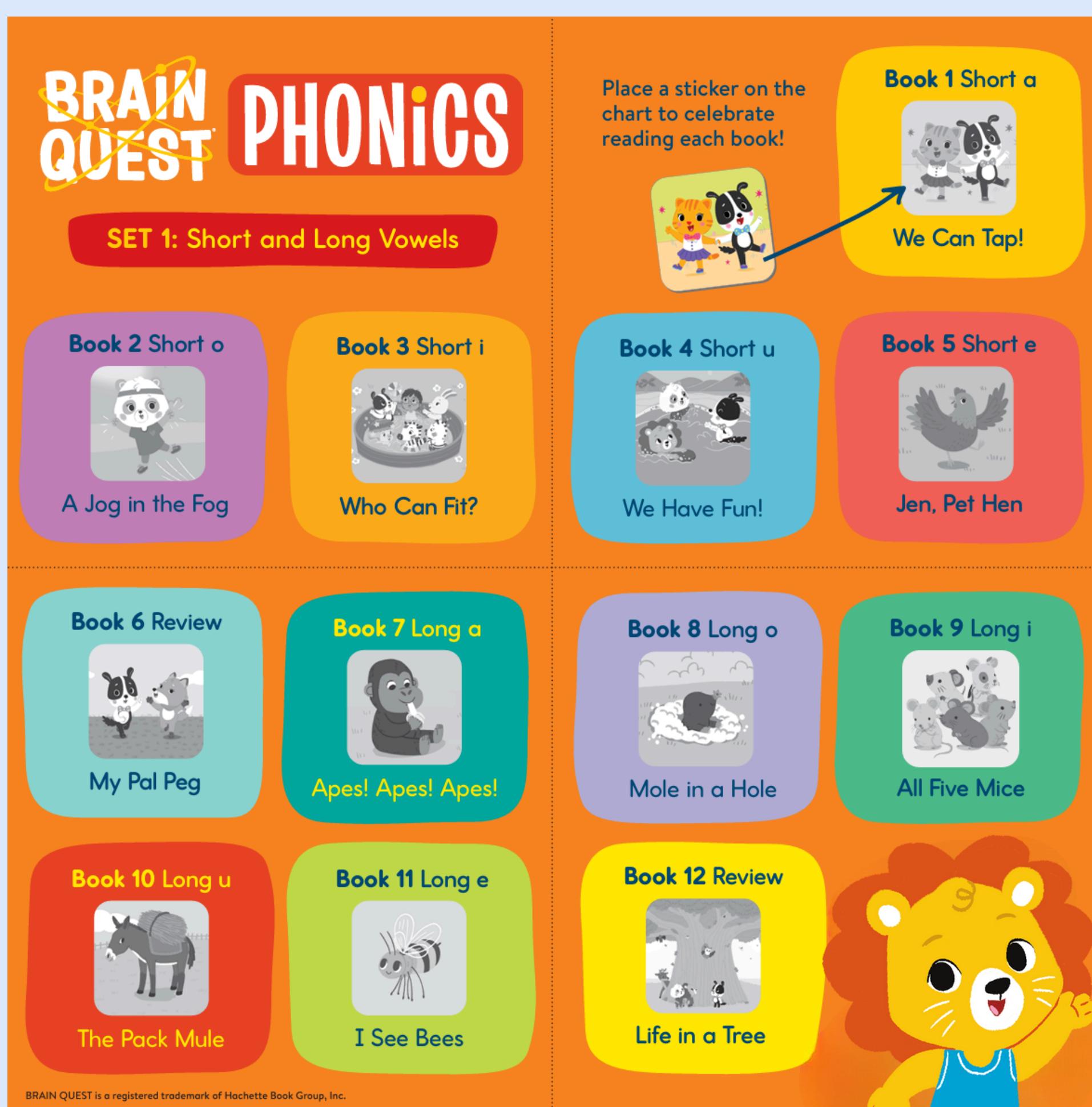


COMING JANUARY 20, 2026!

PROGRESS STICKERS



PROGRESS-TRACKING POSTER



According to 2024 Reports from the National Assessment of Educational Progress



of grade school
students read
“below basic” level



of middle school
students read
“below basic” level

BRAIN QUEST MAKES LEARNING FUN!

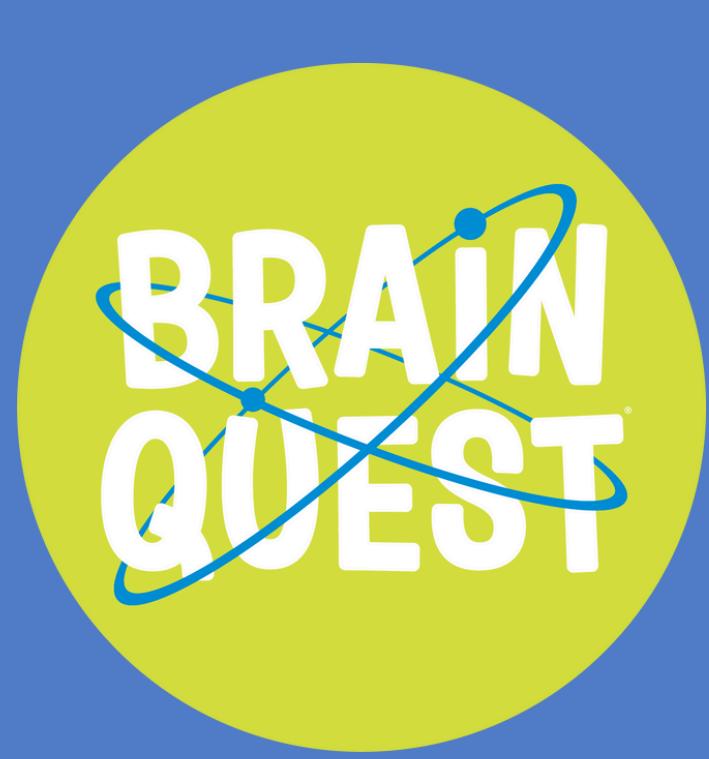
INCLUDED IN THE STURDY STORAGE BOX

- 12 Full-Color, 12-Page Books
- Caregiver tips, including related activity & game suggestions!
- Keepsake progress-tracking poster and over 30 celebratory stickers
- Downloadable audio versions for future learning

FUTURE BRAIN QUEST PHONICS READERS

- Set 2: Blends, Vowels, and More! coming in Winter 2027!





So, What Makes a READERS Series Successful?

BRAIN QUEST IS AMERICA'S #1 EDUCATIONAL BRAND

1

Parents are looking for a bestselling learning brands to support this part of this quintessential & important stop in their learning journey! From BOB to I CAN READ, STEP INTO READING and more, we are a prominent & competitive to shave market share from these brands.

2

This is a price sensitive format: consumers are looking for the biggest bang for their buck! Brain Quest® Phonics Readers are competitively priced at \$15.99, include 12-books, poster, progress stickers, AND audio recordings to support independent reading.

3

PHONICS & THE “SCIENCE OF READING” HAVE NEVER BEEN MORE IMPORTANT!

American children's reading skills have continuously declined in recent years. It is proven that building blocks for a lifelong love of reading start early - these fun, colorful and educationally-based readers will make learning phonics FUN!

4

BRAIN QUEST IS A BRAND THAT GROWS WITH YOU

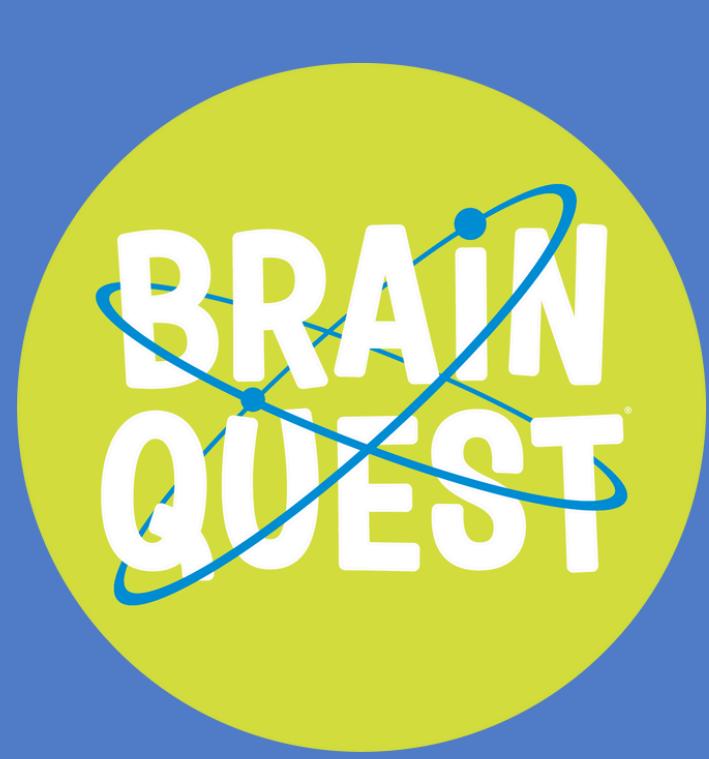
Little brainiacs will have plenty of supplemental phonics material to continue their phonics journey! With our PHONICS-specific workbooks, kids will have all the tools they need to continue to succeed as they age out of this product

5

A NEW, MODERN LOOKING PHONICS READERS LINE

These boxed readers are designed to pop on shelves with their commercial, character-focused art, vibrant pantone colors, and sleek design, Brain Quest® Phonics Readers will stand out on shelves and online!





BRAIN QUEST PHONIC READERS

SCOPE & SEQUENCING

Set #1: Short and Long Vowels

Sound	Phonics Focus Skill	Additional Skill(s)	Word Count
Short a	Defined HFW	Blending sounds	38
Short o	S can make the /s/ or /z/ sounds	Exclamation points	47
Short i	Names start with capital letters	Question marks	51
Short u	Picture walks		46
Short e	Sound of the letter x	Defined CVC words	51
Review short vowel sounds	Qu words		58





BRAIN QUEST PHONIC READERS

SCOPE & SEQUENCING

Set #1: Short and Long Vowels

Sound	Phonics Focus Skill	Additional Skill(s)	Word Count
Apes! Apes! Apes!	Long a E is a silent helper	S is plural	53
Mole in a Hole	Long o Double ll makes the same sound as /l/	R-controlled vowels	58
All Five Mice	Long i Igh makes the long i sound	R-controlled o	64
The Pack Mule	Long u Ck makes the /k/ sound		57
I See Bees	Long e Thr 3-letter blend	Double zz makes the /z/ sound	52
Life in a Tree	Review long vowel sounds Tr- is a beginning blend	R-controlled vowels	58

