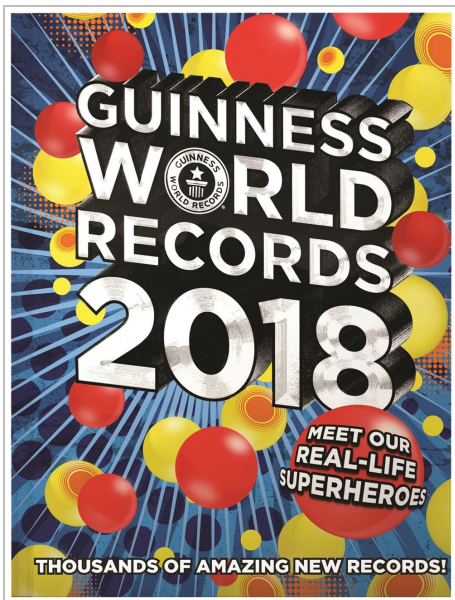




OFFICIALLY
AMAZING



Guinness World Records 2018

Guinness World Records

The record-breaking record book is back, packed with hundreds of never-before-seen photographs, thousands of superlative stats, facts and figures, and a multitude of new features.

The record-breaking record book is back with a whole new year's worth of incredible accomplishments, spectacular stunts, cutting-edge science and unparalleled sporting achievements. As ever, it's packed with hundreds of never-before-seen photographs, thousands of superlative stats, facts and figures, and a multitude of new features.

Superlative superheroes

This year, our Editors have taken their inspiration from superheroes – fictional and real-world – so look out for an all-new feature chapter charting the rise of the superhero in comic books, TV shows and movies. We also meet the real-life record-breakers with genuine superpowers.

New features

Also new this year is a celebration of the superlative: taking one topic at a time, unique infographic poster pages explore the most exciting absolutes – such as the longest, tallest, fastest and heaviest. Does the longest sofa outstretch the longest train? Is the tallest Easter egg bigger than the tallest snowman?

There's only one place you'll find such a wide spectrum of topics – from geography and science, via showbiz and entertainment, to stunts and sports... ***Guinness World Records 2018!***

PRAISE

“Hands down, kids think one of the most fascinating books out there is the GUINNESS WORLD RECORDS Annual Book.” – WeAreTeachers

“After months of research and scouring the globe looking for the best of the best, Guinness World Records presents hundreds of new pictures, videos and fascinating stories” – Newsday

“Teachers can use this volume during lessons to add interest on topics ... while students of all ages will be drawn to this offering to read alone or with friends.” – School Library Journal

GUINNESS WORLD RECORDS (GWR) is the global authority on record-breaking achievement. First published in 1955, the iconic annual *Guinness World Records* books have sold over 136 million copies in over 20 languages and in more than 100 countries. Additionally, the *Guinness World Records: Gamer's Edition*, first published in 2007, has sold more than 5 million copies to date.

REFERENCE / YEARBOOKS & ANNUALS

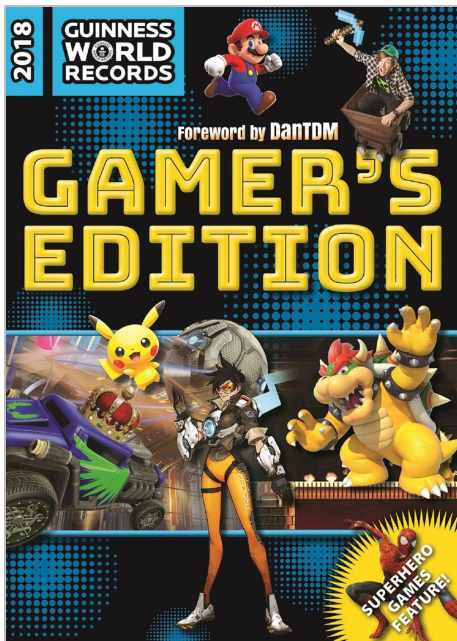
Guinness World Records | 8/29/2017
9781910561720 | \$28.95

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

MARKETING

National morning and daytime broadcast partnerships during launch week
Provide print, online and broadcast media with never-before-seen content of records and photos
Outreach to key US parent and mom blogs for book and gift recommendations
November media push for 'Guinness World Records Day'
Placements in both regional and national holiday gift guides
Digital ad campaign targeting key demographic (parents, grandparents and kids)
Monthly article in National Geographic Kids magazine with book featured d...



GAMES & ACTIVITIES / VIDEO & ELECTRONIC

Guinness World Records | 8/29/2017

9781910561744 | \$14.99

Trade Paperback | 216 pages | Carton Qty: 20

10.4 in H | 7.5 in W

Fully illustrated, photos and illustrations

Other Available Formats:

Hardcover ISBN: 9781910561911

Guinness World Records 2018 Gamer's Edition

Dan TDM

With over five million copies sold, the ultimate annual for every gaming fan is teeming with outrageous records, amazing stats and jaw-dropping trivia from your favorite games.

With over 5 million copies sold, this is the ultimate book for every gaming fan! Teeming with outrageous records, amazing stats and jaw-dropping trivia from your favorite games, GUINNESS WORLD RECORDS GAMER'S EDITION 2018 is the most exciting and action-packed yet. Get all the highlights from POKEMON GO join the stars from the fast-growing spectator sport of pro gaming, and meet the biggest YouTube celebrities – including Minecrafter DanTDM and the iconic ihasCupquake.

New names, new games

We have awesome new photography, exclusive interviews and spectacular chapters devoted to science fiction, fantasy and sports. Dazzle at the colorful shoot-outs of OVERWATCH venture into the realms of THE LAST GUARDIAN and celebrate the return of THE LEGEND OF ZELDA. We visit the site of the world's longest-running game tournament and gasp in awe at our line-up of the largest videogame characters ever created.

From cyborgs to superheroes

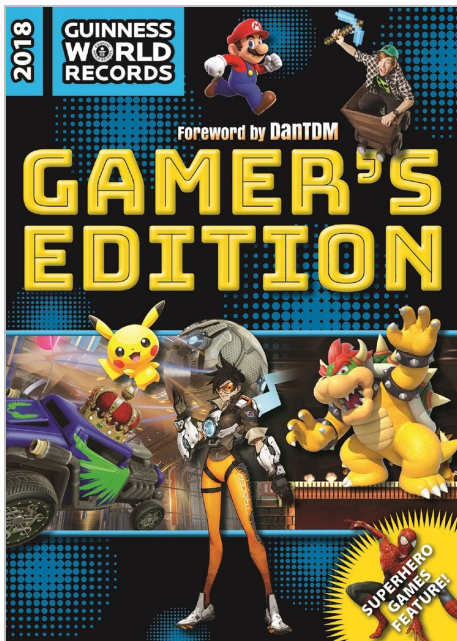
This year's edition is loaded with fascinating stories in our special features –gaming with cyborg arms and the latest Virtual Reality innovations. As the first superhero game, SUPERMAN, turns 40 years old, we deliver a thrilling special section devoted to crime-busting, from the battles of the BATMAN ARKHAM series to the adventures of LEGO MARVEL AVENGER'S, to the online universes of DC UNIVERSE ONLINE. Whether it's SUPER MARIO, SKYLANDERS or SPIDER-MAN, you'll find it all here!

PRAISE

“Record-breaking in games has grown and grown over the last decade, especially with the advent of streaming platforms, and it's been fantastic to have GWR's authoritative voice to attach prestige to videogame feats.” – Ali-A

“I buy this every year for my nephew and he loves it. I think he looks forward to it! There is a lot of good information and tips in the book. He uses it all year long.” – Amazon reviewer

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JUVENILE NONFICTION / ANIMALS

Guinness World Records | 8/29/2017

9781910561621 | \$14.99

Trade Paperback | 216 pages | Carton Qty: 20

10.4 in H | 7.5 in W

Full color throughout (photos and illustrations)

Other Available Formats:

Hardcover ISBN: 9781910561904

Guinness World Records: Amazing Animals

Guinness World Records

This brand-new book of fantastic animals is a celebration of incredible creatures great and small.

If you're a fan of Grumpy Cat or Bidly the Hedgehog and just can't resist every fascinating nature story you see on the web, then it's time to get your paws on *Guinness World Records: Animal Antics*.

This brand-new book of fantastic beasts is a celebration of incredible creatures great and small. But this is far from your typical wildlife encyclopaedia... Marvel at super-pets that have mastered extreme sports, and giggle at some of the most unlikely furry friendships. Meet the planet's animal celebrities; some will make you go "Ahhh!" – such as the world's biggest babies – and some will make you go "Eeek!" (wait til you see Rosi, the spider who's as big as a dinner plate!), but all of them will amaze and amuse you.

You can also get involved with a whole flock of activities throughout the book. See who wins the age-old battle between cats and dogs with IQ tests you can try with your very own pets! Create a brand-new superlative species with our hilarious mix-and-match game. And put your animal knowledge to the test with our interactive quiz.

Guaranteed to bring out your wild side, *Guinness World Records: Animal Antics* is the *purr*-fect book for every animal-lover. Catch it while you can!

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Guinness World Record Day Challenge Kit



book design
forthcoming

**JUVENILE NONFICTION /
REFERENCE**

Guinness World Records | 8/29/2017
9781910561812 | \$0.00

Kit

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