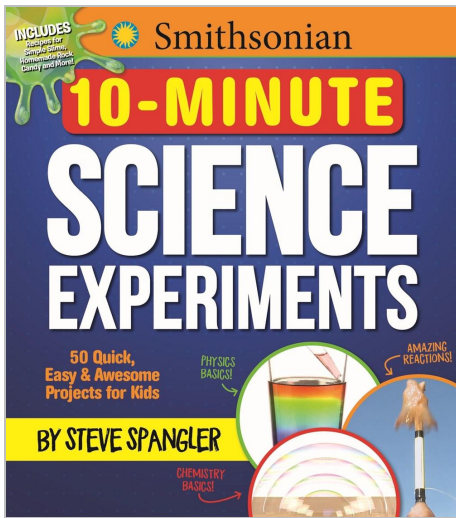


MEDIA LAB BOOKS

FALL 2019
CATALOG



Smithsonian 10-Minute Science Experiments

50+ quick, easy and awesome projects for kids

Steve Spangler

These fun, fascinating science experiments for kids are quick to set up and easy to conduct, with exciting results every time!

**JUVENILE NONFICTION /
SCIENCE & NATURE /
EXPERIMENTS & PROJECTS**

Media Lab Books | 10/1/2019

9781948174114 | \$14.99 / \$19.50 Can.

Trade Paperback | 176 pages | Carton Qty: 20

9 in H | 8 in W

Color throughout

MARKETING

Smithsonian Institute will promote via all relevant social media channels
Feature ad in six children's newsstand-only special edition bookazines pubbing in Spring/Summer 2019 (120,000 average circ.)

PR and social media marketing campaign to mommy and parenting blogs
Extensive social media campaign conducted by the author across three different YouTube channels, Twitter, Facebook and Instagram

Smithsonian 10-Minute Science Experiments gives young readers dozens of colorful, exciting projects designed to teach them about the basics of science, physics and chemistry. They'll learn about critical thinking, how to conduct an experiment, and how to measure results, all while enjoying themselves in a screen-free setting.

Sidebars for each experiment feature additional insights, facts and commentary.

FEATURES

- Full color photos and illustrations
- More than 50 fantastic science experiments vetted by the experts at the Smithsonian Institute
- Sidebars of additional information, trivia and fun facts designed to enhance the learning experience

Steve Spangler is well-known for his work as a funny and engaging science guy on stage, television and as a YouTube celebrity. He's a leading **science engagement influencer** for top brands and organizations who want have impact and influence in today's market place. Spangler is an authority on **STEM education** with more than **1,800 television appearances** to his credit. He's a regular guest on the *Ellen Show* where he never fails to entertain the Burbank Fire Department. Steve is the host of the three-...



Daniel Tiger's Neighborhood: Let's Play Together!

365 activities, games and projects for young children and their parents

Fred Rogers Company

Featuring content created for the incomparable Mister Rogers' Neighborhood television program, this massive full-color book provides hours of learning and play, with Daniel Tiger and friends.

Daniel Tiger's Neighborhood is the 2019 Emmy Award-winner for Outstanding Preschool Children's Animated Series!

And now, *Daniel Tiger's Neighborhood: Let's Play Together!* provides parents and caretakers with hundreds of fun, imaginative activities for entertaining young children at a moment's notice, while educating them about basic life lessons at the same time. What's more, each activity was originally developed for the original *Mister Rogers' Neighborhood* television program.

Each of this book's 288 pages have been designed in bright, beautiful colors and are populated with Daniel Tiger and his friends, ensuring that children will be drawn to the content.

Readers will find everything from making vegetable prints and popsicles to learning new concepts like empty vs. full, the differences between shapes, and how to manage one's feelings. Each activity includes materials, directions and special "Things to Talk About" suggestions to help your children learn while they play.

FEATURES

- 365 activities for children ages 2 – 5
- Special notes for parents and caretakers on how to play effectively with children and help encourage their creativity
- Includes recipes for making modeling dough, paste and finger paint
- Directions for making play props, like milk carton blocks, lacing cards, game spinners, costume hats and more
- The lyrics to nearly 40 original songs composed for Mister Rogers' Neighborhood

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 / GAMES & ACTIVITIES

Media Lab Books | 9/3/2019

9781948174169 | \$16.99 / \$22.50 Can.

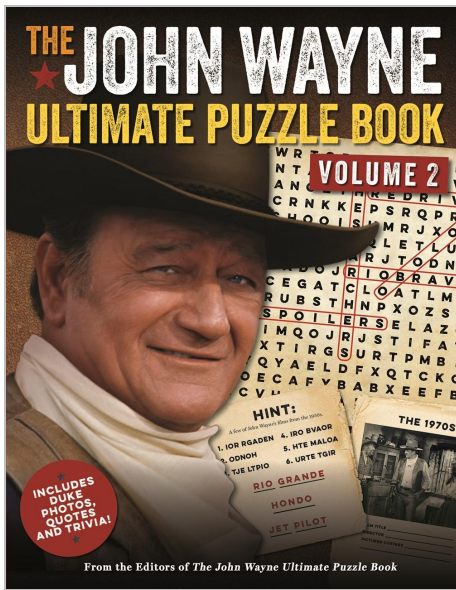
Trade Paperback | 288 pages | Carton Qty: 14

11 in H | 8 in W

Color illustrations throughout

MARKETING

PR and social media marketing campaign to mommy and parenting blogs
 Feature ads in all Media Lab children's magazines (including Daniel Tiger-branded issues) pubbing in Fall 2019 (140,000 average circ.)



The John Wayne Ultimate Puzzle Book Volume 2

Includes Duke trivia, photos and more!

Editors of The Official John Wayne Magazine

Challenge your wits, perception, critical thinking and knowledge of Duke with this massive volume of John Wayne-themed puzzles, including word search, crossword sudoku, jumbles and more!

Test your wits and your knowledge of Duke with this massive book of pencil puzzles. The John Wayne Ultimate Puzzle Book Volume 2 is a fully-authorized collection of fun created by the editors of The Official John Wayne Collector's Edition magazine. From crosswords and word searches to sudoku, jumbles and more, this collection of all-new brain teasers will keep you entertained for weeks at a time!

See how much you remember about the Duke and his films, family, personal life and more. Each puzzle presents an inviting challenge whenever the impulse strikes. It's the perfect gift for dads, grandpas, puzzle fans and Duke lovers of every kind. Includes more than 100 spectacular photos of John Wayne in action on screen, behind the scenes and at home.

The Official John Wayne Collector's Edition 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 Official John Wayne Collector's Edition is the world's foremost authority on all things Duke.

GAMES & ACTIVITIES / PUZZLES

Media Lab Books | 9/3/2019

9781948174268 | \$14.99

Trade Paperback | 320 pages | Carton Qty: 16

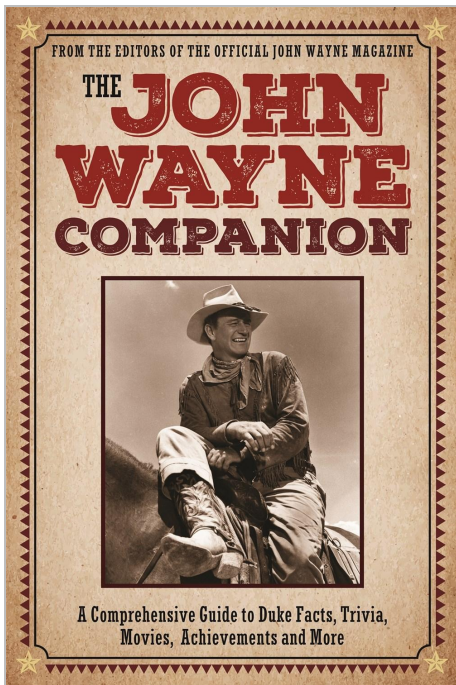
9 in H | 7 in W

150 photos

MARKETING

Robust PR and social media marketing campaign conducted by John Wayne Enterprises

Feature ads in 4 issues of the official John Wayne magazine (160K circ.)



The John Wayne Companion

A comprehensive guide to Duke's movies, quotes, achievements and more

The Editors of the Official John Wayne Magazine

This fact-filled tome is packed from cover-to-cover with quizzes, checklists, trivia, quotes, anecdotes and photos about everyone's favorite cinematic cowboy, soldier and patriot, John Wayne.

John Wayne continues to be one of the world's most popular celebrities, even more than forty years after his passing. This comprehensive reference collects all of the most compelling facts, figures, checklists, trivia, movie information and more in one place for the super Duke enthusiast.

It's an unmatched collection of John Wayne information - a first for fans of Duke, providing more insights and Wayne-related fun than any other such book. Not only will readers discover thousands of fascinating bits of information about Duke himself, but they'll also find a complete John Wayne filmography detailing each of his 169 films, along with more than 300 photos of Duke in action.

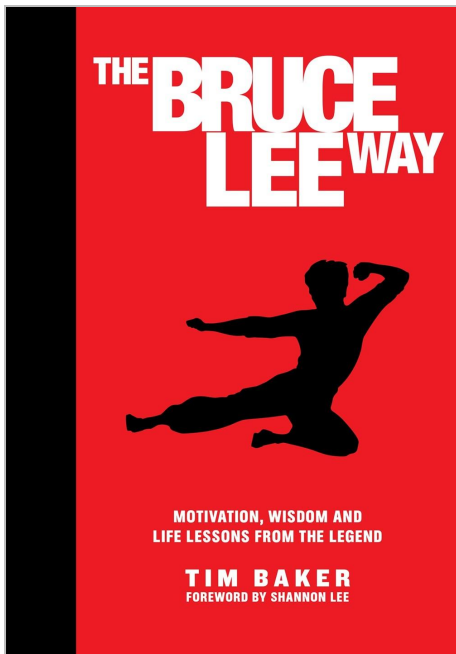
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**BIOGRAPHY & AUTOBIOGRAPHY
/ ENTERTAINMENT &
PERFORMING ARTS**

Media Lab Books | 10/8/2019
9781948174251 | \$19.99 / \$25.99 Can.
Trade Paperback | 336 pages | Carton Qty: 24
9 in H | 6 in W
300+ photos

MARKETING

Robust PR and social media promotional campaign conducted by John Wayne Enterprises
Advance copy giveaway to fans of the official John Wayne Facebook page with more than 2M followers
Feature ads in four issues of the official John Wayne magazine (160K circ).



HARDCOVER

The Bruce Lee Way

Motivation, Wisdom and Life-Lessons from the Legend

Tim Baker

The Bruce Lee Way is a full-color, photo-packed celebration of Bruce Lee's approach to life, how to live it to its fullest, and overcome every obstacle found along the way.

This fascinating handbook showcases how Bruce Lee lived and how we can all live better, fuller lives by following his example.

Bruce Lee was more than a movie star or a martial artist. For many people, he was a living example of the incredible things a person can accomplish through dedication, perseverance and sheer force of will. In just 33 years before his untimely death, Bruce Lee created new styles of fighting, and became an international film star, television personality, philosopher and cultural icon in the process.

This inspirational new book presents a carefully curated selection of photos, stories, anecdotes and ephymera, plus favorite film notes, lines and commentary from friends, family, peers and rivals. It distills the iconic fighter's approach to making the most out of life into a beautifully bound book that would be treasured by any Bruce Lee fan, as well as those readers looking for an inspired approach to living a richer, more fulfilling existence.

Tim Baker is a writer and senior editor for *Newsweek Special Editions* and *The Official Bruce Lee Magazine*, a bi-monthly celebration of the life and legacy of the most iconic, influential martial artist who ever lived. Created with the help of the actor's daughter, Shannon Lee, and featuring exclusive photos, stories, and memorabilia from Lee's life, *The Official Bruce Lee Magazine* is the world's foremost authority on this extraordinary human being. Baker lives in New York City.

BIOGRAPHY & AUTOBIOGRAPHY / ENTERTAINMENT & PERFORMING ARTS

Media Lab Books | 10/1/2019
9781948174282 | \$15.99 / \$20.99 Can.
Hardcover Paper over boards | 164 pages |
Carton Qty: 40
7.5 in H | 5.3 in W
Full color photos throughout

MARKETING

- Social media campaign in conjunction with the Bruce Lee Family Company
- Announcement and promotion via Bruce Lee Facebook page with 21M followers
- Full-page ad campaign running for six months in the Official Bruce Lee Collector's Edition Magazine
- Excerpts running in the Official Bruce Lee Collector's Edition Magazine
- Publicity campaign and galley giveaways through martial arts and film blogs
- Buzz-building campaign with advance galley giveaway to major U.S. Jeet Kune Do studios

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