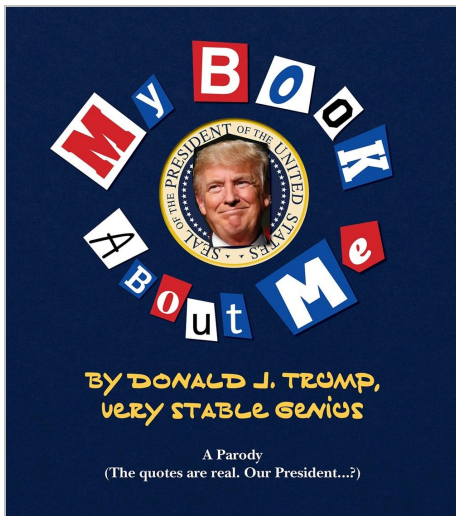




**FALL 2018 CATALOG**



**HUMOR / FORM / PARODIES**

Media Lab Books | 9/4/2018

9781948174053 | \$11.99 / \$15.99 Can.

Hardcover | 96 pages | Carton Qty: 20

9 in H | 8 in W

75 full color; hand drawn illustrations throughout

**MARKETING**

Full page advertisements in issues of the select Topix Media magazines going on sale prior to and for two issues after publication of the book (150,000 copies per on average)

Press Releases sent to extensive media list, including humor and left-leaning political blogs and websites

## My Book About Me by Donald J. Trump (A Parody)

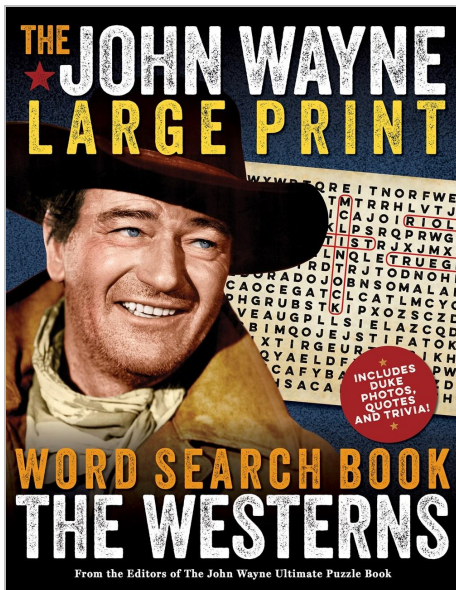
Media Lab Books

**Based on hundreds of actual Trump quotes, this hysterically funny book appears to have been leaked from the office of our beloved president.**

In My Book About Me by Donald J. Trump, readers will discover dozens of colorful scrapbook pages that may have been crafted by Trump, himself, highlighting his most impressive attributes and most amazing accomplishments, while also targeting his most hated enemies, including the dimwit Democrats who want our country to fail, the fake media, liberal Hollywood hacks, weepy and annoying gold star families, touchy and overly sensitive feminazis, everyone involved with the “plan to eradicate Christmas,” needy immigrants, lazy Puerto Ricans, and many others – more than we can count, honestly. It’s nothing less than a history of hubris and hate.

Packed from page to page with clear evidence of ego-fueled, adolescent impulses gone wild, this scrapbook parody perfectly showcases exactly how off the rails our commander-in-chief really is.

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 / WORD & WORD SEARCH

Media Lab Books | 9/18/2018

9781948174046 | \$14.99 / \$19.50 Can.

Trade Paperback | 320 pages | Carton Qty: 32

11 in H | 8.5 in W

100 black & white photos

### MARKETING

Social Media campaign via the official John Wayne Facebook (2.37M followers) Instagram (63K), and Twitter (17K) accounts

Full page ads in The Official Collector's Edition John Wayne Magazine (140K copies per)

Half page ads in subsequent issues and in other Topix Media special issues as possible

Email promotional campaign to the John Wayne Enterprises newsletter list (60K subscribers)

### ALSO AVAILABLE

**The John Wayne Ultimate Puzzle Book**

10/2017 | 9781942556817

Trade Paperback | \$14.99 / \$20.99 Can.

## The John Wayne Large Print Word Search Book – The Westerns

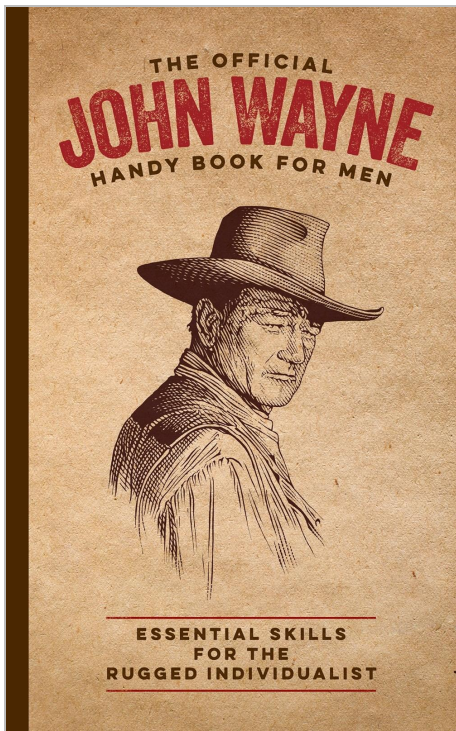
Editors of the Official John Wayne Magazine

From the editors who brought you *The Ultimate John Wayne Puzzle Book* and *The John Wayne Code* comes an adult activity book devoted to Wayne's legendary Western filmography.

Building off of the success of *The John Wayne Ultimate Puzzle Book*, this new title is devoted to word search puzzles, one of the most popular puzzle categories. Each puzzle focuses on one of Duke's popular western movies, with hidden words detailing actors, characters, plot points, directors, awards, and much more. John Wayne enthusiasts – and western movie lovers in general – will find hours of fun to be had in this book.

The book also includes hundreds of exclusive photos from Duke's films, both in front of the camera as well as behind the scenes, plus quotes, Duke trivia, and much more.

The Official Collector's Edition John Wayne Magazine is a bi-monthly celebration of the life and legacy of one of America's greatest icons. Created with the help of the actor's youngest son, Ethan Wayne, and featuring exclusive photos, stories, and memorabilia from the Wayne Family Archives, the magazine is the nation's foremost authority on all things Duke.



# The Official John Wayne Handy Book for Men

*Essential Skills for the Rugged Individualist*

James Ellis

**From the editor of The John Wayne Code comes The Official John Wayne Handy Book for Men, an illustrated guide to everything Duke believed a man should know how to do.**

Any man who has ever aspired to become a better, more self-sufficient and honorable person will benefit from reading The Official John Wayne Handy Book for Men, a tough little handbook, perfect in size for taking on-the-go, but eye-catching enough to adorn a place of pride on one's bookshelf.

Filled with step-by-step advice and real-world examples, it illustrates dozens of essential skills, including tying a tie, riding a horse, throwing a punch, getting a clean shave, talking to women, instilling good values in one's children, writing the perfect thank you note, saving a drowning person, orienteering, building a fire and much more. Includes hundreds of line illustrations, sidebars, and photos of Duke in action.

Throughout, readers will find the tips and techniques they will need to live their lives with John Wayne's signature confidence, grit and style.

James Ellis is a writer and the editor of The Official Collector's Edition John Wayne Magazine, a bi-monthly celebration of the life and legacy of one of America's greatest icons. Created with the approval of Ethan Wayne, the actor's youngest son, the magazine is the world's foremost authority on all things Duke. Ellis is also the editor of the special edition Men's Health Ultimate Guide to Everything.

## REFERENCE / PERSONAL & PRACTICAL GUIDES

Media Lab Books | 10/23/2018

9780999359884 | \$16.99 / \$22.50 Can.

Hardcover with dust jacket | 256 pages | Carton

Qty: 64

8 in H | 5 in W

50 full color and 25 black & white photos; 100

black & white illustrations

## MARKETING

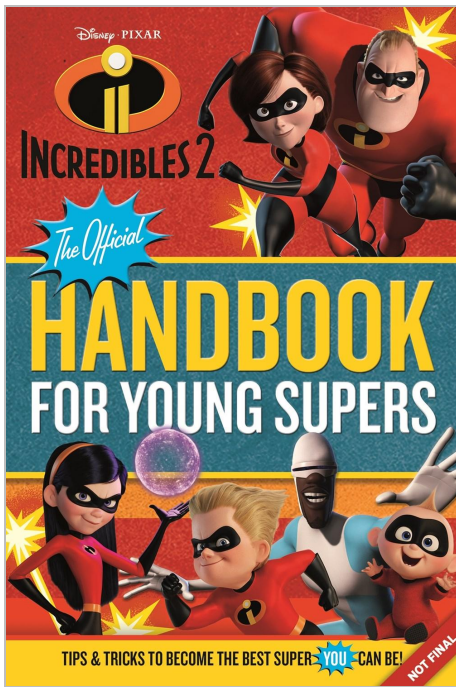
Social Media campaign via the official John Wayne Facebook (2.37M followers) Instagram (63K), and Twitter (17K) accounts

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Half page ads in subsequent issues and in other Topix Media special issues as possible

Email promotional campaign to the John Wayne Enterprises newsletter list (60K subscribers)

Press Releases sent to extensive media list, as well as men's style and men's general interest bloggers



## Incredibles 2 Official Handbook for Young Supers

Media Lab Books

Revised description TK ASAP

Revised description TK ASAP

The editors at Media Lab Books publish branded children's books that cover a wide variety of categories and topics including general interest, coloring books, history, games, activity books and reference guides. Our brand partners include Disney, WEE, Nickelodeon, DreamWorks, Mother Goose Club, Wild Kratts, Jack Hanna, and many others.

### JUVENILE FICTION / MEDIA TIE-IN

Media Lab Books | 9/4/2018

9780998789811 | \$8.99 / \$11.99 Can.

Trade Paperback | 96 pages | Carton Qty: 20

9 in H | 6 in W

100 full color illustrations

### MARKETING

Featured in Disney Group full page ads appearing in all Fall 2018 Topix special edition children's bookazines (160,000 copies per issue)

Featured in Disney Group ad in Library Journal, School Library Journal and Shelf Awareness

Publicity campaign to all major media as well as Disney-centric bloggers, mommy bloggers, parenting blogs, YouTube channels, websites, etc.



book design  
forthcoming

#### JUVENILE NONFICTION / SCIENCE & NATURE

Media Lab Books | 9/25/2018  
9780999359839 | \$16.99 / \$22.50 Can.  
Hardcover | 140 pages | Carton Qty: 30  
9.2 in H | 8 in W  
150 full color photos and illustrations

#### MARKETING

Featured in Disney Group full page ads  
appearing in all Fall 2018 Topix special  
edition children's bookazines (160,000  
copies per issue)  
Featured in Disney Group ad in LJ, SLJ  
and Shelf Awareness  
Publicity campaign to all major media as  
well as Disney-centric bloggers, mommy  
bloggers, parenting blogs, YouTube  
channels, websites, etc.

## Big Hero 6 Super-Brain Science Book of Why

*More Than 500 Questions, Answers and Fascinating Facts to  
Power Up Your Thinking!*

Media Lab Books

#### Revised description TK ASAP

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book design  
forthcoming

## DuckTales Adventurer's Guide

*Explorer Skills and Outdoor Activities for Daring Kids*

Media Lab Books

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### JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 10/2/2018

9780999359846 | \$14.99 / \$19.50 Can.

Hardcover with dust jacket | 128 pages | Carton

Qty: 20

9 in H | 7 in W

100 full color and 50 black and white illustrations

### MARKETING

Featured in Disney Group full page ads appearing in all Fall 2018 Topix special edition children's bookazines (160,000 copies per issue)

Featured in Disney Group ad in LJ, SLJ and Shelf Awareness

Publicity campaign to all major media as well as Disney-centric bloggers, mommy bloggers, parenting blogs, YouTube channels, websites, etc.

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