



Q4

IMPACT GROUP

BOLDer^{MAGAZINE}

A monthly magazine for kids from 8 to 80



DIG



BUILD



POWER



EXPLORE



GROW

WHERE THINGS COME FROM & WHY WE CARE

WHY connect with the Next Generation?

- Workforce development & retention
- Community & public relations

Employee Families
Private Schools
Homeschooling Communities
Public Schools

Pixels or Print?

49 separate studies in 2024

Digital is a different neurological experience from PRINT

The One Book Effect

just one book (not a e-book) in the home: 2x and 3 yrs

Screens > Understanding

Cognitive overload (brain RAM) scrolling, managing where you are, distractions, mental resources divided, conditioned to skim (idle) & superficially process, tricks into thinking you got it

Print = 24% More Comprehension

Physical print has weight, touch, smell and feel. Tactical experience lets the brain *hang* more information

Eyes & EEG machines show a different mental map: multidimensional, efficient, fast



DIGITAL

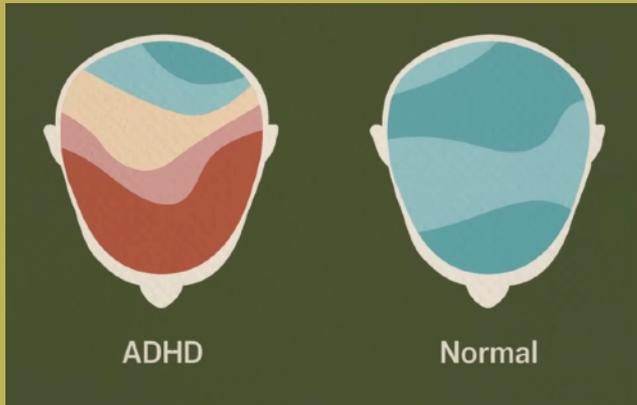


PRINT

Developing Brains

Ages 8 to 13

Language Processing &
Cognitive Control



Watching a
video

Traditional
interactive
story time

Comprehension &
Metacognitive Failure
of Digital Reading

The Brain's ability to judge it's
own performance is broken.

Has an **illusion** of
comprehension. The more
complex the information, the
bigger the gap.

**Print makes
information stick.**

To Reach The Next Generation

Kids' educational
print market
exceeds \$8B &
growing

4M homeschoolers
prefer physical
learning materials

1.8 kid's magazine
subscriptions per
household

Parents want
positive, fact-based,
non-political content

Losing the Narrative With the Next Generation

- 70–90% of children report **climate anxiety** before age 14
- Young readers' magazines promote a **single environmentalist worldview**
- No other publication positively presents **innovation around mining, carbon-based energy, or careers** in other natural resources

This is a messaging vacuum

Magazine	Natural Resources	Energy/ Construction Education	Pro-Industry	Climate Fear Messaging	Publisher Bias
Nat Geo Kids	Environment only	✗	✗	✓ high	Disney
Ranger Rick	Conservation	✗	✗	✓ very high	National Wildlife Federation
Highlights	Light STEM	✗	✗	✓ sometimes	Progressive leaning
BOLDer	Earth science + innovation	✓ ONLY magazine	✓ YES	✗ never	Independent Pro-industry

BOLDer's Mission

1

Teaching kids
(and families!)
Where Things
Come From &
Why We Care

2

Promoting
common
sense,
curiosity,
getting
outside, &
hands-on
learning

3

Showcasing
resource
stewardship
& real-world
problem
solving

4

Highlighting
natural
resources'
critical roles
in powering
modern life

Employee Families

Dear Reader,

A subscription to BOLDer Magazine is a gift from your employer, and we hope you absolutely love it!

Each month BOLDer celebrates the **natural resources** that power our world and **the people who make it all possible... YOU!**

From mining and manufacturing to building the future, **your work plays a vital role** in improving everyday life. In every issue, BOLDer explores Where Things Come From and Why We Care.

This magazine is made for you and for sharing.

Family, friends, and especially the kids in your life will find plenty to enjoy. Every issue is packed with games, hands-on activities, and two audio stories you can listen to as you read along.

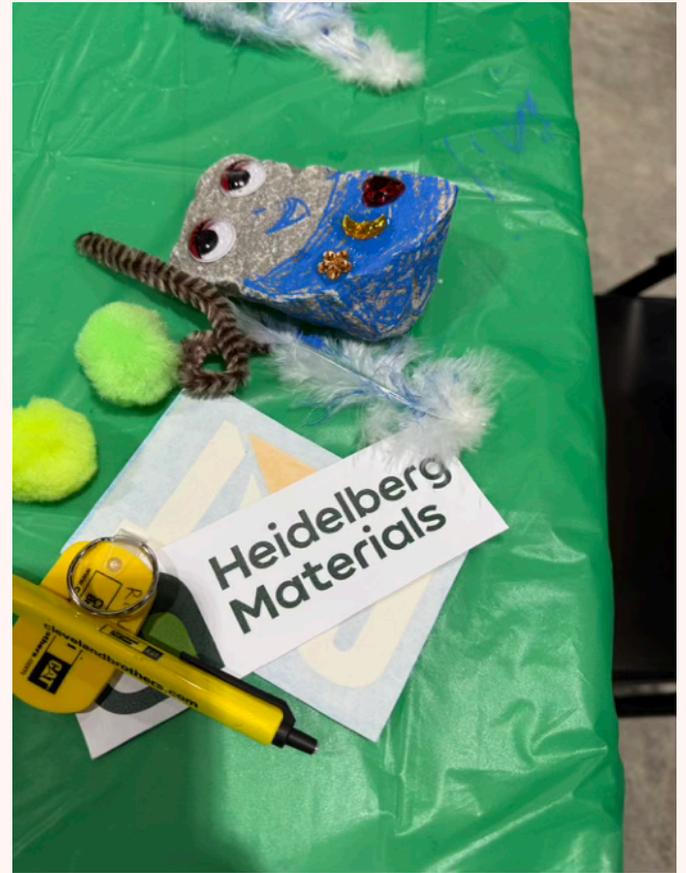
There is power in print. Step away from the screens, **take a well-deserved break**, and dive into pages that are fun, easy to share, and full of fascinating stories about the resources that shape our world.



"BOLDer Magazine has been enjoyed by students. The magazine's high-quality pictures and engaging topics ensure that all students can find an article they enjoy reading while learning new material. Additionally, the interactive aspects of the magazine guarantee that students are mastering concepts taught in the classroom." - Tara

"BOLDer Magazine contains a variety of illustrations, short stories, and puzzles that even the most reluctant reader finds interesting. Both the fiction and non-fiction stories captivate my students and prompt them to want to learn more about the subject. We enjoy extending the non-fiction stories into our own research to learn more about the topic." - Tiffany





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Investment Summary

To sponsor a school
estimate 100 magazines
per month. (Libraries or
summer programs receive
summer months.)

100 magazines/month at
\$10 = \$1,000/month

Annual: \$9,000 (\$7.50 ea.)

Includes print content
development

Excited to work with
partners to tell their stories!



Thank you!

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