

CLIMATE CHANGE MAGAZINE



BEYOND THE FORCAST:

Unveiling the Future of our Planet.



Contents

Mission Statement	03
Executive Summary	04
The Problem	05
Our Focus	06
Revenue Model	08
Market Size	09
Marketing	10
Current Status	14
SWOT Analysis	15
Company Overview	16
Financials	19
Climate Change Information	21





Global temperatures are projected to warm by 1.5°C (2.7°F) by 2050 and 2-4°C (3.6-7.2°F) by 2100.

Mission Statement

Climate change represents an unprecedented challenge, unparalleled in modern history. In a relatively short period, the last 250 years of industrialization and carbon emissions have significantly accelerated global warming, **threatening human survival.**

Our mission at Climate Change Magazine is to impartially examine the effects of global warming with the aim to educate, inform, and engage our readers. We are committed to providing clear, understandable insights into how climate change impacts daily life, focusing on High-Impact Events.

We aspire to be the leading, trusted voice on climate issues, reflected in our in-depth features and critical interviews with key figures from the scientific, political, innovative, and socio-economic sectors. By covering all perspectives, including those of skeptics, we maintain a balanced and authoritative approach to the complexities of climate change.





Executive Summary

Climate Change Magazine is a collaborative effort of top scientists, journalists, and policymakers, that offers digital daily and monthly print editions to raise awareness of climate change impacts and mitigation strategies. Targeting a broad audience, particularly those aged 24-35, we present accessible and impactful content.

We are poised to meet our advertising goals and provide value to our readers through exclusive interviews with high-profile figures, fueling global conversation and inspiring action among a diverse audience.

THE DIGITAL VERSION WILL BE AVAILABLE GLOBALLY FROM DAY ONE, WITH THE APP LAUNCHING FOUR WEEKS PRIOR TO THE COMMERCIAL AVAILABILITY OF THE MONTHLY PRINT EDITION.



PRINT VERSION GROWTH PHASES:

- 1 MONTHS 1-3**
LAUNCH: UK, USA, CANADA AND FRANCE
- 2 MONTHS 3-6**
EXPAND: GERMANY, HOLLAND, SPAIN, ITALY, BELGIUM, AND SCANDINAVIA
- 3 MONTHS 6-9**
EXPAND: SOUTH AMERICA
- 4 YEAR 2**
EXPAND: ASIA AND INDIA





The Problem

10mm

Sea levels have risen by 10mm globally since January 2022.

9.8%

9.8% (2.3B) people of the global population, faced food insecurity at the end of 2021.

2 Billion

Over 2 billion people could face water stress due to vulnerable mountain ecosystems and depleting groundwater.

CLIMATE CHANGE TRENDS:

- 1 METHANE LEVELS INCREASED BY **18 PPB** FROM 2020 TO 2021.
- 2 GLOBAL MEAN SURFACE TEMPERATURE FOR JANUARY-SEPTEMBER 2021 WAS **1.15°C** ABOVE PRE-INDUSTRIAL AVERAGES.
- 3 THE LAST EIGHT YEARS HAVE BEEN THE **HOTTEST** IN RECORDED HISTORY.
- 4 REGIONS ALL ACROSS THE WORLD HAVE FACED SIGNIFICANT **WEATHER CHALLENGES**, EVERYTHING FROM DROUGHTS TO FLOODS, AFFECTING BOTH ECOSYSTEMS AND HUMAN POPULATIONS.



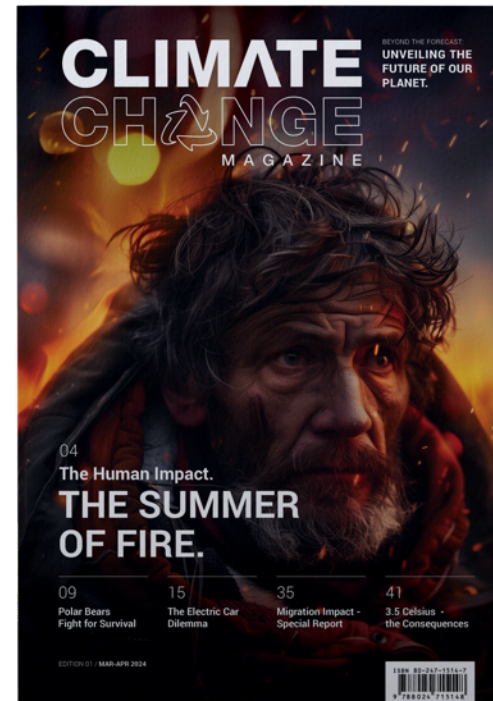
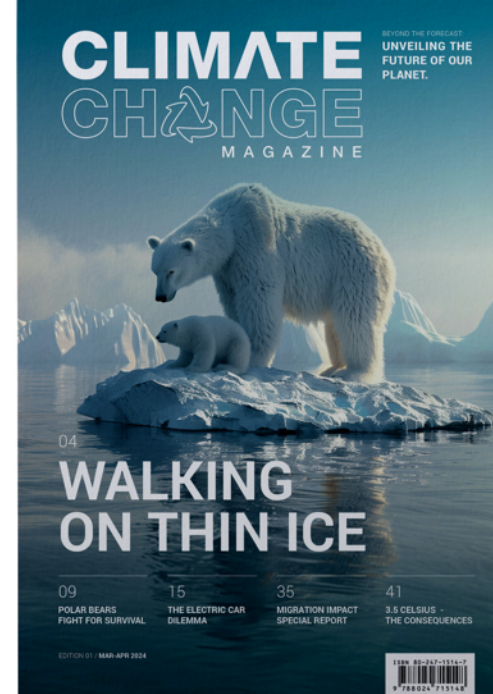


Our Focus

We will feature monthly investigations into earth-changing events such as: Heat and Cold Waves, Fires, Droughts, Flooding, Marine Heat Waves, Tropical Cyclones, and Coastal Erosion.

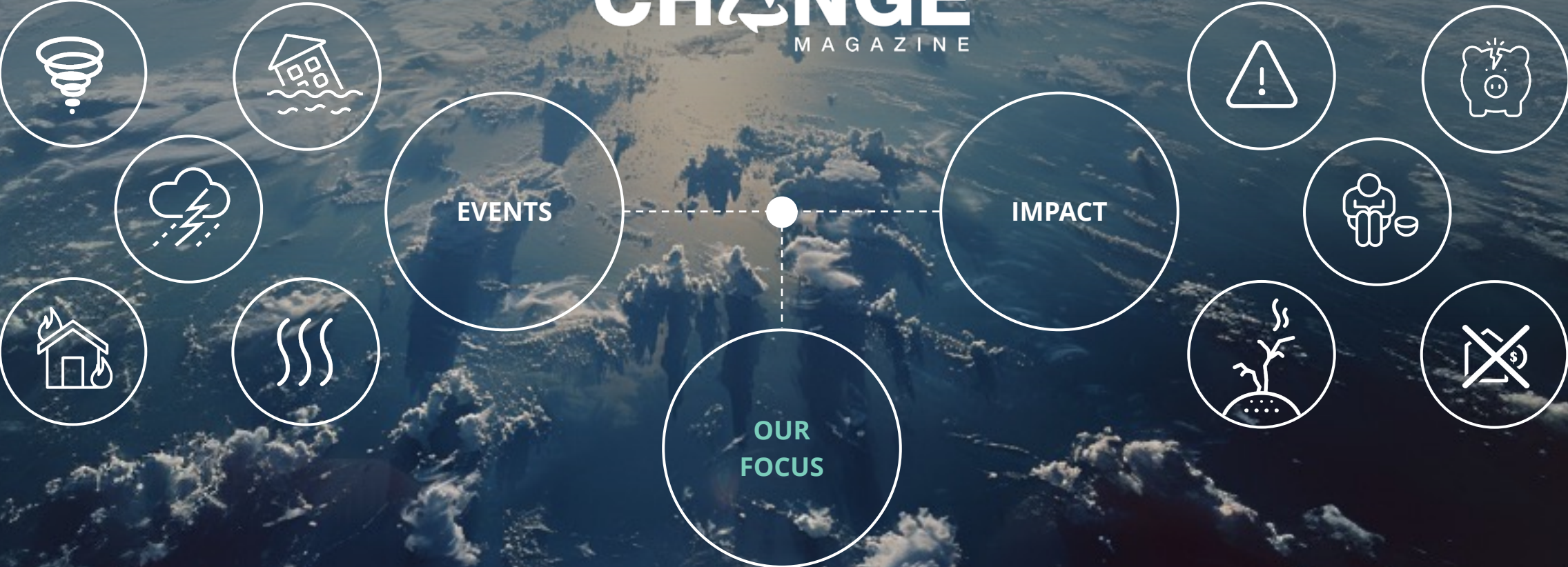
KEY RISKS:

WE AIM TO LINK THESE EVENTS TO KEY RISKS AFFECTING SUSTAINABLE DEVELOPMENT: RISING POVERTY, FOOD INSECURITY, HEALTH ISSUES, WATER SCARCITY, DAMAGED INFRASTRUCTURE, RISING INEQUALITIES, DISPLACEMENT, ECOSYSTEM COLLAPSE, BIODIVERSITY LOSS, AND CONFLICT.



CLIMATE CHANGE

MAGAZINE





Revenue Model

SUBSCRIPTION OPTIONS:

Students will be offered half price for the first six months. Daily digital and print version, for a one year subscription, are priced at \$10.79 per month. 20% discount for two years.

DIGITAL ADVERTISING:

Achieve 50,000 subscribers in Q1, 150,000 in Q2, and 300,000 by the end of Year 1.

PRINT ADVERTISING RATES:

A custom rate card for various ad sizes and types. Premium rate: \$7,500 per page for targeted feature sections.

FULL PAGE

BANNER AD

1/2 PAGE





Market Size

\$38.6 Billion

Digital Magazine advertising continues to demonstrate exponential growth expecting to reach in the US alone \$38.60 billion in 2023

23.7%

User penetration will increase from 21.2% in 2022 to 23.7% by the end of 2023s

6.6%

Though North America is the largest digital market, Asia is now the fastest growing with a CAGR of 6.6 % by 2028.

MARKET DRIVERS:

GLOBAL ISSUES CAPTIVATE, IMPACTING LIVES AND LIFESTYLES.

DIGITAL ADVERTISING BECOMES KEY FOR BRANDS TO ENHANCE AWARENESS.

DIGITAL MAGAZINES PROVIDE AFFORDABLE, SUSTAINABLE OPTIONS WITH WIDER REACH.

GROWING INTERNET AND MOBILE DEVICE USAGE DRIVE MARKET GROWTH.

INTERACTIVE CONTENT ATTRACTS YOUNG AUDIENCES, INCREASING DIGITAL READERSHIP.

DIGITAL MEDIA IS A TOP CHOICE FOR PREMIUM READERS AND ADVERTISERS GLOBALLY.





Marketing

TARGETED ADS

We plan to increase reader engagement and subscriptions using targeted Google and Microsoft ads, personalized for different visitor interests and engagement levels. Our approach includes segmented advertising lists and dynamic remarketing to reconnect with previous visitors, supported by a focused keyword strategy. Additionally, a broad PR strategy combined with TV and new media exposure aims to build a loyal subscriber base.

WE WILL ENHANCE ENGAGEMENT AND SUBSCRIPTIONS WITH TARGETED ADS, SEGMENTED MARKETING, AND A BROAD PR STRATEGY TO BUILD A LOYAL SUBSCRIBER BASE.

SUBSCRIPTION INCOME

Climate Change magazine aims to monetize content while addressing declining print sales by offering a free three-month trial and updating leading articles 2-3 times daily. Subscriptions are available for both digital and print formats to suit various preferences.

FREE CONTENT

We'll captivate our audience with enticing teasers from our diverse media, including video, audio, and animation. Using retargeting tags from search engines and social media, we aim to build a pool of potential subscribers. These individuals will be re-engaged through personalized ads as they navigate our selected social platforms and partner websites, enhancing our subscriber base.

PUSH NOTIFICATIONS

Our app will feature mobile push notifications to boost engagement and subscriptions. Additionally, we'll use web push notifications, visible on both desktop and mobile browsers, to alert users. By embedding web push codes, visitors can opt in to receive timely updates and interactive messages from Climate Change Magazine, directly enhancing our subscriber outreach.

SOCIAL REFERRALS AND SOCIAL SHARING

Social referrals, pivotal for e-commerce growth during the pandemic, will be leveraged to boost our reach. We'll incentivize readers to share content for discounts or rewards, capitalizing on our audience as our best advocates. This strategy uses the power of content sharing to drive significant traffic.





iOS Apps

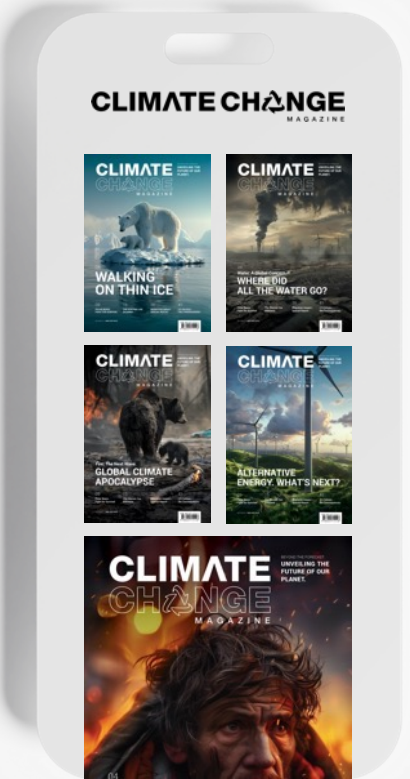
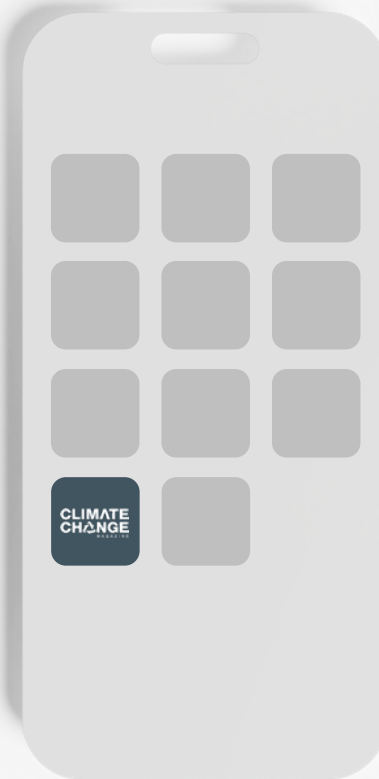
Leveraging an array of integrated publishing tools, we aim to elevate and expand the reach of our marketing strategies and objectives.

With more than 1500 live branded apps today, the **MagazineCloner** platform remains one of the most widely used publishers globally, making it the perfect Digital Publishing Solution.



jellyfish

Owned by JellyFish Group, MagazineCloner is also the engine behind the PocketMags Digital NewsStand.



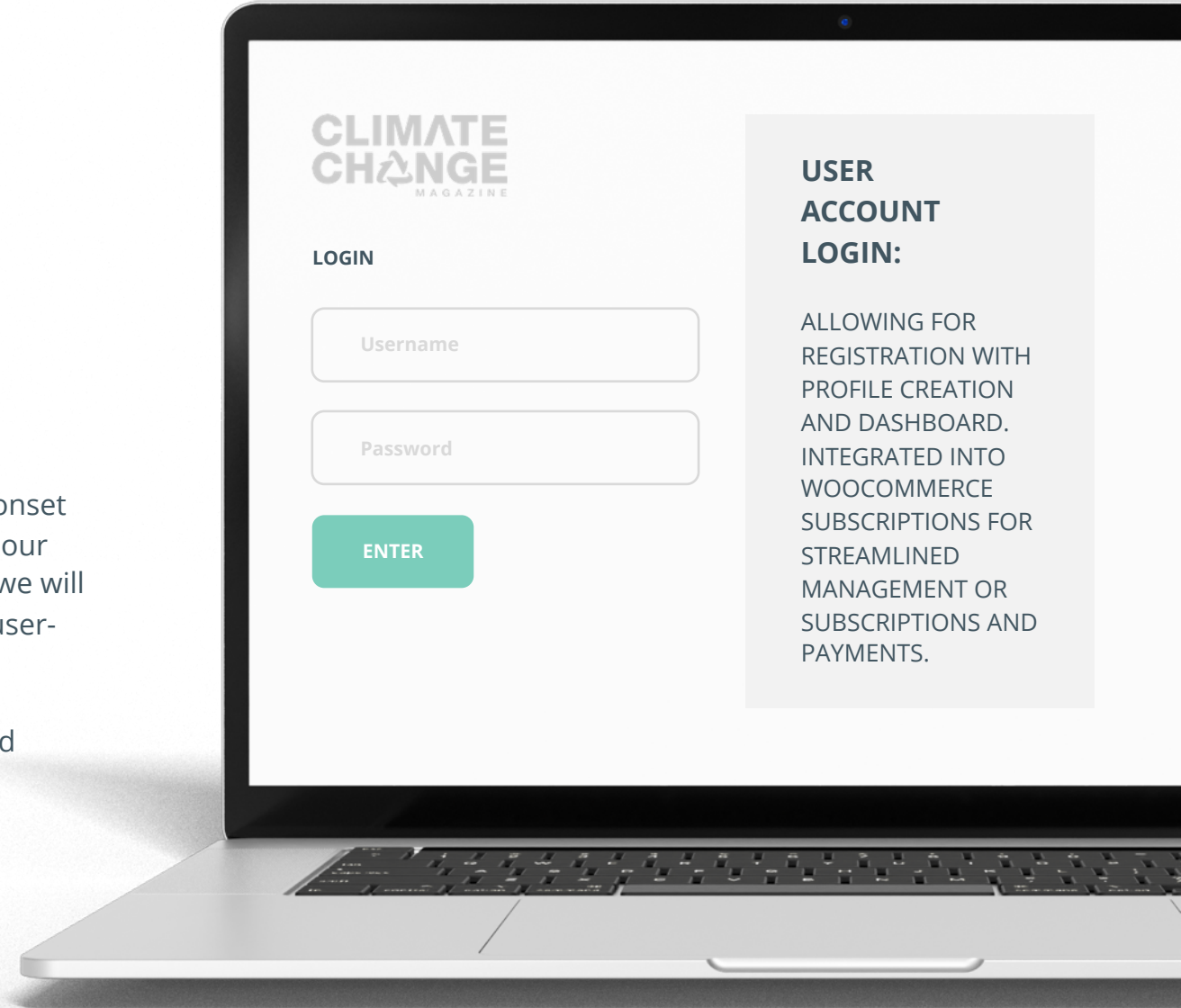


Digital Web Offering

Our strategy involves designing an engaging website with a layout optimized for user interaction and aesthetic appeal.

We prioritize a responsive design to ensure seamless use across all devices, enhancing the overall user experience and journey. The incorporation of interactive features using CSS and JavaScript will enrich the site's functionality. We plan to utilize WordPress CMS to streamline content creation and editing processes.

Implementing search engine optimization (SEO) from the onset of development will improve our online visibility. For security, we will integrate reCAPTCHA v3 for user-friendly form protection and provide built-in antivirus and firewall solutions to safeguard against threats.





Subscriptions

We plan to attract new users by offering free trials and nominal sign-up fees, allowing them to explore our services before fully committing. We will provide a comprehensive subscription management system, enabling users to modify their subscriptions easily, including suspension, cancellation, or changes in terms. For payment synchronization and efficiency, we intend to use WooCommerce, ensuring that all customers are aligned with the same membership terms, facilitating smoother transactions and consistent user experiences.

WEBSITE OPTIMIZATION:

TO BOOST USER EXPERIENCE AND SEO, WE'LL IMPLEMENT CACHING, IMAGE OPTIMIZATION, AND LAZY-LOADING. WE'LL ALSO USE YOAST SEO FOR FULL SITE AND CONTENT OPTIMIZATION, AND MANAGE THE SITE WITH THE LATEST WORDPRESS CMS, USING TECHNOLOGIES LIKE PHP, MYSQL, HTML5, CSS3, AND JAVASCRIPT FOR A STRONG, DYNAMIC PLATFORM.

TO ATTRACT
NEW USERS WE
WILL OFFER
FREE TRIALS
AND NOMINAL
SIGN-UP FEES.





Current Status

<p>USA Distribution / Sales</p> 	<p>CANADA Distribution / Sales</p>  <p>MAGAZINE DISTRIBUTION SERVICES</p> 	<p>UK Distribution / Sales</p> 	<p>FRENCH Distribution / Sales</p> <p>To Be Confirmed Q2 2024</p>
--	---	---	--

Retail commitments including supermarkets, train stations, airports, and news vendors. The listed retailers are leading examples, with others expected to commit to the product:



LAUNCH DETAILS:

- 1 Expected Print Roll Out over 90% full penetration in Phase One in UK, USA, France & Canada with over 67,500 unit pre sales and just under \$250,000 in Print advertising revenues in Issue number 1. This does not include digital advertising revenues or subscriptions.
- 2 Jelly Fish building IOS APPS for Google, Amazon and Apple. Magazines.co.uk contracted to subscription model.
- 3 Website launched one week before Print Version. Media & Journalist Team ready to supply content, exclusive features, interviews, news and video content with RSS Feeds for website to meet 22nd June launch date once prompt payment, six months in advance is duly enacted.





SWOT Analysis

Strengths

Introducing the world's premier Climate Change magazine with real-time global reporting and a commitment to unbiased storytelling. Our platform engages younger audiences with cutting-edge content, exclusive interviews, and minimal competition. Enhanced by top-tier digital marketing, we offer exclusive broadcaster video content, downloadable podcasts, and advanced subscription technology for a seamless experience.

Weaknesses

Our focus includes obtaining working capital for worldwide distribution and building brand loyalty across diverse audiences. We prioritize timely multi-territory releases of our print edition while managing costs. Ensuring prominent retail positioning and effective in-store visibility is also crucial. Moreover, our aim is to establish a strong subscription base within three months of launch to enhance online advertising appeal.

Opportunities

We aim to capture a global market, expand our brand, and increase market share within 9-12 months. Our strategy includes exclusive climate change content, first-hand innovation reports, and policy updates. Highlighting cutting-edge scientific research, we seek to dominate the climate change discussion and become the sector's market leader, projecting significant investor returns within five years.

Threats

Our market strategy addresses potential challenges such as major publishers entering the market and rising print costs due to global events. We aim to set effective pricing policies, rapidly increase digital subscriptions, and offer attractive bundling options. We target at least 25% of our total revenue from subscriptions while mitigating paywall blockers. Additionally, converting a younger audience into paying subscribers is a key focus for sustainable growth.





Company Overview

All IP rights, copyright, in the Climate Change Magazine for both digital and print are 100% owned by:

NET ZERO HOLDINGS CORP.
244 FIFTH AVENUE, NEW YORK. NY 10001

MAHESH BAJAJ
President

JOHN RODDISON
CFO

Share price, pre money valuation with number of shares issued and precise investment criteria available on clarification of interest via email to: mb@climatechangemedia.org





Management



MAHESH BAJAJ

President

Graduated University of East Anglia. Investigative News Journalist for Capital Radio and BBC with award winning short documentaries and features. May 1986 Launched Serious Records which was both disruptive and groundbreaking in the sense that it was the Worlds first Record Label to put Rap, Hip Hop and House on the UK & European Map. Upfront 1 the first real dance contemporary compilation Album with the worlds first hip hop mega mix as a bonus Album charted at Number 1 in the Music Week Dance chart and Number 3 in the National Album charts knocking Whitney Houston off the Number 1 spot. His branded Dance Compilations such as Upfront, Best of House, D=Frost, Freedom too Party, Chill Out in Ibiza, Off Yer Nut all became market leaders. His LPM label revolutionized & disrupted the Dance Compilation market in 1993 with the launch of 4 CD Box sets selling for the price of one in all leading Supermarkets in over 15 countries such as Best of Rave & Best of House. Over 20 titles introduced into the range over 3 years with Auchan in France ordering a staggering 250,000 units! He has also managed and platformed media rights for FC Barcelona and Real Madrid and created a successful water brand in Sweden namely MORE water, which was sold to Eleven Rivers Investment in 2008. Today he is still engaged in the Music Business Focusing on acquisition of Music IP Publishing Assets.



JOHN RODDISON

CFO

Owner of Brown & McLeod, one of Europe's leading Music Business Accountancy practices, where John heads up the Entertainments team, working with a wide range of artists and businesses in the Music, TV, Radio, Film, Fashion and Publishing industries. John also has long-standing experience with businesses across the Property sector. With a global clientele, John provides international and focused services for the firm.



JARRET KUSICK

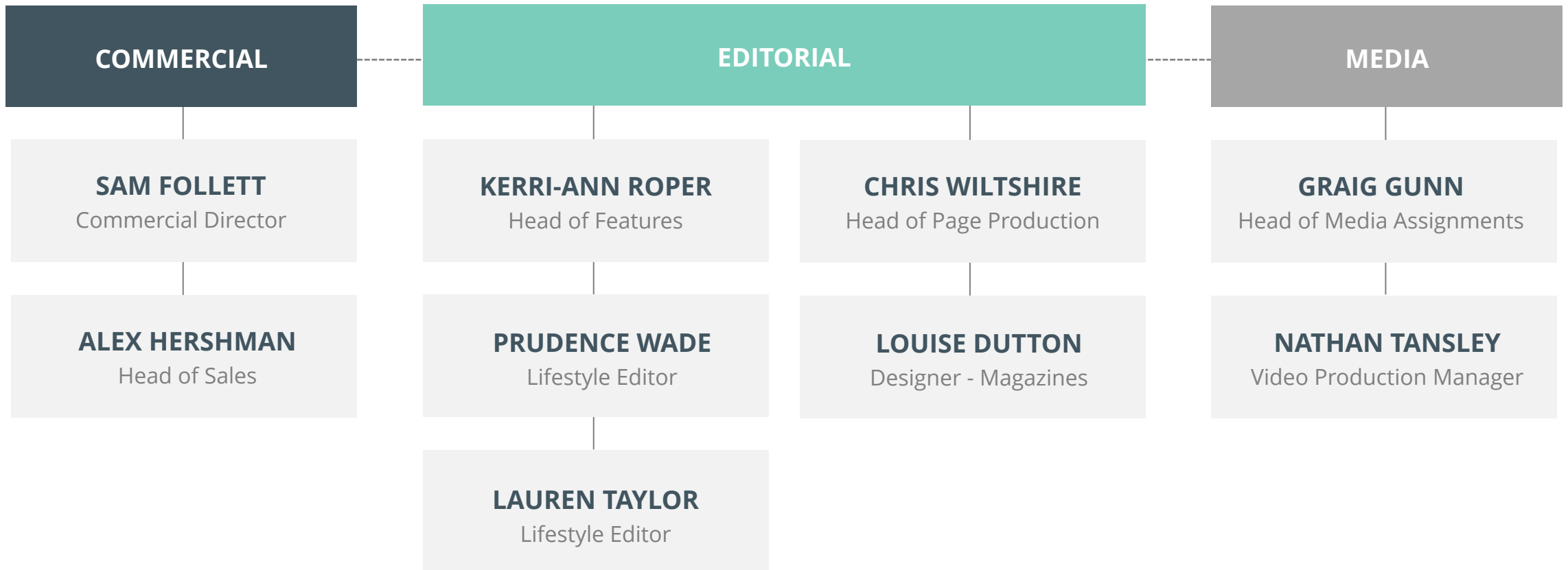
Creative Director

The visionary behind HCM Studios, started in 1999, a design and branding agency specializing in Sustainability, Web3, and Fintech sectors. Jarret boasts an extensive background in climate and carbon offset initiatives, collaborating with leading organizations such as IETA, B-PMI, iCAP, the World Bank Group, adelphi, ecoNeutral, ERA, Wildlife Works, Mai Ndombe REDD+, and Climate8, contributing significantly to environmental preservation and sustainable development.





Organizational Team Structure





Financials

	2025	2026	2027	2028
Turnover	8,028,058	14,982,937	25,611,099	45,635,109
Cost of Sales	(5,428,685)	(9,227,353)	(13,518,672)	(20,289,872)
Gross Profit	2,599,373	5,755,584	12,092,427	25,345,238
Gross Margin %	32.4%	38.4%	47.2%	55.5%
Wages / Salaries	(253,500)	(455,175)	(561,862)	(604,041)
Overheads	(1,580,842)	(1,393,922)	(1,608,332)	(1,872,177)
EBITDA	765,031	3,906,487	9,922,233	22,869,019
Depreciation	(27,801)	(35,540)	(39,953)	(43,353)
EBIT	737,230	3,870,947	9,882,280	22,825,665
Interest	(9,701)	(10,845)	(9,314)	(6,734)
EBT	727,529	3,860,102	9,872,967	22,818,931
Taxation	-	-	-	-
Retained Profit	727,529	3,860,102	9,872,967	22,818,931

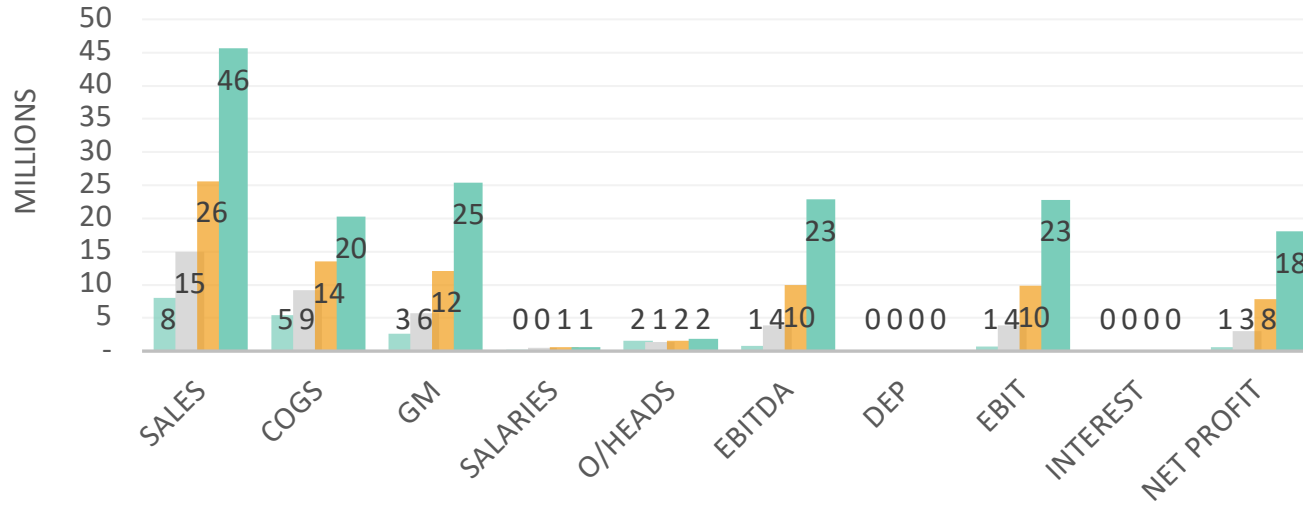
FINANCIAL RETURNS:

- 1 NPV 5%: \$35,968M
- 2 Nominal NCF: \$43,422M
- 3 IRR: 134%
- 4 ROI ON NOMINAL NCF: 14,007%
- 5 Real NCF: \$49,946,117

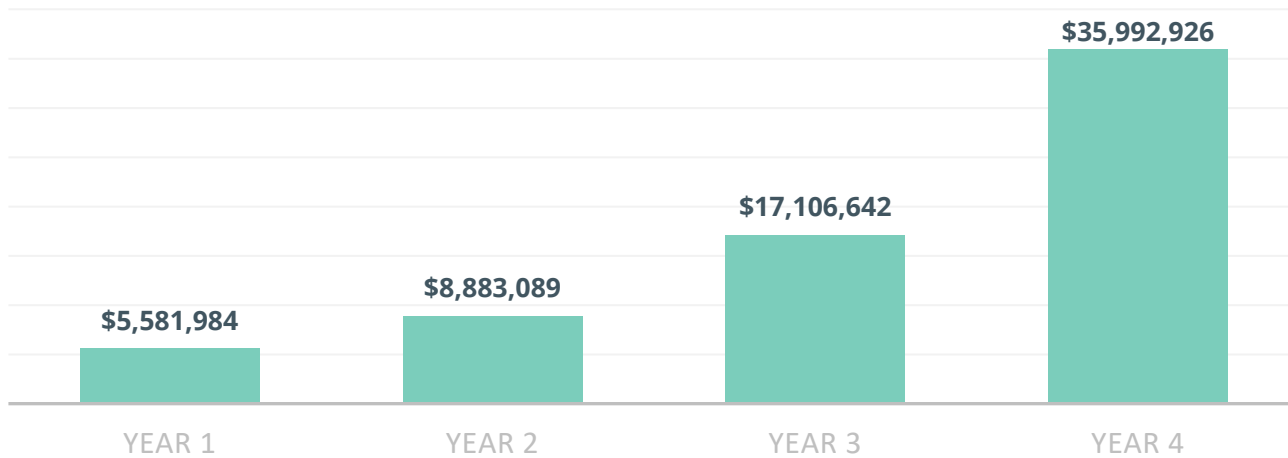




4 YEAR TRADING PLAN:

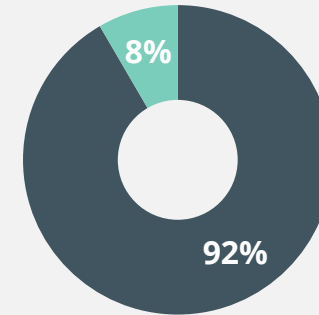


4 YEAR CASH BALANCE:

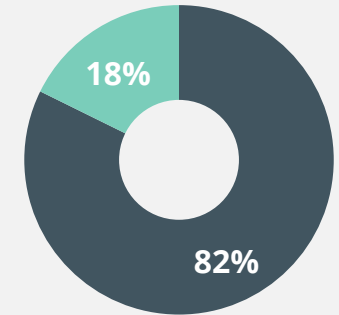


DIGITAL SALES VIA CHANNEL:

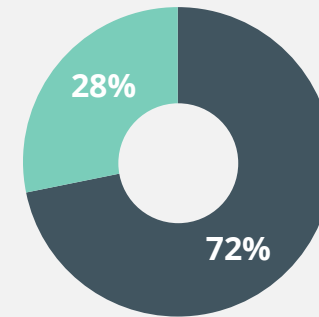
YEAR 1



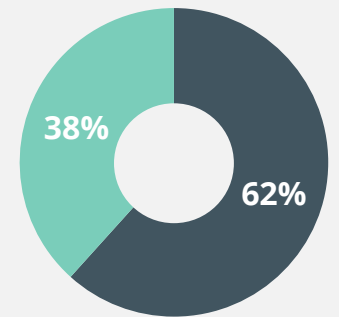
YEAR 2



YEAR 3



YEAR 4



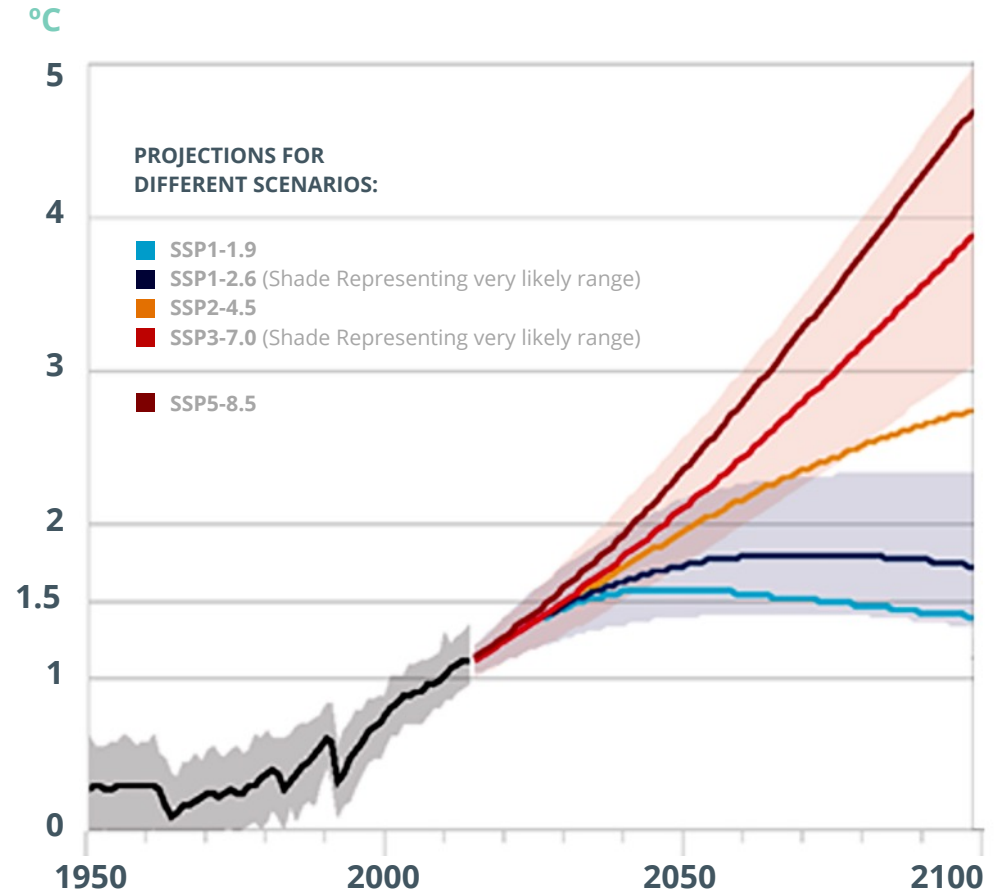
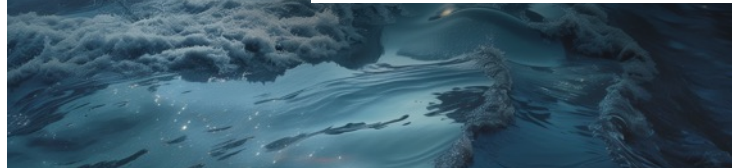
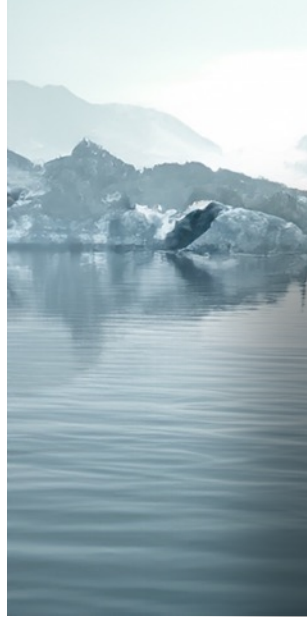
● PRINT SALES ● DIGITAL SALES





Global Warming Risks

Global surface temperature change increase relative to the period 1850-1900.





Causes of Climate Change

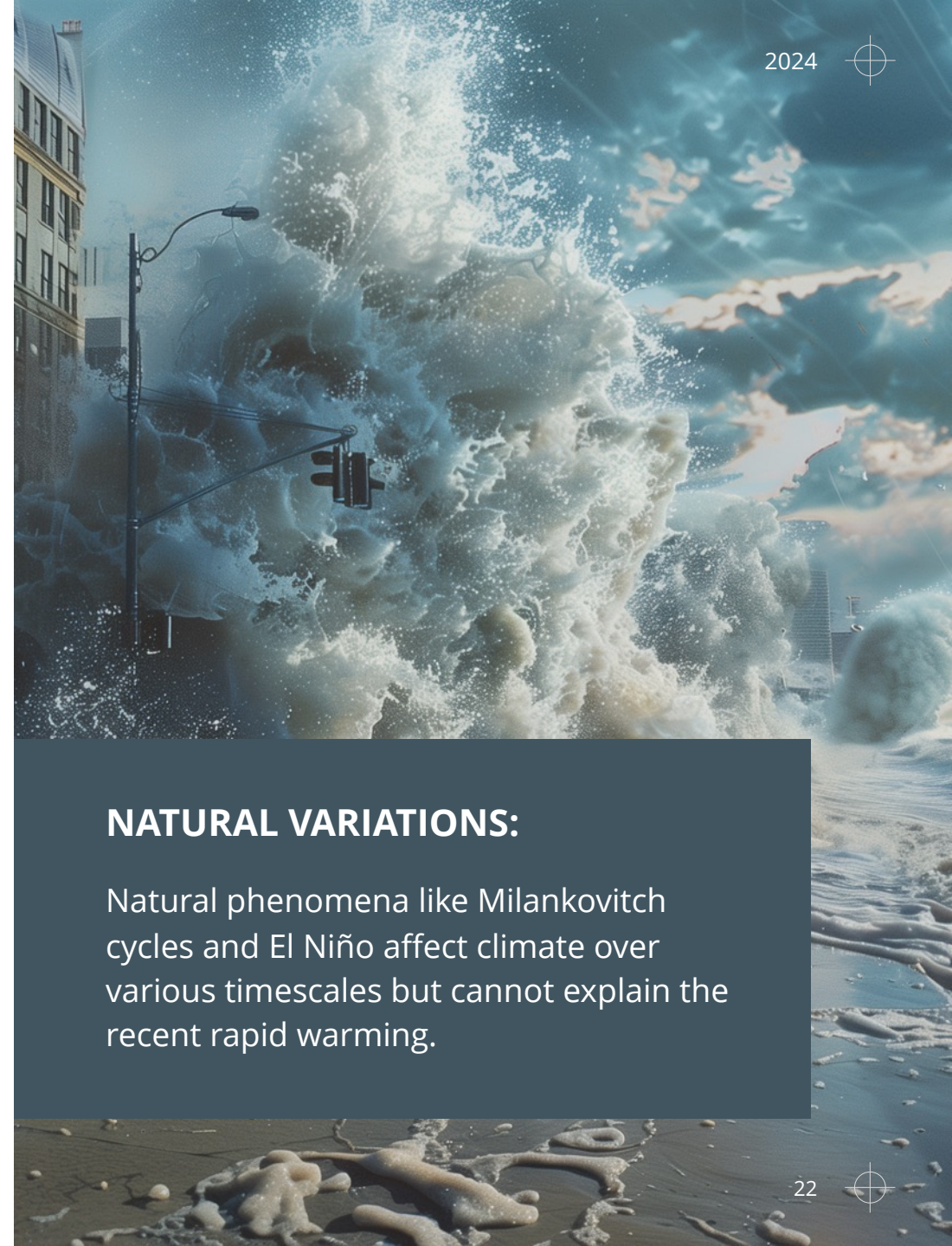
Burning fossil fuels such as oil, gas, and coal, mainly due to human activities, significantly increases atmospheric carbon dioxide and other greenhouse gases, driving climate change and global warming.

NATURAL INFLUENCES:

Historically, natural factors like volcanic eruptions, earth's orbital changes, and plate tectonics have influenced earth's climate. While natural processes can induce climate variability, they do not account for the rapid warming observed over the past century.

NATURAL VARIATIONS:

Natural phenomena like Milankovitch cycles and El Niño affect climate over various timescales but cannot explain the recent rapid warming.





Causes of Climate Change

There is overwhelming scientific consensus that human activity is the leading cause of recent climate change, far outweighing the impact of natural factors.

HUMAN CONTRIBUTIONS:

Deforestation, agricultural practices, and cement production also contribute to greenhouse gas emissions, exacerbating climate change.

THE GREENHOUSE EFFECT:

Certain gases in Earth's atmosphere trap heat, maintaining the planet's temperature. This natural greenhouse effect is vital for life. However, human-induced emissions have enhanced this effect, causing the Earth to warm at an unprecedented rate.





Contact

Stay up to date with the latest climate news in our **Climate Change Magazine** being launched soon.

FOR MORE INFORMATION
OR ADVERTISING INQUIRIES
PLEASE CONTACT:

MAHESH BAJAJ
mb@rightsassetmanagement.com
mb@climatechangemedia.org

