



**OFFICIALLY**  
**AMAZING**

# Guinness World Records 2017

## Guinness World Records

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The ultimate annual book of records is back and crammed with more than ever before! *Guinness World Records 2017* is bursting with exciting all-new records on topics as diverse as black holes, domes, owls and killer plants. Want to know about the highest anyone has traveled on a skateboard or the largest loop-the-loop in a car? Or just how fast a raccoon can ride a bicycle? The answers to these questions and many more can be found inside *Guinness World Records 2017*.

### **New features and old favorites**

New this year are full-spread infographic features exploring the fascinating details on topics such as animals, the human body, sports and explorations.

All your favorite record categories are updated for 2017, such as the world's new tallest dog! And as ever, our team of world-class photographers have traveled the globe to capture amazing images of the year's most impressive record holders.

### **Do Try This at Home**

Want to be a record-breaker? Inside you'll find challenges for you to attempt. You can try them in the backyard, in the kitchen or in the gym. You may even become a world record holder yourself.

### **Exclusive Content for the US Edition**

Two exclusive spreads in the US Edition only featuring amazing records from the X-Games and special 125th Anniversary of Basketball.

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GUINNESS WORLD RECORDS (GWR) is the universally recognized global authority on record-breaking achievement. First published in 1955, the annual GUINNESS WORLD RECORDS book has gone on to become one of the best-selling titles of all time, with 2.8 million copies sold in 2013. Since its launch nearly 60 years ago over 132 million copies – and 3 million e-books – have been sold in 20 languages, in more than 100 countries. The internationally renowned brand is also available across a number of platforms; GUINNESS WORLD RECORDS global television shows are watched by over 750 million viewers annually, over half a million subscribe to the GWR YouTube channel, the global website receives 14 million viewers annually and the brand has over 4 million fans on Facebook. In 2013, OFFICIALLY AMAZING became the registered trademark of Guinness World Records Limit...

## MARKETING

National morning & daytime broadcast partnerships during launch  
Full sell-in to print, online & broadcast media with never-before-seen content

Regional outreach to the top 30 US markets with a video news release & radio tour

Outreach to key US parent & mom book blogs and gift guides

Online ad campaign targeting key demographic (parents, grandparents)

Reach influencers through school and libraries

Features on GWR social media platforms

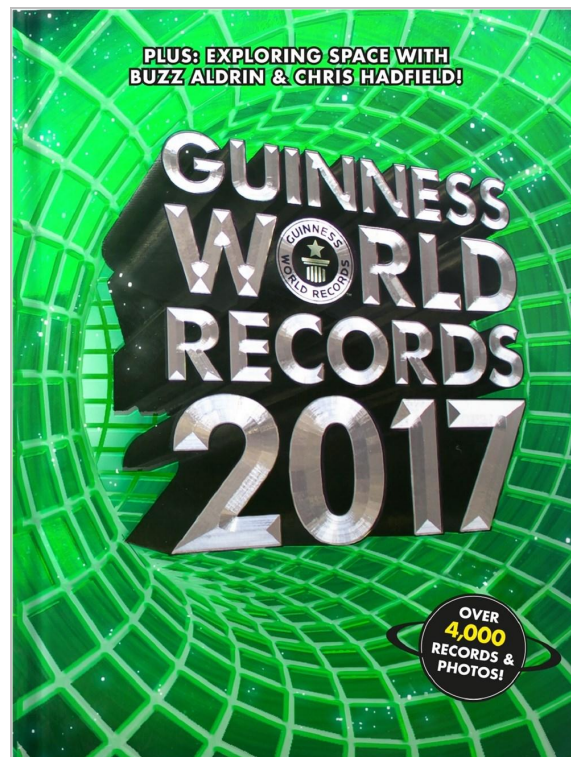
Monthly GWR article in Nat Geo Kids magazine

## PRAISE

**“As a middle school English teacher, I always keep a copy of the most current Guinness World Records book in my classroom. What I like best about Guinness World Records books is that my students don’t realize that they are actually learning when they read them. Guinness World Records has evolved over the years into a pop culture staple that readers of all ages can enjoy.”** – *Reader’s Favorite Book Reviews*

**“Loaded with thousands of 'officially amazing' facts and eye-popping photographs that will make young readers’ jaws drop.”** – *California Kids Magazine*

**“The Guinness World Records book is one of the few books that my entire family will read at one time or another. One of us is always reading some extraordinary record we have to share with someone else.”** – *Mommy Blogger, 1 Stop Mom*



## REFERENCE / YEARBOOKS & ANNUALS

**Guinness World Records** | 8/30/2016

**9781910561331** | \$28.95

Hardcover | 256 pages | Carton Qty: 10  
11.9 in H | 8.9 in W

Fully illustrated, photos and illustrations

Subrights: US, Latin America, and Caribbean rights

### Other Available Formats:

Ebook ISBN: 9781910561379

Ebook ISBN: 9781910561386

# Guinness World Records 2017 Gamer's Edition

## Guinness World Records

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With over four million copies sold, this is the ultimate annual for every gaming fan! Bursting with the latest facts and stats on your favorite games, the *Guinness World Records Gamer's Edition 2017* is brighter and better than ever. Find everything from the high-speed drama of *Forza 6* to the psychedelic paint battles of *Splatoon*. Get an inside look at the indie game scene, the big-money world of eSports and a celebration of 25 years of *Mario Kart*. There's everything from space shooters such as *Destiny*, to RPGs such as *Borderlands* and hit sport titles like *Fifa*. We've got sims, strategy games and horror titles, plus we take a look at the toys-to-life phenomenon. From *Assassin's Creed* to *Zelda*, it's all here. And as *Star Wars* mania explodes once again, we explore everything sci-fi in a special section devoted to your favorite futuristic games. Plus, you'll get a sneak peek at all new games from the ever-evolving gaming universe!

### **Beyond the games**

You'll also hear straight from the biggest names in the gaming community, including Dan TheDiamondMinecart, who talks about all things *Minecraft*, and go behind the scenes at *LEGO Worlds* to discover exactly how this blockbuster game was created. Packed full of facts, trivia, original photography and awe-inspiring records, *Gamer's Edition* remains the ultimate gaming guide.

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## MARKETING

Full sell-in to print, online and broadcast media with unique suite of never-before-seen content

Regional outreach to the top 10 US markets

Outreach to gaming enthusiast press, technology beat reporters and kids blogs

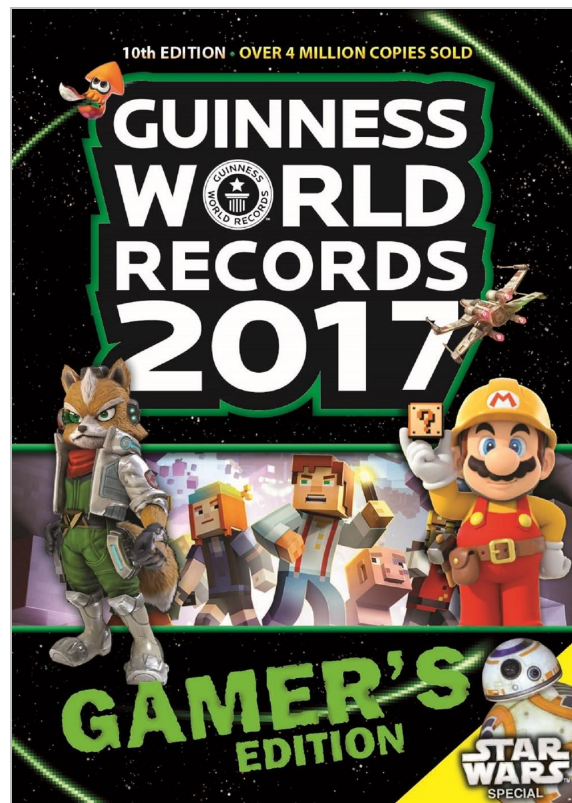
Placements in both regional and national gift guides

## PRAISE

**“This is why the Guinness World Records Gamer’s Edition is such an essential book. It not only brings recognition to the record holders, the fans, and the developers and professionals who drive the industry, but it’s just as much fun to read. It’s packed with great facts and records about the games you love.” – *Smosh Games***

**“...packed with mind-boggling gaming milestones” – *Yahoo! News***

**“...the most of the most and the best of the best” – *Game Informer***



### GAMES / VIDEO & ELECTRONIC

Guinness World Records | 8/30/2016

9781910561409 | \$14.99 / \$17.50 Can.

Trade Paperback | 216 pages | Carton Qty: 26

10.4 in H | 7.5 in W

Fully illustrated, photos and illustrations

Subrights: US, Latin America, and Caribbean rights

#### Other Available Formats:

Ebook ISBN: 9781910561447

Ebook ISBN: 9781910561454

## Guinness World Records 2017 12 copy Mixed Floor Display

This 12-copy Mixed Floor Display has three pockets with six copies of Guinness World Records 2017 and six copies of Guinness World Records 2017: Gamer's Edition. The display is 11.5"w x 14.75" d x (56.25"t - without the riser) (66.5"t - with riser).



### REFERENCE / YEARBOOKS & ANNUALS

Guinness World Records | 8/30/2016

9781910561485 | \$263.64

Dumpbin – Filled | Carton Qty:

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