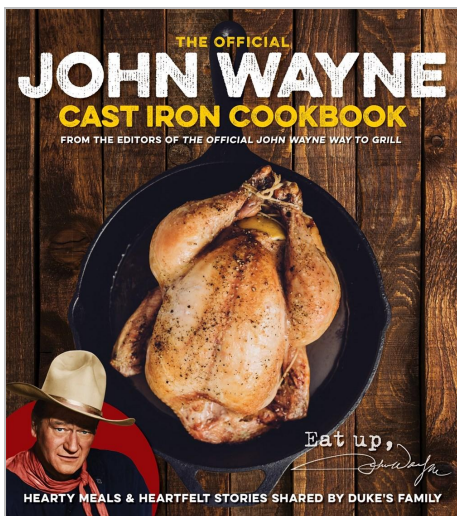




MEDIA LAB  
BOOKS

**FALL 2017 CATALOG**



# The Official John Wayne Cast Iron Cookbook

Editors of the John Wayne Official Magazine

Discover what America's most enduring icon loved to create with cast iron in this deluxe cookbook full of rare family and film photos, along with personal anecdotes and heartwarming stories.

Cast iron cooking is as American as John Wayne. Everyone is rediscovering the joy of cooking with classic cast iron. Cast iron cooking is popular in most kitchens with its even heating, and the ability to use it in the kitchen, on the grill or over an open fire. The John Wayne Cast Iron Cookbook pairs down home John Wayne inspired recipes with tips, sidebars and stories that will appeal to any fan and inspire many to create sumptuous hearty meals for the entire family.

The Editors of The Official John Wayne Magazine publish a highly successful bimonthly magazine with a circulation of over 225,000 copies worldwide. The John Wayne magazine boasts a devoted loyal following dedicated to his memory. The John Wayne brand includes a successful, growing line of cookbooks and cookware.

## COOKING / METHODS

Media Lab Books | 10/10/2017  
9781942556923 | \$22.99 / \$32.99 Can.  
Trade Paperback | 256 pages | Carton Qty: 20  
9 in H | 8 in W

## MARKETING

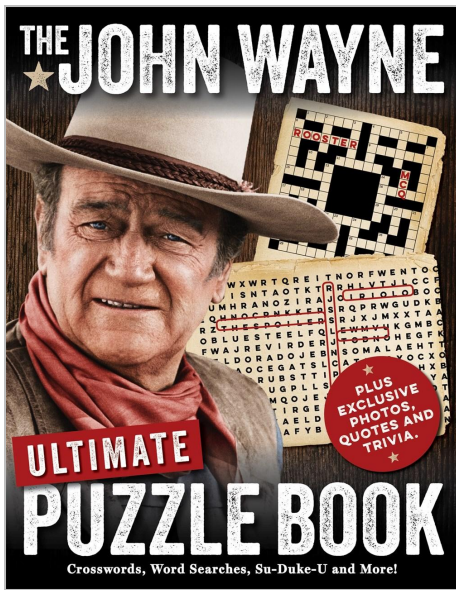
Advertising in John Wayne Magazine  
Circ 224,000  
Social Media outreach through John Wayne website: 2,125,493 Facebook fans/ 7,317 Twitter followers  
TV appearances with Ethan Wayne  
Excepts in major newspapers

## ALSO AVAILABLE

**The Official John Wayne Way To Barbecue**  
4/2017 | 9781942556503  
Trade Paperback | \$22.99 / \$32.99 Can.

**The Official John Wayne Family Cookbook: Recipes and Recollections from Duke's Kitchen to Yours**  
10/2016 | 9781942556305  
Trade Paperback | \$22.99 / \$32.99 Can.

**The Official John Wayne Way to Grill: Great Stories & Manly Meals Shared By Duke's Family**  
5/2015 | 9781942556015  
Trade Paperback | \$22.99 / \$26.99 Can.



# The John Wayne Ultimate Puzzle Book

Media Lab Books

An adult activity book filled with crossword puzzles, word searches, “su-Duke-u” and more. With high-quality John Wayne pictures and trivia, this is a great gift for Duke fans and puzzle-lovers.

An adult activity book aimed at puzzle lovers and John Wayne fans alike. Stuffed with John Wayne photos and trivia, this book includes a range of easy-to-hard, original puzzles, including Su-duke-u, crosswords, word searches, quote jumbles and more.

The Editors of Media Lab publish branded books that cross a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and many others. Our branded partners include Disney, Newsweek, Scientific American, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.

## GAMES & ACTIVITIES / PUZZLES

Media Lab Books | 10/10/2017  
 9781942556817 | \$14.99 / \$20.99 Can.  
 Trade Paperback | 320 pages | Carton Qty: 20  
 9 in H | 7 in W  
 More than 300 images of John Wayne and illustrated puzzles.

## MARKETING

John Wayne Social Media: Facebook includes over 2.6 million followers. Social media promotion.  
 Twitter messaging will start on 10/7 directing bi-weekly tweets to 14K followers  
 Facebook page will feature several of the hardest themed puzzles with a contest for a chance to win a free book.  
 Puzzle excerpts and syndication with major newspapers  
 Promotion in John Wayne Magazine (Circulation 200,000 copies per issue).

## ALSO AVAILABLE

**The John Wayne Code: Wit, Wisdom and Timeless Advice**  
 5/2017 | 9781942556589  
 Trade Paperback | \$15.99 / \$22.99 Can.

**The Official John Wayne Way To Barbecue**  
 4/2017 | 9781942556503  
 Trade Paperback | \$22.99 / \$32.99 Can.

**The Official John Wayne Family Cookbook: Recipes and Recollections from Duke's Kitchen to Yours**  
 10/2016 | 9781942556305  
 Trade Paperback | \$22.99 / \$32.99 Can.



**JUVENILE NONFICTION / MEDIA TIE-IN**

Media Lab Books | 9/5/2017

9781942556756 | \$9.99

Hardcover | 40 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

**MARKETING**

Advertising in Newsstand Magazine  
Specials (Circ. 175K) Fall 2017

Excerpts placed in key print and social  
media outlets, including top Nickelodeon  
fan sites and bloggers.

Nick JR Social Media: Facebook  
includes over one million followers.

Social media promotion will start on  
9/1/17.

Inclusion in key holiday gift roundups

# Blaze and the Monster Machines

*Biggest, Most Awesome Machines Ever*

Media Lab Books

**Based on the popular Nick Jr series, this book about awesome machines like rockets, monster trucks and roller coasters will be loved by both Blaze fans and any child interested in machines.**

In this Show and Tell Me book, AJ, Blaze and the rest of the monster machines learn fun facts about all kinds of machines, like the biggest and fastest rockets, roller coasters, and monster trucks ever invented. Plus, interesting science terms will be explained along the way.

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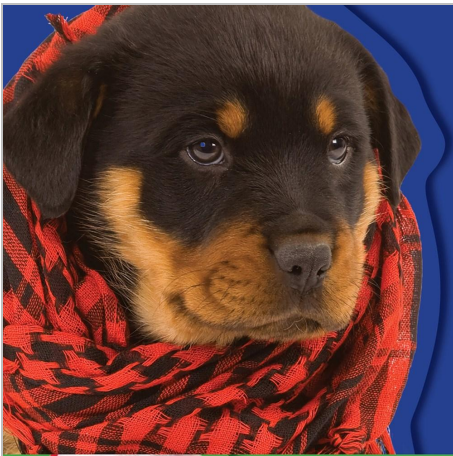
# Winter Puppies Boxy Book Set

Media Lab Books

**These chunky, winter and holiday-themed books make perfect stocking stuffers and winter gifts for any young puppy lover.**

This winter themed set of three chunky books features adorable puppies having cold weather fun in sweaters and hats! Perfect for small hands, each spread has a winter or holiday-themed word accompanied by a lovable puppy.

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**JUVENILE NONFICTION / ANIMALS / DOGS**

Media Lab Books | 9/12/2017  
 9781942556770 | \$8.99 / \$12.99 Can.  
 12 pages | Carton Qty: 24  
 9.4 in H | 4.5 in W  
 10 pages per book; 3 books per pack

**MARKETING**

Advertising in Newsstand Magazine  
 Specials (Circ. 175K) Fall 2017, including  
 Newsweek and Disney 2017  
 Inclusion in key holiday gift roundups  
 Social media outreach through top  
 mommy bloggers like "Cool Mom Picks"  
 with over 800,000 visitors per month

# Wild Kratts Boxy Book Set

Media Lab Books

**In this fun set of three chunky books, kids will explore land, sea and animals who fly with the Wild Kratts gang.**

Tiny hands will love turning thick pages with their favorite animals from the PBS hit show Wild Kratts, and parents will love the early introduction to flying, underwater and baby animals! A great gift for any early reader.

The Editors of Media Lab publish branded books that cross a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and many others. Our branded partners include Disney, Newsweek, Scientific American, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.



**JUVENILE NONFICTION / ANIMALS**

Media Lab Books | 9/19/2017  
 9781942556787 | \$8.99 / \$12.99 Can.  
 10 pages | Carton Qty: 24  
 9.4 in H | 4.5 in W  
 10 pages per book; 3 books per pack

**MARKETING**

Advertising in Newsstand Magazine  
 Specials (Circ. 175K) Fall 2017  
 Promotion on PBS Parents Twitter page  
 @pbsparents — 982k followers; 1 week  
 before pub date  
 Promotion on PBS Parents Facebook  
 page @pbsparents— 164,192 likes;  
 159,752 followers: 1 week before onsale  
 date and one week after onsale



# Shimmer and Shine: Awesome Animals Divine!

*A Guide to Creatures Around the World*

Media Lab Books

## JUVENILE NONFICTION / ANIMALS

Media Lab Books | 10/10/2017

9781942556800 | \$9.99

Hardcover | 40 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

## MARKETING

Nick JR Social Media: Facebook includes over one million followers. Social media promotion will start on 9/1/17.

Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017

Excerpts placed in key print and social media outlets, including top Nickelodeon fan sites and bloggers

Shimmer and Shine has multiple popular YouTube programs. We expect to promote the Shimmer and Shine Awesome Animals Divine there.

Inclusion in key holiday gift roundups

**Leah, Shimmer and Shine go exploring to see the cutest animals all over the world, teaching kids where these cute animals are from, how large they are, and fun facts about their behavior.**

Leah, Shimmer and Shine go exploring to see the cutest animals all over the world! Filled with adorable pictures and fun facts about cuddly creatures, such as where they live, what they eat, and any peculiar behaviors they may have.

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Character art must be used as supplied. Do not modify.



## Teenage Mutant Ninja Turtles: Ewww! What's That Smell, Dude?

Media Lab Books

With all the favorite characters from Nickelodeon's Teenage Mutant Ninja Turtles, this gross-but-true account of the smelliest things in the world is perfect for young TMNT fans everywhere.

Living in a sewer has made the Teenage Mutant Ninja Turtles experts on what stinks. Join Donatello, Leonardo, Michelangelo and Raphael in discovering some of the worst smells in the world and just what makes them smell so bad. See where durian fruit, sweaty armpits, rotting eggs and more rank on their Stink-o-Meter.

The Editors of Media Lab publish branded books that cross a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and many others. Our branded partners include Disney, Newsweek, Scientific American, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.

### JUVENILE NONFICTION / CURIOSITIES & WONDERS

Media Lab Books | 10/24/2017

9781942556824 | \$12.99

Hardcover | 72 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

### MARKETING

Advertising in Newsstand Magazine  
Specials (Circ. 175K) Fall 2017

Teenage Mutant Ninja Turtles Social  
Media: Facebook includes over 1.6  
million followers. Social media promotion  
will start on 10/10/17.

Inclusion in key holiday gift roundups

Nick JR Social Media: Facebook  
includes over one million followers.





### JUVENILE NONFICTION / CURIOSITIES & WONDERS

Media Lab Books | 10/24/2017

9781942556831 | \$9.99

Hardcover | 40 pages | Carton Qty: 20

9.2 in H | 8 in W

More than 200 color photos and character images.

### MARKETING

Nick JR Social Media: Facebook includes over one million followers.

Social media promotion for this book will start on 10/17/17.

Excerpts placed in key print and social media outlets, including top Nickelodeon fan sites and bloggers.

Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017

Paw Patrol Social Media: Facebook includes over 112K followers.

Paw Patrol has multiple popular YouTube programs. We expect to promote the Paw Patrol Big Book of Why there.

### ALSO AVAILABLE

**PAW Patrol: Mega Machines: Explore Awesome Things That Go with Ryder and the Pups!**

8/2017 | 9781942556695

Hardcover | \$9.99

**PAW Patrol: Real Rescue Dogs: And More Furry Friends!**

8/2017 | 9781942556701

Hardcover | \$9.99

## Why Do Dogs Drool?

*A PAW Patrol Big Book of Why*

Media Lab Books

**Characters from the favorite preschool series PAW Patrol help kids learn the answers to tons of “Why?” questions about themselves, animals and the world around them.**

Marshall, Chase and the rest of the pups help answer lots of “Why” questions in categories like people, animals, health, and the world, such as why do puppies like licking people so much and why do people float? A perfect gift for any curious child!

The Editors of Media Lab publish branded books that cross a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and many others. Our branded partners include Disney, Newsweek, Scientific American, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.



# PAW Patrol: Hometown Heroes

Media Lab Books

**Based on the hit Nickelodeon preschool series, this Show and Tell Me book is filled with facts about the public service workers who make your town better.**

In this Show and Tell Me book, Ryder and the pups discover that there are heroes in everyone's town! Join them in talking about firefighters, police officers, lifeguards and more, learning what each of these people do and why they're essential to making towns better places. Ideal for PAW Patrol fans and any child curious about police officers, firefighters, paramedics and more.

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**JUVENILE NONFICTION / MEDIA TIE-IN**

Media Lab Books | 10/31/2017

9781942556855 | \$9.99

Hardcover | 40 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

**MARKETING**

Nick JR Social Media: Facebook includes over one million followers. Social media promotion will start on 11/1/17.

Inclusion in key holiday gift roundups

Paw Patrol Social Media: Facebook includes over 112K followers.

Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017

**ALSO AVAILABLE**

**PAW Patrol: Mega Machines: Explore Awesome Things That Go with Ryder and the Pups!**

8/2017 | 9781942556695

Hardcover | \$9.99

**PAW Patrol: Real Rescue Dogs: And More Furry Friends!**

8/2017 | 9781942556701

Hardcover | \$9.99



# Kung Fu Panda 123

*A Counting Book*

Media Lab Books

**This introduction to numbers and counting is something toddlers will want to read again and again! A great gift for any family that loves Kung Fu Panda.**

Introduce your child to numbers and counting in this adorable Kung Fu Panda baby book. Kids will love counting dumplings and Kung Fu Panda characters all the way up to 10!

The Editors of Media Lab publish branded books that cross a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and many others. Our branded partners include Disney, Newsweek, Scientific American, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.

**JUVENILE NONFICTION / MEDIA TIE-IN**

Media Lab Books | 10/31/2017  
 9781942556848 | \$7.99 / \$11.50 Can.  
 Hardcover | 24 pages | Carton Qty: 100  
 6.5 in H | 6.5 in W  
 More than 100 color photos and character images.

**MARKETING**

Excerpts placed in key print and social media outlets, including top DreamWorks fan sites and bloggers.  
 The Kung Fu Panda Facebook page has over 23 million followers and 2.4 million Twitter followers that will receive notification on how and where to buy this book. Starting on 10/31/17.  
 Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017  
 Inclusion in key holiday gift roundups

**ALSO AVAILABLE**

**Madagascar Awesome Animals (Boxy Book Set)**

8/2017 | 9781942556718  
 Board Book | \$8.99 / \$12.99 Can.

**Kung Fu Panda Family Tree**

5/2017 | 9781942556671  
 Hardcover | \$12.99 / \$17.99 Can.

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