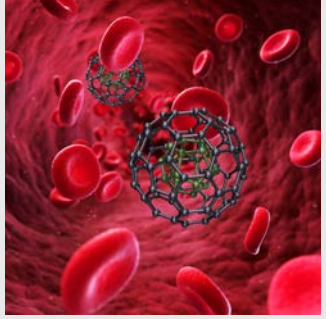
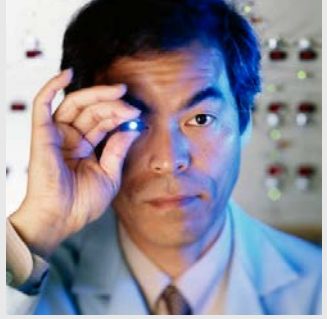
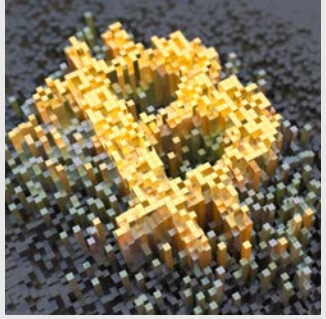
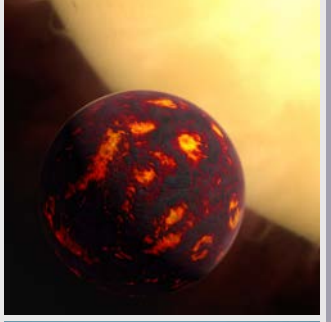
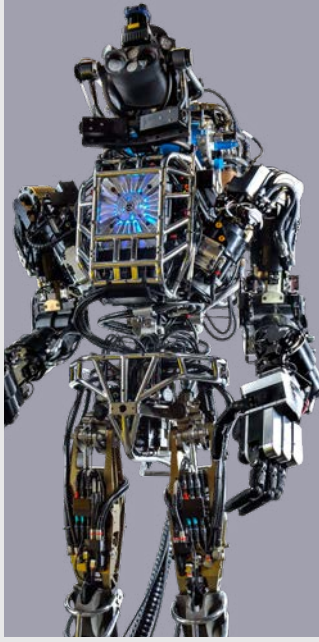
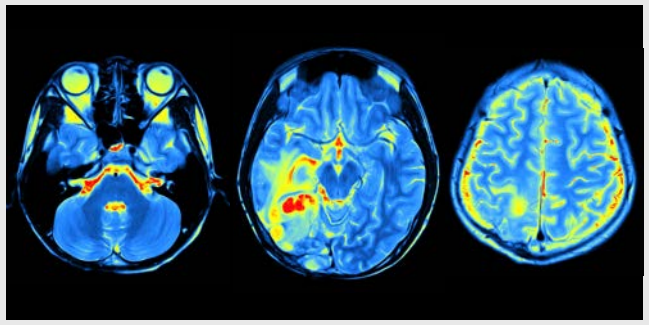
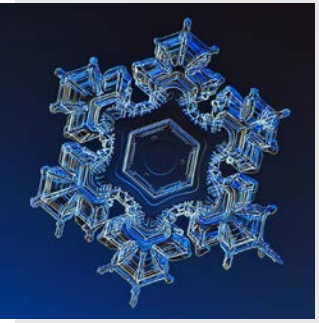
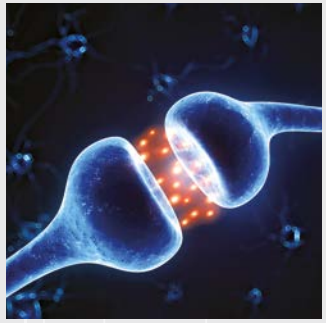
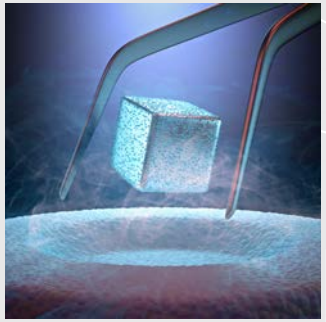











OYLA

POPULAR-SCIENCE MAGAZINE

FOR CHILDREN AND PARENTS

Since 2015

www.oyla.us

About the Publication

OYLA is a popular-science magazine for young readers aged 12 and up, as well as their families. We cover a wide range of topics, with a special focus on the *STEM* subjects and critical thinking, to spark creativity and learning.

GLOBAL CIRCULATION: more than 200,000

US CIRCULATION: 25,000

UK CIRCULATION: 15,000

PUBLICATION FREQUENCY: monthly

VOLUME: 100 pages

SIZE: 8.27 in x 10.51 in

WEIGHT: 7 oz

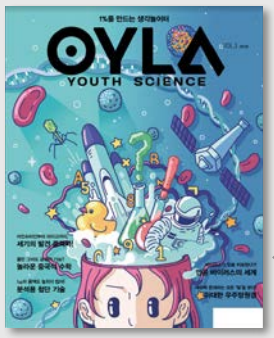
OTHER LANGUAGES: German, Spanish, French, Korean, Russian, Kazakh

SECTIONS: Math, Physics, Chemistry, Biology, Cosmos, Technology, Medicine, Skeptic, Sci-Fi, etc.





OYLA in Other Countries

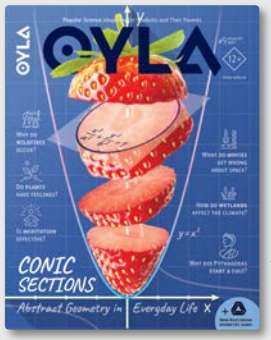












OYLA first launched in **Kazakhstan** in 2015 (circulation 25,000).

Since April 2017, the *OYLA Youth Science* magazine has been published monthly in **Australia** and **New Zealand** (circulation 15,000).

Starting February 2018, *OYLA* has been published bi-monthly in **South Korea** in Korean (circulation 12,000).

Since June 2018, *CHIP Wissen* has been published bi-monthly in **Germany**, **Austria** and **Switzerland** in German (circulation 150,000).

Since November 2018 *OYLA* has been published monthly in **India** in English (circulation 20,000).

Since September 2019, the magazine comes out monthly in **Russia** under the name *DUMAI* (circulation 35,000).

In December 2020, the magazine launched in the **United Kingdom** (circulation 10,000).

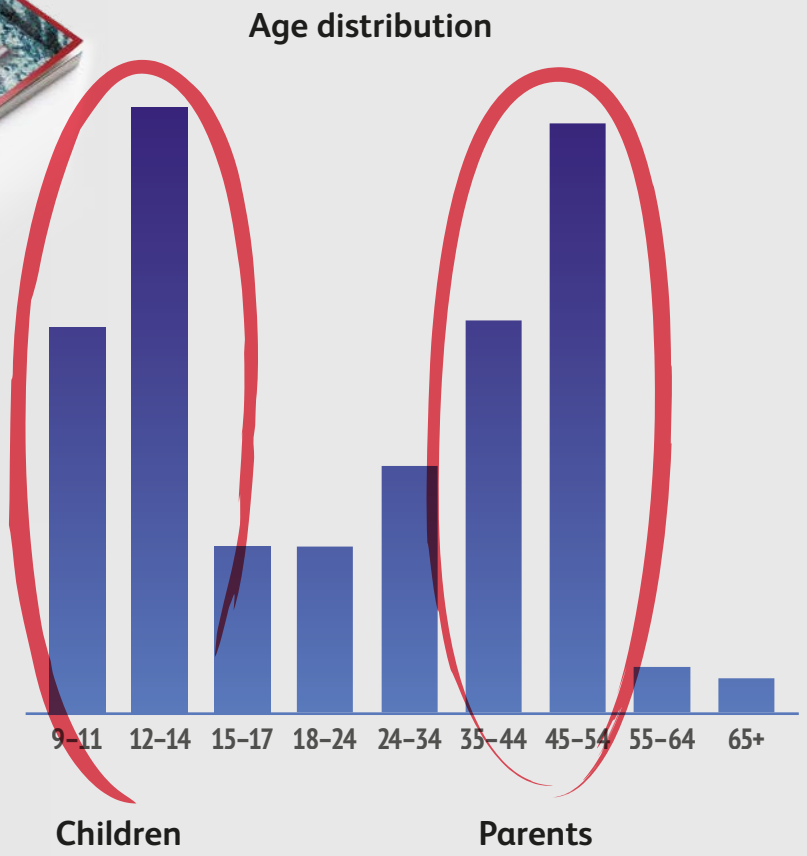
The magazine comes out in **France** under the name *À nous la Science* (circulation 10,000).

The first issue of the US edition of *OYLA* was published in December 2020 (circulation 15,000).

One Magazine – One Family



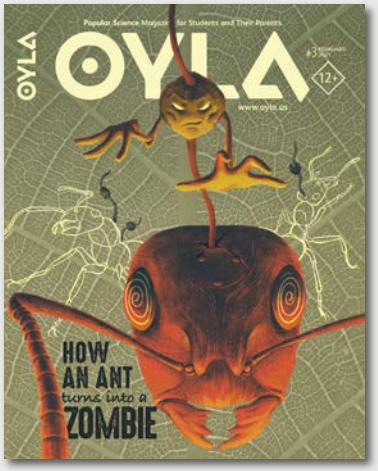
OYLA magazine is read by all family members.





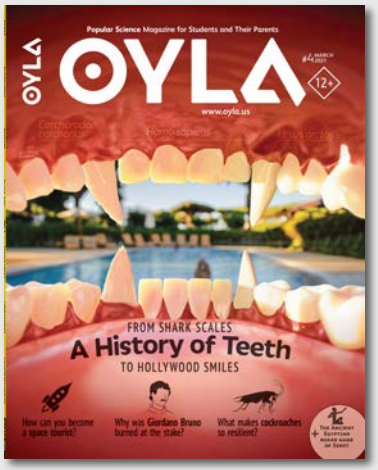
May 2021 issue

- Volcanoes: on the brink of disaster
- Why is the ground shifting beneath our feet?
- How do you think without a brain?
- What is Omar Khayyam famous for?
- What ended the Black Death?



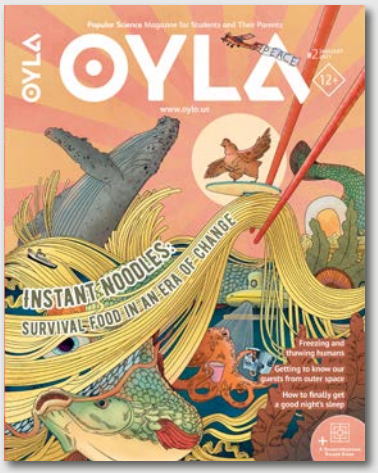
February 2021 issue

- Natural-born manipulators
- Spy satellites
- How people imitate nature
- What are vaccines?



March 2021 issue

- From shark scales to Hollywood smiles: A history of teeth
- How can you become a space tourist?
- Why was Giordano Bruno burned at the stake?
- What makes cockroaches so resilient?



January 2021 issue

- Instant noodles: survival food in an era of change
- Getting to know our guests from outer space
- Freezing and thawing humans
- How to finally get a good night's sleep



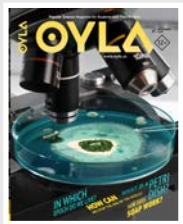






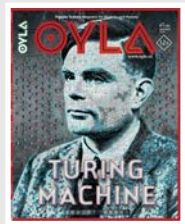












What Makes OYLA Different

The interests of a 10-year-old student and 50-year-old professional may coincide (i.e. news about gadgets, cars, electronics and technology) but their *needs* differ significantly.

The content of ***Popular Mechanics*** is created based on the *interests* of its target audience.

The content of ***OYLA*** is created based on the *needs* of its target audience.

Topics

Gadgets	Mathematics
News	Physics
Electronics	Chemistry
Cars	Biology
DIY	Society





What Else Makes OYLA Different





Audience

Gender	Female (10%), Male (90%)	Female (50%), Male (50%)
Average age	50 years old	10 years old
Family status	Married (60%)	Single (90%)
Single copy read by	5.51 individuals	4.5 individuals
Education	Higher (65%)	K-12 (80%)
Magazine purchased	Independently (98%)	By parents (90%)

Why are we publishing yet another print magazine...



...in the era of iPads and YouTube?

1. Reading vs Watching

Reading is the most efficient way of learning new information. When we say "the most efficient," we don't necessarily mean the easiest or the fastest — we refer to how much information you absorb relative to the total content consumed.

To understand this idea better, consider the following example. When you watch a video, you may feel like you understand its main argument perfectly well. But in most cases, you'll struggle to remember it later. This happens because you're passively consuming the video's content without making the conscious effort to integrate the new information and build knowledge.

In other words, your attention is drawn to the words and images and not to the ideas they're supposed to represent.



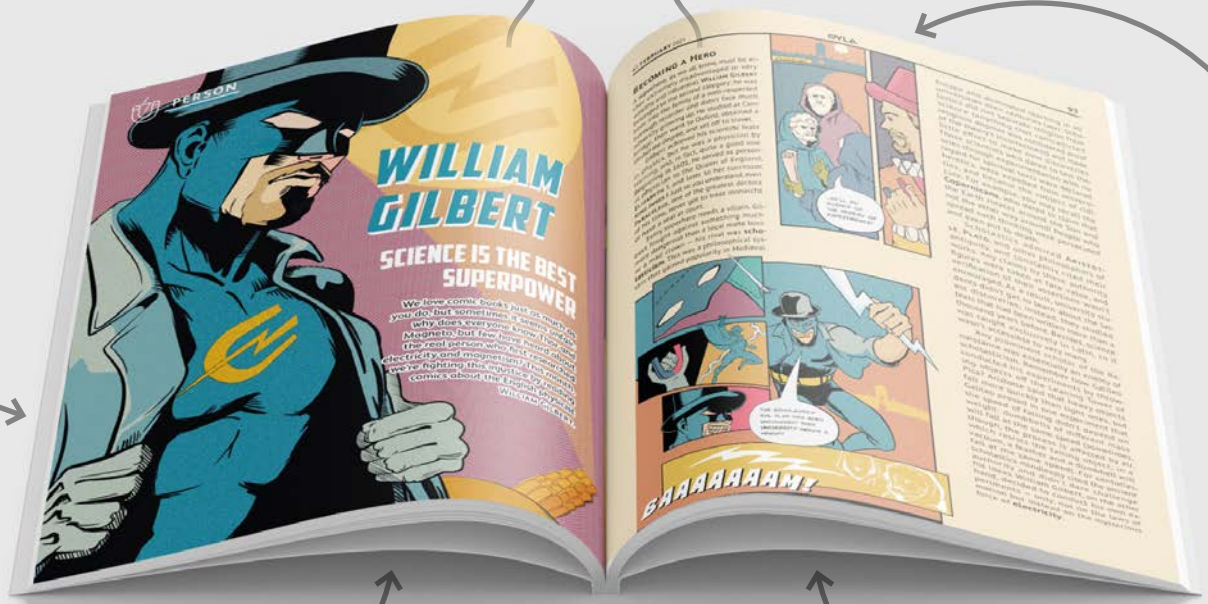
2. Paper vs iPad

What was the last thing you did on your phone? Was it checking your messages or scrolling social media feeds? The constant flow of notifications and pop-ups train us to feel like we're always missing out on something important. In fact, there is an entire industry fighting for your attention via your gadget's screen, and it's probably winning.

But there is a chance of resisting it! Our magazine is a learning space free of pop-ups and ads, and it doesn't have to be plugged in or recharged. You can take it anywhere you want, and it's yours for life.

SMELL OF PRINTED PAPER

NO BATTERIES REQUIRED



YOU CAN MOVE AT YOUR OWN PACE

YOURS FOR LIFE

NO POP-UPS

3. OYLA vs Others

Here are just a few things:
- No ads
- High-quality content
- Accessibility

You may think that these features on their own are nothing special, but we're offering the complete package: 100 pages of science knowledge, colorful graphics, and engaging activities with no ads or distractions.



And this is *why* we're publishing "another" print magazine — there's really nothing like it!

6 Month – $ 42

12 Month – $ 84

Money-back guarantee

Free US delivery

Special offer for schools



Our magazine contains absolutely no advertisements.

That's a very important point, because in any other magazine advertisements can take up 30-60% of all page space. But we stand by our decision, which is based on the very values with which we want to empower our readers. Our aim is to teach readers to think critically and know how to solve tough problems.

So, our magazine works exclusively on income from subscriptions. That way, the magazine can be focused solely on the interests of our readers.

A little bit of boring theory (for those who require more insight): *Edward Herman* and *Noam Chomsky* described media as a business selling their product (the audience) to another business (the advertisement companies). Thus we can conclude that if you didn't pay for what you are reading, it means someone else paid to have you read it.

Contacts

Do you have any ideas? Write to us! We will be happy to discuss them!

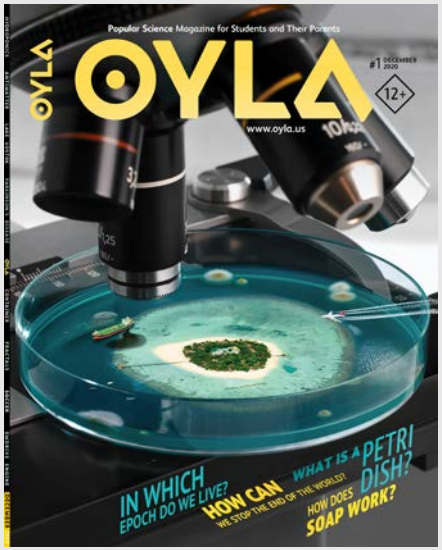
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