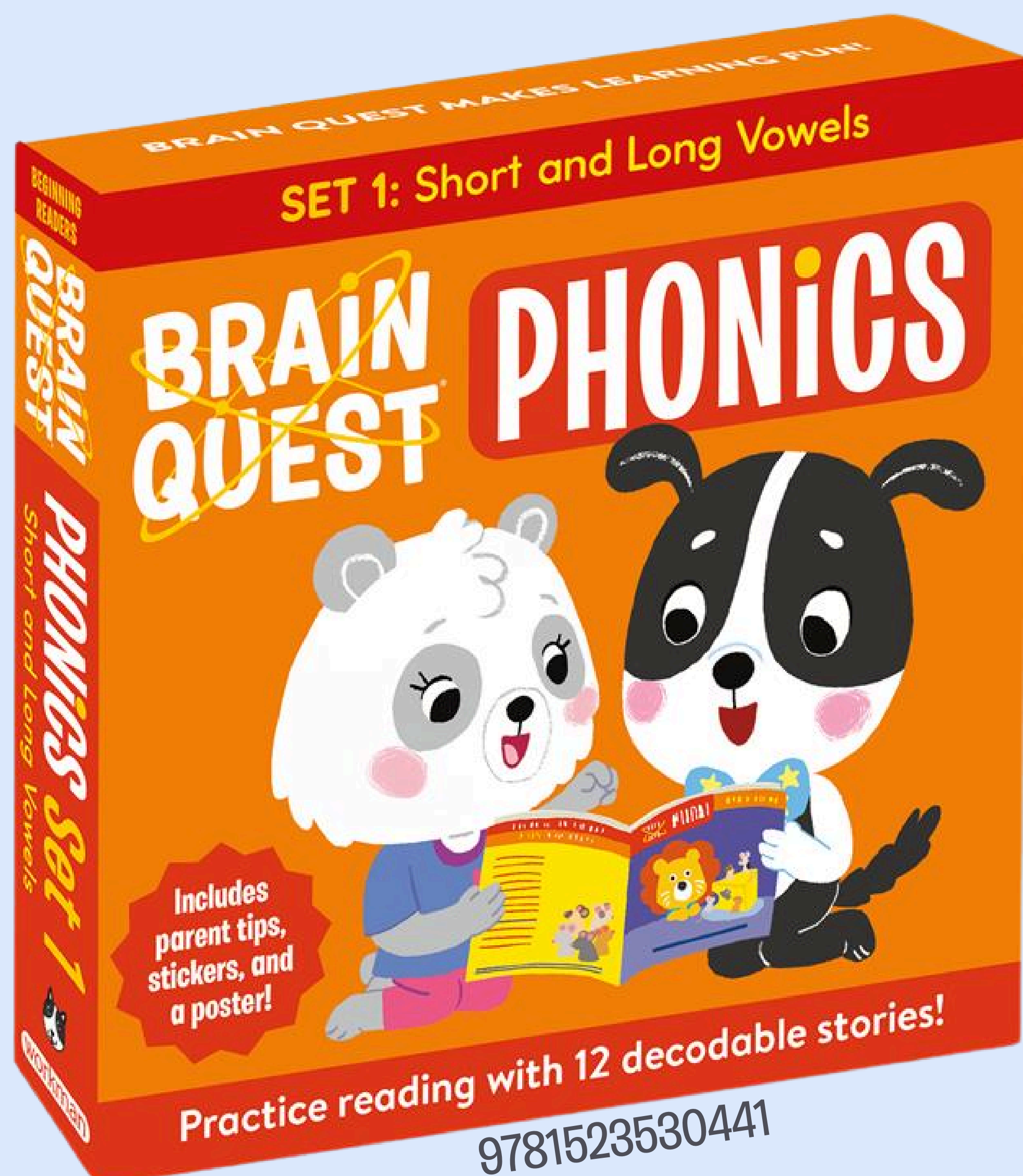


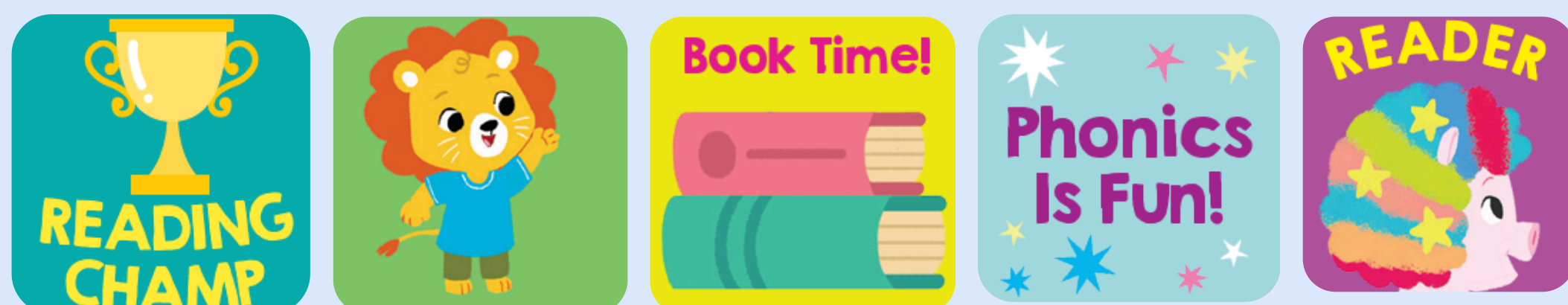


NEW FROM **BRAIN QUEST**[®]: PHONICS READER BOXED SETS!

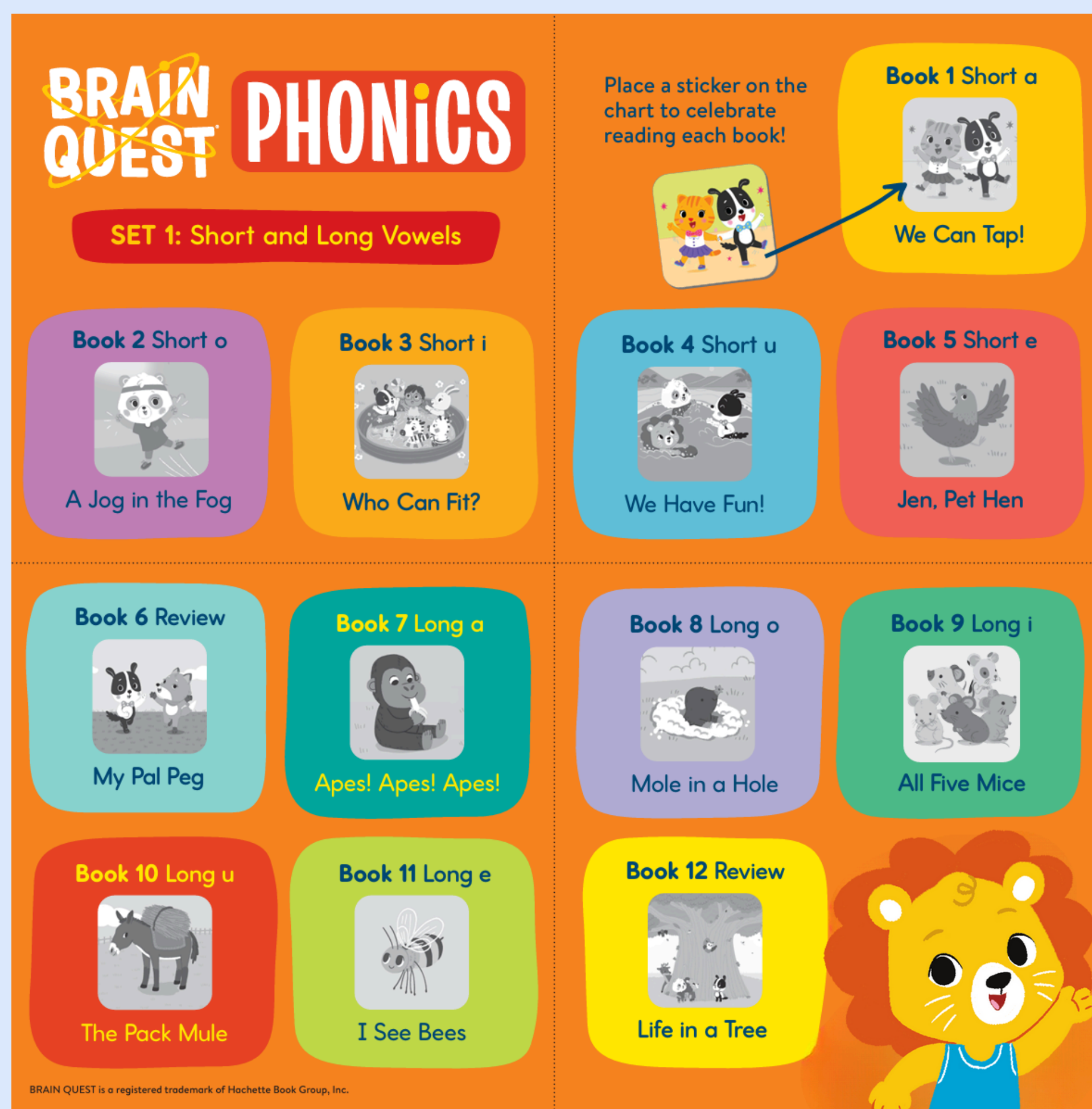


COMING JANUARY 20, 2026!

PROGRESS STICKERS



PROGRESS-TRACKING POSTER



According to 2024 Reports from the National
Assessment of Educational Progress

40%

of grade school
students read
“below basic” level

30%

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 audible 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.

COMPETITIVE PRICE & EXTRA-VALUE

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.

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

3

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!

BRAIN QUEST IS A BRAND THAT GROWS WITH YOU

4

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

A NEW, MODERN LOOKING PHONICS READERS LINE

5

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
	Long a	E is a silent helper	S is plural	53
	Long o	Double ll makes the same sound as /l/	R-controlled vowels	58
	Long i	lgh makes the long i sound	R-controlled o	64
	Long u	Ck makes the /k/ sound		57
	Long e	Thr 3-letter blend	Double zz makes the /z/ sound	52
	Review long vowel sounds	Tr- is a beginning blend	R-controlled vowels	58