

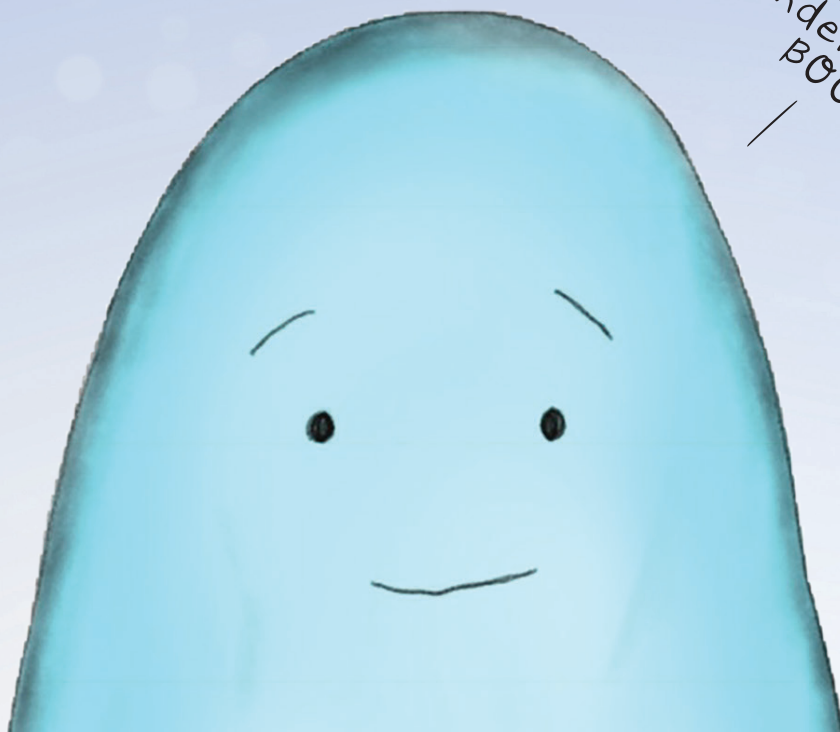
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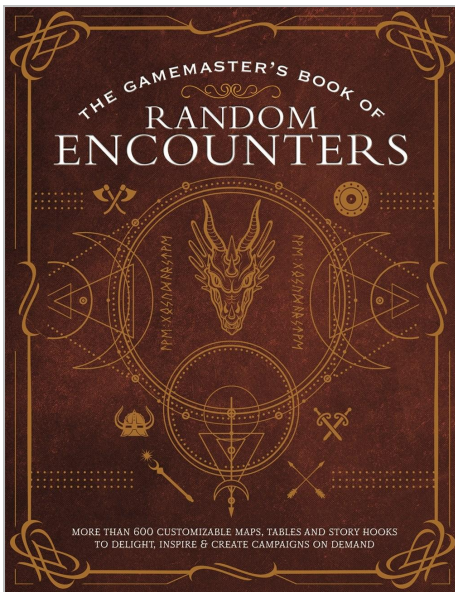
MEDIA LAB BOOKS

FALL 2020 CATALOG

Beautiful books for thinking,
drinking, and feeling good



So many
wonderful books.
BOOKS!



GAMES & ACTIVITIES / ROLE PLAYING & FANTASY

Media Lab Books | 9/15/2020
 9781948174374 | \$22.99 / \$29.99 Can.
 Hardcover Paper over boards | 256 pages |
 Carton Qty: 16
 11 in H | 8.5 in W
 Illustrated throughout

MARKETING

Promotional campaign via influencer social media and websites
 Promoted in *Previews* and *Game Trade Magazine*, the comic and gaming industry's leading consumer preorder mag-a-logs
 Advertised in four issues of *Newsweek* special edition magazines (110K circ.)

The Game Master's Book of Random Encounters

500+ customizable maps, tables and story hooks to create 5th edition adventures on demand

Jeff Ashworth and Jasmine Kalle

Provides gamers with the information they need to “fill in the holes” in their RPG campaign play at a moment’s notice.

For many tabletop RPG players, the joy of an in-depth game is that anything can happen. Typical adventure modules include a map of the adventure’s primary location, but every other location—whether it's a woodland clearing, a random apothecary or the depths of a temple players elect to explore—has to be improvised on the fly by the Game Master (GM). As every GM knows, no matter how many story hooks, maps or characters you painstakingly create in advance, your best-laid plans are often foiled by the outcome of an unexpected dice roll or your players' refusal to stay on task. In a game packed with infinite possibilities, what are GMs supposed to do when their players choose those for which they're not prepared?

The Game Master's Book of Random Encounters provides an unbeatable solution. This massive tome provides 100 maps and 300 tables for all types of encounters, from temples and taverns to ships, wizard's lairs and much more! Each entry includes original handdrawn maps and multiple tables designed to help GMs fill in the sights, sounds and possible encounters in each location. This allows GMs to start new adventures or enhance existing ones on the fly.

No matter where your players end up, they'll have someone or something to persuade or deceive, impress or destroy. There are nearly three million possible adventure combinations in all - enough to delight players for hours on end.

Jeff Ashworth is a writer, editor and gamer whose credits include work for Disney, Hasbro and World Wrestling Entertainment. When he isn't working on special projects for *Newsweek* or Media Lab Books, he enjoys playing and designing RPG games with his friends. He and his wife live in New York City.

Jasmine Kalle hails from Queensland, Australia. She is an artist, mapmaker and RPG enthusiast, with a special love for all things sci-fi and fantasy.



REFERENCE / PERSONAL & PRACTICAL GUIDES

Media Lab Books | 10/6/2020
 9781948174657 | \$14.99 / \$19.50 Can.
 Hardcover Paper over boards | 144 pages |
 Carton Qty: 48
 7.3 in H | 5 in W
 75 full color photos

MARKETING

Publicity campaign to all major pop culture print and online media
 Digital ARCs sent to all relevant pop culture and film fan social media influencers
 Advance copy giveaway and promotion via Keanu Reeves Facebook fan page (321K+ followers)

What Would Keanu Do?

Personal Philosophy and Awe-Inspiring Advice from the Patron Saint of Whoa

Chris Barsanti

This smart, funny book delivers a (somewhat) serious examination of the philosophical musings of its subject and his films with tongue planted firmly in cheek.

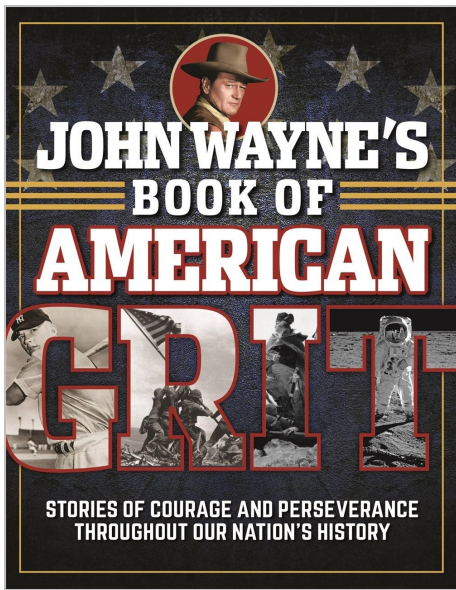
From *Speed*'s "What would you do?" to *Point Break*'s "If you want the ultimate, you've got to be willing to pay the ultimate price," Keanu Reeves's movies are consistently built around philosophical questions that challenge viewers at the same time they're being entertained.

What Would Keanu Do? examines everyday challenges faced by readers and helps solve those same problems by applying the philosophical lessons espoused by Reeves (or one of his films).

From *John Wick* and *Toy Story 4* to *Dangerous Liaisons*, *The Matrix* and everything in between, this humorous yet helpful book provides all of the insight and guidance you'll ever need.

And remember: As noted in the immortal lyrics of Kansas - and dramatically delivered by one Ted "Theodore" Logan - "All we are is dust in the wind."

Chris Barsanti is a member of the Online Film Critics Society and the author of several books, including *Filmology* and *The Sci-Fi Movie Guide*. His writing has appeared in *Film Journal International*, *PopMatters*, the *Minneapolis Star-Tribune*, *Film Threat*, *The Barnes & Noble Review*, *Publishers Weekly*, and the *Chicago Tribune*. He has never seen *Forrest Gump* and at this point, most likely never will.

**HISTORY / UNITED STATES**

Media Lab Books | 10/13/2020

9781948174572 | \$22.99 / \$29.99 Can.

Hardcover with dust jacket | 208 pages | Carton

Qty: 16

9.5 in H | 7 in W

200+ color and b&w photos

MARKETING

Social media campaign across all official John Wayne accounts (FB: 2.5M followers; Twitter: 29K followers; Instagram: 136K followers)
Shelf Awareness advertising
Ad campaign in The Official John Wayne Collectors Edition Magazine (200K circ)

John Wayne's Book of American Grit

Stories of Courage and Perseverance throughout Our Nation's History

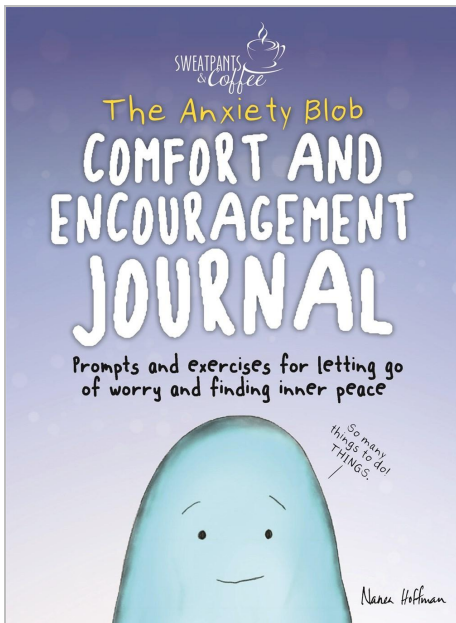
Editors of the Official John Wayne Magazine

A fascinating look at the extraordinary lives of 125 awe-inspiring Americans who overcame overwhelming challenges in order to achieve personal greatness and global admiration.

A celebration of American courage and tenacity, this sumptuous visual history details the stories of more than 125 of our nation's most gutsy and resolute citizens - those who overcame extraordinary odds through faith, will, and guts, from George Washington and Helen Keller to Jim Lovell, Jackie Robinson and many more, both famous and lesser known. Each chapter will open with a feature on John Wayne, highlighting a specific trait of "grit," then examine dozens of other American legends who exhibited that same attribute in awe-inspiring fashion. A fun, fascinating book celebrating American optimism, patriotism and good old-fashioned bootstrap determination.

The book will be illustrated throughout with archival photos of each subject, providing an invaluable look into their fascinating lives.

The Editors of *The Official John Wayne Magazine* publish the only authorized periodical devoted to the life and legend of "Duke" Wayne, with a circulation of more than 150,000 copies worldwide. Their other books include the bestselling *John Wayne: Made in America*, *The Official John Wayne Handy Book for Men*, *The John Wayne Code* and *Everything I Need to Know I Learned from John Wayne*, among others.



Sweatpants & Coffee: The Anxiety Blob Comfort and Encouragement Journal

Prompts and exercises for letting go of worry and finding inner peace

Nanea Hoffman

A lovely, engaging journal designed to help readers identify and examine their anxieties and worries and manage them with gratitude, mindfulness and love.

This beautiful, full-color guided journal captures the gentle spirit of the wildly popular Sweatpants & Coffee community, already celebrated by hundreds of thousands of fans. Inside, founder Nanea Hoffman presents hundreds of prompts and exercises designed to gently coax readers to identify and examine their fears and anxieties, then work through those concerns one-by-one to help achieve a new state of calm, mindfulness and inner peace.

Illustrated throughout with Hoffman's popular "Anxiety Blob" cartoons and other hand-drawn elements, the *Comfort & Encouragement Journal* is a safe space to think about, explore, cry over and manage our struggles and the issues that make our lives more challenging but no less worthy of gratitude and grace.

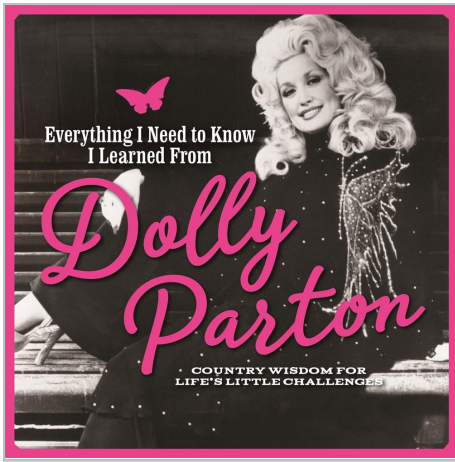
Nanea Hoffman is the founder of Sweatpants & Coffee (sweatpantsandcoffee.com). She writes, makes things, and drinks an inordinate amount of coffee. She is also extremely fond of sweatpants. She believes in love, peace, joy, comfort, and caffeinated beverages.

SELF-HELP / MOTIVATIONAL & INSPIRATIONAL

Media Lab Books | 10/20/2020
 9781948174589 | \$16.99 / \$22.50 Can.
 Trade Paperback | 176 pages | Carton Qty: 40
 7.5 in H | 5.5 in W
 100+ full color illustrations

MARKETING

Extensive social media campaign across all S&C platforms (FB: 516K, Twitter: 7.6K, Instagram: 83K and Pinterest: 1.6M views)
 Dedicated email blasts to online S&C newsletter subscribers (60K+)
 Podcast and blog tours
 Shelf Awareness advertising
 Pitches to self-help, mindfulness, anxiety and self-care media
 Book and "Anxiety Blob" promotional giveaways



REFERENCE / PERSONAL & PRACTICAL GUIDES

Media Lab Books | 11/3/2020
 9781948174619 | \$14.99 / \$19.50 Can.
 Hardcover Paper over boards | 176 pages |
 Carton Qty: 24
 6.5 in H | 6.5 in W
 100 full color photos

MARKETING

Print ad campaign in 4 issues of Newsweek special edition magazine (120,000 average circ.)
 Press kits and digital ARCs sent to major media and special interest online media
 Promotion via "I Love Dolly Parton" Facebook page (440K+ members)

Everything I Need to Know I Learned from Dolly Parton

Country Wisdom for Life's Little Challenges

Editors of Media Lab Books

This engaging, inspiring book provides readers with insights into how entertainment legend Dolly Parton handles life's many challenges - and how they can too!

Throughout her life, Dolly Parton has been seen as a beacon of guts, straight-talk, kindness and grit, beginning her life in poverty and growing to become one of the most resonant, prolific and long-lived icons of the modern era.

In this new book, Dolly’s personal code of conduct is transformed into practical guidance for readers who want to know how she would handle many of the real-life challenges they themselves are facing.

Calling upon Dolly’s personal examples, quotes, song titles and lyrics, and famous film scenes that were meaningful to her, as well as personal anecdotes provided by her co-stars, friends, family members, and peers, *Everything I Need to Know I Learned from Dolly Parton* provides insights into how to handle dozens of challenges, from managing heartbreak and succeeding at work, to raising children and responding to inequality.

Dozens of quotes, insights and full-color photos provide a glimpse into how Dolly has lived her life and how her approach can help readers overcome anything thrown at them.

The Editors of Media Lab Books publish books across a wide variety of categories including biography, history, science, trivia, humor, reference, general interest and more. Branded partners include Disney, Hasbro, Newsweek, John Wayne Enterprises, Bruce Lee, Jack Hanna, Smithsonian and many others.

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