



 MEDIA LAB
BOOKS

FALL 2015 CATALOG

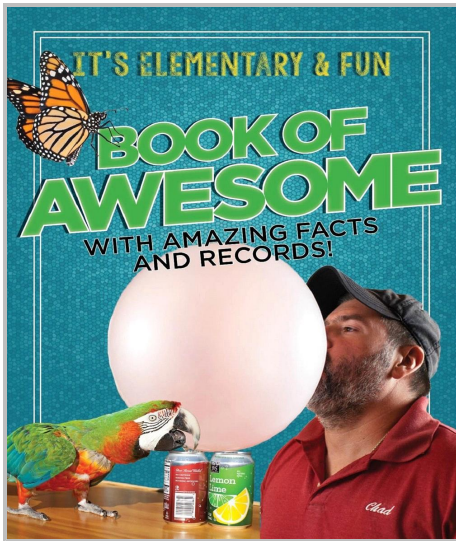
Newsweek

relish  JOHN WAYNE



ATHLON SPORTS

Parade



**JUVENILE NONFICTION /
REFERENCE / GENERAL**

Media Lab Books | 9/1/2015
9781942556121 | \$19.99 / \$22.99 Can.
Hardcover | 196 pages | Carton Qty: 20
8 in W | 10.5 in H | 1 lb Wt
200 full color photos

MARKETING

- Promotion of Teacher Created Materials Websites
- Retail promotional support for teachers nights: Media Lab can provide poster giveaways for Teacher Nights at Retail
- Teacher Created Materials e-blasts to teachers and librarians

Book of Awesome

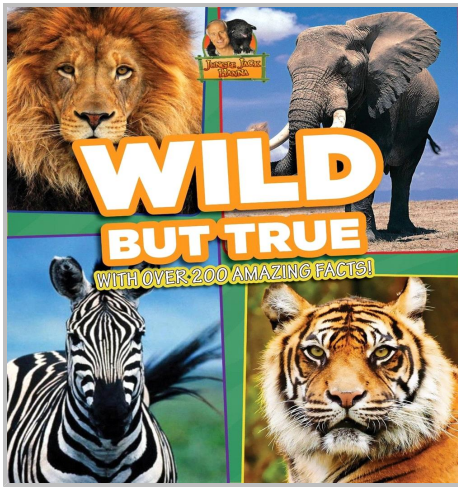
With Amazing Facts and Records

From the Editors of Teacher Created Materials

This is foremost a book created by teachers for kids with an ample dose of fun added. Kids love records and facts with lots of visuals. This is an ideal book for fans of Guinness World Records.

Get ready to be amazed from the first page to the last! *It's Elementary and Fun Book of Awesome* is a special combination of amazing facts, records, and spectacular photos—all about the most unbelievable things our world has to offer. Including: exciting sports; the mysteries of space; miracles of nature; cool plants; our awesome body microbes; robots and drones; wacky patents; scary bugs; cool collectibles worth millions; traveling at the speed of light and living without gravity! Read about some of the most amazing and awesome things inside this incredible book! Kids will love the odd bits of trivia—science, history, culture, you name it. And they like "spectacular"—what imaginative child doesn't? This book makes a great holiday gift. It is remarkably entertaining and educational. The photos and illustrations are large and beautiful. This is a book that will be opened again and again.

Teacher Created Materials is an educational publishing company founded by Mary Dupuy Smith, a classroom teacher. We believe that the main reason for our successes is that we know—first hand—about teaching. All our products are "created by teachers for teachers and parents."



Jack Hanna's Wild But True

Over 200 Amazing Facts!

Media Lab Books

Jack Hanna has stories that will amaze and delight readers. He takes you into the wild and shares fun facts and unbelievable true stories.

Jack Hanna offers 200 really delightful facts and anecdotes about wild animals. Illustrated with full color photos of amazing animals. Stories include animal friends, endangered animals, hilarious stories, surprising animal species, and crazy, unbelievable animal stories that will warm your heart. Plus a wealth of animal facts, lists, and information. Jack makes learning about animals fun.

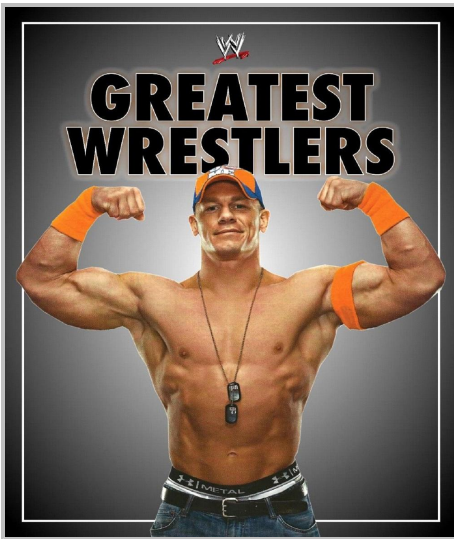
Jack Hanna explores the corners of the globe as one of the most respected animal ambassadors. His enthusiasm and “hands-on” approach to wildlife conservation has won him widespread acclaim as a conservationist, television personality, author, and Director Emeritus of the Columbus Zoo and the Wilds. Recognized as America’s favorite zookeeper, Jack has made countless television appearances on shows such as Good Morning America, The Late Show with David Letterman, Larry King Live, Maury Show, Fox N...

JUVENILE NONFICTION / ANIMALS / GENERAL

Media Lab Books | 11/3/2015
 9781942556206 | \$19.99 / \$22.99 Can.
 Hardcover | 192 pages | Carton Qty: 20
 9.5 in W | 8 in H | 1 lb Wt
 100 full color photos

MARKETING

- Promotion on Teacher Created Materials' Websites (208k visits per week)
- Retail promotional support for teachers nights in participating retailers
- Outreach to Jack Hanna's 21k Facebook followers
- Print Ads in Newsweek Special Issues (2,010k circulation)
- Tie-in opportunities with the Columbus Ohio Zoo where Jack is based



SPORTS & RECREATION / WRESTLING

Media Lab Books | 9/8/2015
9781942556107 | \$17.99 / \$20.50 Can.
Paperback | 128 pages | Carton Qty: 20
8 in W | 10.5 in H | 1 lb Wt
100 full color photos

MARKETING

- WWE reaches 650 million homes in 170 countries and in 35 languages
- Advertising on WWE.com (over 130 million page views)
- Social Media promotion (over 70 million Facebook and Twitter followers)
- Klout Media ranks WWE as one of the most influential brands in social media

WWE Greatest Wrestlers

The Official Collection

Editors of WWE Books

WWE has a tremendous cult following. They recently ceased publication of their magazine, leaving a great opportunity to provide fans with the content they so love.

WWE maintains a fanatical fan base. *WWE Greatest Wrestlers* provides an illustrated history on one of the world's most watched sporting events. No other sport has such colorful characters and memorable matches. This book chronicles the greatest stars, the greatest rivalries and the greatest matches. Also included is an inside look behind the scenes. Interviews and profiles on the greatest wrestlers from past and present. This is a must have collection for every fan.

WWE is worldwide media organization and leader in global entertainment. WWE delivers original content year-round to a global audience reaching more than 650 million homes in 35 languages. WWE is committed to family-friendly entertainment on its television programming, pay-per-view, digital media and publishing platforms. WWE, is currently available in more than 170 countries. WWE is watched by 15 million fans a week in the US alone. As of June 2008, all of WWE's content became TV-PG rated.

**COOKING / SEASONAL**

Media Lab Books | 9/15/2015
 9781942556138 | \$19.99 / \$22.99 Can.
 Paperback | 192 pages | Carton Qty: 20
 8 in W | 10.5 in H | 1 lb Wt
 120 full color photos

MARKETING

- Promotion in Relish magazine inserts in most major newspapers (circulation of 11 million)
- Social Media outreach through Parade Community Table which has 174k Facebook followers, over 20k Twitter followers and 363k unique website visits
- Promotion and excerpts in Parade magazine (54.1 million in weekly readership)
- All promotions will drive sales to retailers
- URL: relish.com

Relish Christmas

101 Recipes to Celebrate

Editors of Relish Books

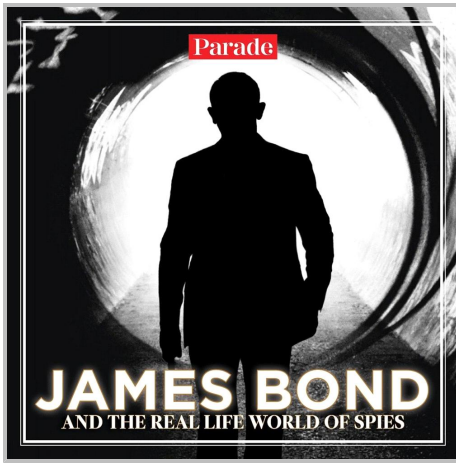
This book will share the best Holiday recipes that are the most popular with their 36 million readers along with unique decorating and entertaining side bars.

From our best Christmas cookies to festive Yuletide menus, we've got everything you need to plan your perfect Christmas party, dinner on Christmas Day, and a special plate of cookies for Santa's visit. Featuring advice from Anna Watson Carl on how to host a successful holiday dinner party, recipes for Christmas ornaments from your kitchen, 31 ideas for your one round cookie cutter, kitchen-inspired wreaths, holiday cocktails, and the best holiday table moments in film.

Relish is a cooking, food, and lifestyle magazine, website, and cooking show founded in 2006. Each month, the magazine features articles on cooking, dining, recipes, and entertaining. It brings today's busy families into the kitchen with simple & delicious mealtime and entertaining solutions. Fun with easy inspiration, 36 million readers "Relish" opening their doors to neighbors, friends, and family each month.

You can learn more about Relish at:

<http://www.athlonmediagroup.com/relish/>



PERFORMING ARTS / FILM & VIDEO / HISTORY & CRITICISM

Media Lab Books | 9/22/2015
 9781942556145 | \$24.99 / \$28.99 Can.
 Hardcover | 176 pages | Carton Qty: 20
 9 in W | 11 in H | 1 lb Wt
 150 color and B&W photos

MARKETING

- Social Media outreach through Parade Community Table which has 174k Facebook followers, over 20k Twitter followers, and 363k unique website visits
- Promotion and excerpts in Parade Magazine (54.1 million in weekly readership). This is the largest print promotional available for a book product

James Bond and the Real World of Spies

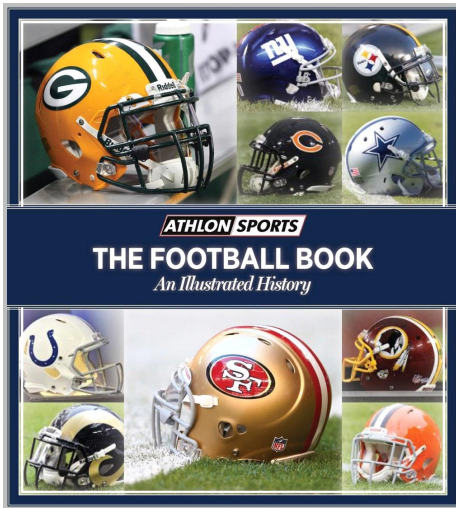
Amazing Stories and Photos

Editors of Parade Books

Parade uniquely combines the amazing history of Bond with real life spy stories and villains. Parade will also have a behind the scenes look at the new 2015 James Bond movie, "Spectre."

Parade was there when James Bond became a cultural icon back in the '60s and now Parade tells the whole story in this special book that looks at Ian Fleming's vision as a member of British Naval Intelligence in World War II. He created his MI6 spy, code number 007, in 1953, and a decade later, with Dr. No, From Russia With Love and then Goldfinger he saw his creation take on a life entirely his own. It's all here: the movies, the stars, the gadgets, the artifacts, and the trivia. Parade takes an in depth look at how life imitates art by comparing real life spy stories to those we see on the big screen with some great revelations. You will want to treasure this book as a unique collection like no other. The book will also include some behind the scenes material and coverage of "Spectre," the 24th James Bond Movie scheduled for a 11/6/15 release.

Parade is an American nationwide Sunday newspaper magazine, distributed in more than 700 newspapers in the United States. It is the most widely read magazine in the U.S. with a circulation of 32 million and a readership of 54.1 million. "Parade celebrates the emotional touchstones of American life: We cherish family, friendship, the pride of small towns, and the rush of big cities. We champion good food and great writers. We believe in living longer, healthier and happier. We respect the past bu...



SPORTS & RECREATION / FOOTBALL / GENERAL

Media Lab Books | 9/29/2015
 9781942556152 | \$27.99 / \$32.50 Can.
 Hardcover | 192 pages | Carton Qty: 20
 9 in W | 11 in H | 1 lb Wt
 160 color and B&W photos

MARKETING

- Advertising in Athlon Magazine newspaper inserts- reaches 9.3 million people
- Support from Athlon Website: 20.9 million unique visitors (banner ads and e-blasts)
- Advertising on College Football Preview: 230k circulation
- Advertising in Athlon Magazine: retail circulation of 220k
- Sports Radio and TV Sport Show promotion and giveaways

The Football Book

An Illustrated History

Editors of Athlon Books

This book is a complete compendium of nostalgic and modern illustrations that take you through the history of the NFL, including artifacts and amazing moments caught on camera.

The NFL is bigger than ever. It's a billion dollar industry with its own network and some of the highest paid and most widely recognized athletes in the world. These 176 pages capture, in amazing words and illustrations, the essence of the game: the players and performances, the crucial moments and classic matchups, the enduring dynasties and unique characters that have made pro football the new national pastime. This book includes rarely seen artifacts and memories—creating a complete history that will excite any fan.

Athlon Sports Communications, Inc., is a Nashville-based media company with two major areas of expertise: Publishing and Sports Marketing. Athlon Sports publishes preseason, single-title sports annuals, covering professional and college athletics. These premium publications are sold at newsstands throughout the U.S., Canada, Mexico and Europe. Athlon Sports, is a monthly publication that launched in October 2010. Athlon Sports debuted with a circulation of seven million, via daily and community ...



Stars and Stripes America

An Illustrated History

Editors of Stars and Stripes Books

Stars and Stripes America shares the historic photos and stories that our soldiers clung to throughout history in words and images that are an important part of our past.

HISTORY / MILITARY / UNITED STATES

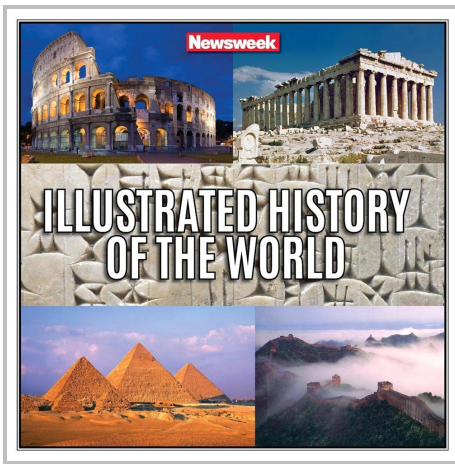
Media Lab Books | 10/6/2015
 9781942556169 | \$27.99 / \$32.50 Can.
 Hardcover | 176 pages | Carton Qty: 20
 9 in W | 11 in H | 1 lb Wt
 160 color and B&W photos

MARKETING

- Promotion through Stars and Stripes digital outreach (3.8 million page views per month and 76% of the sessions occur in the US)
- Advertising in the print circulation of the Stars and Stripes Newspapers US, 145k per week
- Advertising in the print circulation of the Stars and Stripes Newspapers Overseas, 30k per day

Stars and Stripes has a rich archive of unpublished photos and has some amazing stories told from the soldier's perspective. This is a new opportunity to share news and photos that have to this point been shared only with the military and their families. Most of these archives have never been shared with the general public and this is the first opportunity to publish stories and photos that illustrate the great sacrifices our soldiers have faced. Although they date back as far as the civil war, they do illustrate the level of front line patriotism our soldiers and their families share as well a the belief in our counties tenants. It will give the reader a most intimate and heartwarming look at our men and women in uniform through the news and photos that they shared as they defended our great nation.

The first Stars and Stripes was published briefly by Union troops during the Civil War. The predecessor of today's paper appeared during World War I, then again in World War II. Stars and Stripes has published a newspaper continuously since World War II. Stripes reporters have served right beside American soldiers, Marines, sailors and airmen. Today, Stars and Stripes operates as a multimedia news organization.



HISTORY / WORLD / GENERAL

Media Lab Books | 10/13/2015

9781942556176 | \$27.99 / \$32.50 Can.

Hardcover | 176 pages | Carton Qty: 20

9 in W | 11 in H | 1 lb Wt

160 color and B&W photos

MARKETING

- Ads in Newsweek Magazine: weekly circulation of 1,528,081
- Newsweek online ads/banners: website averages over 2 million monthly page views
- Social Media outreach to Newsweek's 2.5 million Twitter and 679k Facebook followers

Newsweek Illustrated History of the World

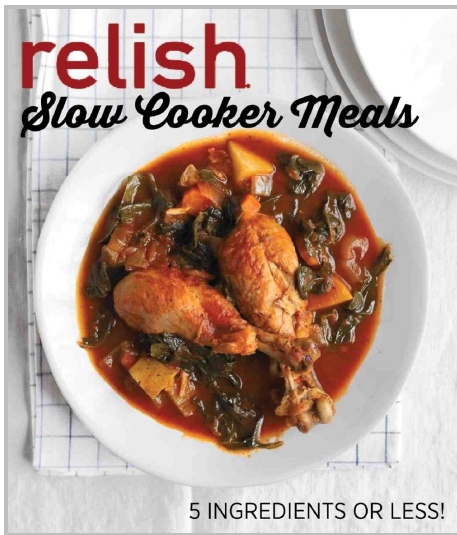
Turning Points that Changed the World

Editors of Newsweek Books

This is Newsweek's unique look at world history through words and illustrations that chronicle man's struggles and achievements.

The Editors of Newsweek explore a fast-paced trip through the adventures of man on Planet Earth in this richly illustrated volume, which explores history's most important turning points. Here are the great empires, from the vanished civilizations to the glories of Classical Greece and Rome to the mysterious collapse of the Maya culture in Mexico. Here are the scientists that debate our view of nature's laws: Newton and Darwin, Copernicus and Einstein. Here are the great conquerors, including Alexander the Great, Julius Caesar, Genghis Khan and Napoleon. And here are the great clashes between cultures, as Christian knights besiege Muslim citadels in the Crusades, a handful of Spanish conquistadors topple the empires of the Aztecs and Incas, and Japan attacks the U.S. naval base at Pearl Harbor. Presented in an oversized format, this beautifully illustrated book offers a complete illustrated chronology of man's achievements

Newsweek is an American weekly news magazine founded in 1933. Its print edition is available in English in the United States, Pakistan, Europe, Middle East and Africa. It is the second-largest weekly news magazine in the U.S. Newsweek has a printed circulation of 1.5 million copies. Newsweek magazine is published by IBT Media, an American global digital news organization, with over 40 million monthly readers. It publishes the International Business Times and Newsweek, among others. Newsweek cap...



COOKING / METHODS / SLOW COOKING

Media Lab Books | 10/20/2015

9781942556183 | \$19.99 / \$22.99 Can.

Trade Paperback | 224 pages | Carton Qty: 20

7.8 in W | 9 in H | 1 lb Wt

175 full color photos

MARKETING

- Promotional ads in Relish Magazine inserts in most major newspapers (circulation 11 million)
- Social Media outreach through Parade Community Table which has 174k Facebook followers, over 20k Twitter followers, and 363k unique website visits
- Promotion and excerpts in Parade Magazine (54.1 million in weekly readership)
- URL: relish.com

Relish 5 Ingredient Slow Cooker Meals

Editors of Relish Books

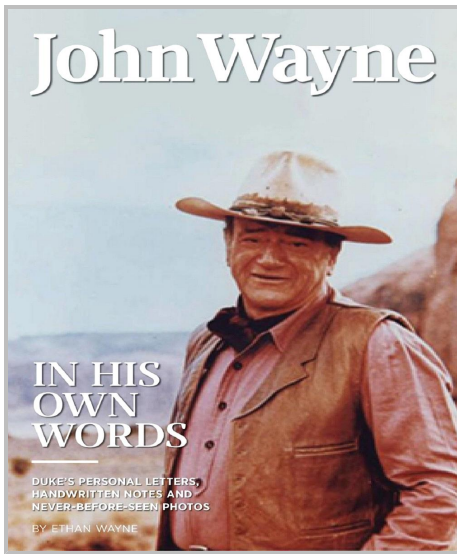
With the continual growth of slow cooking, there is an identifiable need for quick and easy step-by-step recipes for families on the go.

No one has time to cook these days! The solution? These 200 recipes which offer convenience and comfort to anyone faced with a too-full life and hungry people to feed. With breakfast, lunch, dinner, and dessert options, all made with five ingredients or less, these recipes are quick to fix, easy for anyone to make (whether you're a cook or not!), and delicious and satisfying.

Relish is a cooking, food, and lifestyle magazine, website, and cooking show founded in 2006. Each month, the magazine features articles on cooking, dining, recipes, and entertaining. It brings today's busy families into the kitchen with simple and delicious mealtime and entertaining solutions. Fun with easy inspiration, 36 million readers "Relish" opening their doors to neighbors, friends, and family each month.

You can learn more about Relish at:

<http://www.athlonmediagroup.com/relish/>



John Wayne, My Father in His Own Words

Personal Inspiration through the Duke's Personal Letters, Hand Written Notes, and Never Before Seen Photos

Ethan Wayne

Through John Wayne's newly revealed personal correspondence we share John Wayne's most intimate thoughts and the advice he shared with friends, family, and world leaders.

The John Wayne archives boast thousands of never before published letters to and from fans, celebrities, heads of state, Presidents and many others. John Wayne left a legacy as the quintessential American and leading man—one that we may never see again. In these letters and chronicles is assembled a story paired with rare photos from the family albums. This compendium let's you see inside the man: what he was facing, his circle of friends, his world views, as well as his unmatched patriotism. This is so much more than a collection of letters. *Letters from the Trail* uses these many voices to talk about John Wayne the American. It's filled with the emotion, patriotism, and insight of the narrator Ethan Wayne. These letters collectively form a special time capsule into a man beloved by many.

John Ethan Wayne, better known by his stage name, Ethan Wayne, is an American actor, son of actor John Wayne and his third wife Pilar Pallete Wayne. Ethan grew up in Newport Beach, where he shared his father's love of the ocean and outdoors. His name was chosen in direct relation to John Wayne's character in *The Searchers*, Ethan Edwards.

BIOGRAPHY & AUTOBIOGRAPHY / ENTERTAINMENT & PERFORMING ARTS / GENERAL

Media Lab Books | 10/20/2015
 9781942556190 | \$24.99 / \$28.99 Can.
 Hardcover | 256 pages | Carton Qty: 20
 6 in W | 9 in H | 1 lb Wt
 25 B&W photos

MARKETING

- Advertising in John Wayne Magazine, circulation 210k
- Social Media outreach through John Wayne website which has 2,125,493 Facebook followers and 7,317 Twitter followers
- TV appearances and demonstrations with Ethan Wayne
- Excerpts in major newspapers
- Reviews and tweets from Hollywood legends



Eat Right

101 Ways to Eat Healthy

Editors of CBS Health Books

CBS Health is watched by millions everyday and this book highlights the best advice they have for eating right and living healthy.

Eat Right delivers our best advice and insight on how to make smart, healthy food choices for you and your family. Designed as a personal shopping guide and menu planner, it takes you through the foods you should buy and why plus some recommended recipes to go with them. With more than 200 photos, illustrations, and over 300 tips, this handy, compact book will help you consistently make smart food choices.

CBS Health is one of the most up-to-date sources for the latest in health related news and information. A division of CBS News, it has access to experts in every field of medicine, fitness, diet and nutrition. They provide in-depth coverage of the latest breakthroughs, the most dangerous diseases, and most ground breaking diets, and much more. If CBS covers it, it's generally something the public needs to know. Whether it's the facts on Ebola or the latest fitness fad.

HEALTH & FITNESS / GENERAL

Media Lab Books | 12/22/2015
 9781942556213 | \$17.99 / \$20.50 Can.
 Trade Paperback | 272 pages | Carton Qty: 20
 6.5 in W | 6.5 in H | 1 lb Wt
 185 full color photos

MARKETING

- Promotional support on CBS websites
- Promotion to 330K CBS facebook followers
- Promotion in CBS Newsstand publications (220K circulation)
- Promotion in TV Guide publications (200K circulation)

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