



MEDIA LAB
BOOKS

SPRING / SUMMER 2015 CATALOG



Newsweek

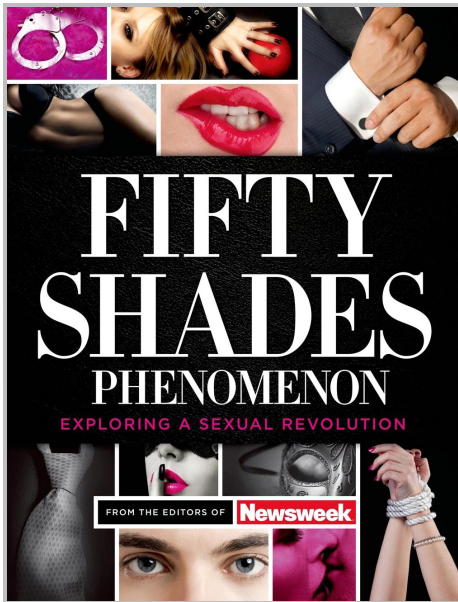
relish

JOHN WAYNE



ATHLON SPORTS

Parade



HEALTH & FITNESS / SEXUALITY

Media Lab Books | 2/10/2015

9781942556008 | \$19.95 / \$21.95 Can.

Trade Paperback | 160 pages | Carton Qty: 20

8 in W | 10.5 in H | 1 lb Wt

120 color and b&w photos

MARKETING

- Ads in Newsweek Magazine
- Newsweek online ads
- E-blasts to Newsweek subscribers

Fifty Shades Phenomenon

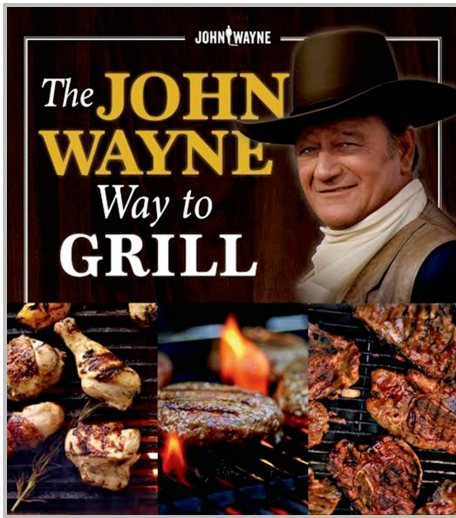
Exploring a Sexual Revolution

Editors of Newsweek

This book will address the public interest that this movie and the book series has successfully driven.

Newsweek is proud to present *Fifty Shades Phenomenon*, a global conversation among women celebrating love today. With the mysterious romance set to sweep through cinemas this February, Fifty Shades fever is guaranteed to reach a new high, and this deluxe publication will delight fans both new and old. Filled with in-depth reporting, testimonials from one hundred women living the Fifty lifestyle, diet and exercise tips for a better time in the bedroom, and a beginner's guide to role-playing, *Fifty Shades Phenomenon* will become the definitive guide to America's hottest sensation.

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 also available in Japanese in Japan, in Polish in Poland, in Korean in Korea and in Spanish in all Spanish speaking countries. It is the second-largest news weekly magazine in the U.S. It is published in four English language editions and 12 global editions written in the language of the circulation region. Newsweek has a pr...



**COOKING / METHODS /
BARBECUE & GRILLING**

Media Lab Books | 4/21/2015

9781942556015 | \$22.95 / \$25.95 Can.

Trade Paperback | 272 pages | Carton Qty: 20

8 in W | 9 in H | 1 lb Wt

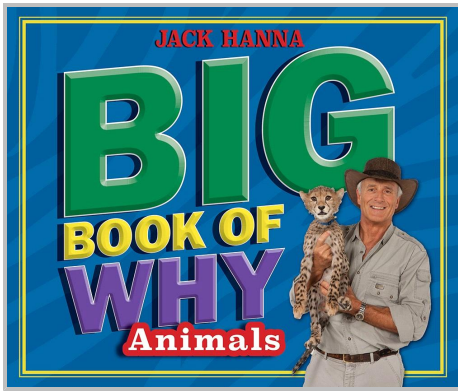
120 full color photos

The John Wayne Way to Grill

Media Lab Books

John Wayne is an American Icon like no other. People try to identify with his lifestyle and this is the first grilling book that addresses that need.

John Wayne Enterprises is proud to present *The John Wayne Way to Grill*, a new cookbook containing more than 200-pages of Duke's favorite meals, from Tex-Mex classics to the best of Western barbecue and everything in between. More than just a collection of recipes, this deluxe publication will be chock-full of never-before-seen photos of the actor, along with personal anecdotes and heartwarming stories shared by his son Ethan. A man is what he eats, and readers can expect to discover not only what America's most enduring icon loved to chow down on—from the perfect charbroiled burger to his smoldering and spicy baby back ribs—but the essence of what made him a legend. It's more than a cookbook. It's a guide to making you the ultimate grilling man.



JUVENILE NONFICTION / ANIMALS / GENERAL

Media Lab Books | 7/7/2015
 9781942556022 | \$19.95 / \$22.99 Can.
 Hardcover | 192 pages | Carton Qty: 20
 9.5 in W | 8 in H | 1 lb Wt
 150 full color photos

MARKETING

- Promotional support on TV morning and late night shows
- Promotion on all affiliated Jack Hanna websites
- Print: Excerpts in major magazines and newspapers

Jack Hanna Big Book of Why Animals

Jack Hanna

Jack Hanna is known to millions and his love of animals as well as his insight is respected and sought after.

Jack Hanna Big Book of Why Animals answers the why and did you know questions about all kinds of animals that kids commonly ask, but adults can rarely answer. What's the difference between a crocodile and an alligator? Why do animals' eyes glow in the dark? Why do cats purr? Written in an informative, engaging manner, each answer is accompanied by either a photo or an illustration to show the reasons why. Of course, Jack goes beyond answering the question, and dips into a combination of science, history and humor to further explain the answer in an easy-to-follow, straightforward manner. *Jack Hanna Big Book of Why* is a must-have book to satisfy the most curious of kids.

Jack Hanna is an award-winning television personality, global adventurer, wildlife expert, and passionate storyteller. He has won three Emmy awards for his show *Jack Hanna's Into the Wild*, and along with his family-friendly Saturday morning show, *Jack Hanna's Wild Countdown*, he has more than three million weekly television viewers. Jack Hanna also serves as the Director Emeritus of the Columbus Zoo, a Good Morning America Animal Correspondent, and a featured wildlife guest on the Late Show with ...



COOKING / HEALTH & HEALING / GLUTEN-FREE

Media Lab Books | 7/14/2015

9781942556046 | \$19.95 / \$22.99 Can.

Trade Paperback | 176 pages | Carton Qty: 20

8 in W | 9 in H | 1 lb Wt

150 full color photos

MARKETING

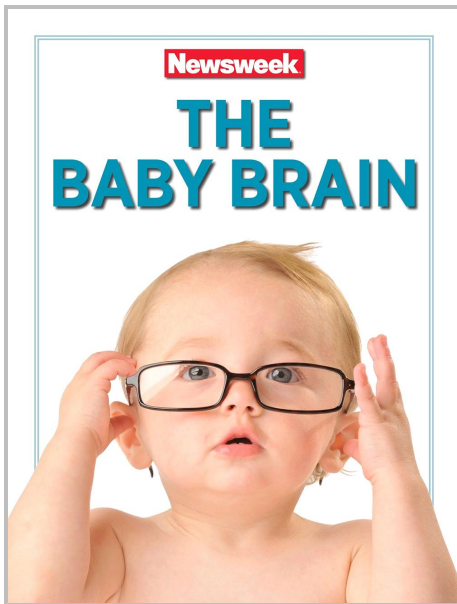
- Promotion in relish magazine, inserts in most major newspapers
- Promotion on relish website
- Promotion and excerpts in Parade magazine

Gluten Free Quick & Easy Recipes to Relish

Media Lab Books

relish is a brand that reaches millions and they offer a unique perspective on Gluten Free driven by their many readers.

Relish introduces The Gluten-Free Cookbook-the search for simple easy, healthy and delicious gluten-free meals is over. Relish presents 100 everyday recipes that will work for the reader searching for a wide variety of satisfying and flavorful gluten-free dishes. Designed in a full-color, easy-to-read format, it is the perfect guide for cooking gluten-free on the go. Many questions from those who live gluten-free either out of necessity or by choice are answered within the pages of this book. Readers will find the best kitchen tips and techniques and helpful information about ingredients that are the basis of gluten-free cooking, including which grains, flours, and convenience products to use. This book will allow the reader to enjoy the foods that they love, such as pastas, meatloaf, sandwiches, breads, and even desserts! On every page, readers will find ways to make their Gluten-free meals quickly and easily. This book is a healthy time-saver for those living the gluten-free lifestyle.



The Baby Brain

Editors of Newsweek

The Baby Brain is a fascinating topic. Parents need to know more about nurturing and nutrition. Newsweek is uniquely positioned to provide this.

Newsweek provides an informative look at the “Baby Brain”. What is your baby thinking? What are the most important foods and activities for brain health? What triggers temper tantrums? How fast does a baby’s brain grow? Fascinating facts. Amazing stories that will surprise you. Can you tell if your baby will be a future genius? How is their brain different than an adults? What are the latest early learning trends? How is the brain affected by pregnancy health? The Newsweek Baby Brain book will provide a list of do’s and don’ts for parents.

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 also available in Japanese in Japan, in Polish in Poland, in Korean in Korea and in Spanish in all Spanish speaking countries. It is the second-largest news weekly magazine in the U.S. It is published in four English language editions and 12 global editions written in the language of the circulation region. Newsweek has a pr...

**FAMILY & RELATIONSHIPS /
LIFE STAGES / INFANTS &
TODDLERS**

Media Lab Books | 7/28/2015

9781942556060 | \$19.95 / \$22.99 Can.

Trade Paperback | 144 pages | Carton Qty: 20

8 in W | 10.5 in H | 1 lb Wt

100 full color photos

MARKETING

- Ads in Newsweek Magazine
- Newsweek online ads
- E-blasts to Newsweek Subscribers



HISTORY / MILITARY / WORLD WAR II

Media Lab Books | 8/4/2015

9781942556077 | \$24.95 / \$28.99 Can.

Trade Paperback | 176 pages | Carton Qty: 20

9 in W | 9 in H | 1 lb Wt

150 color and b&w photos

MARKETING

- Advertising in Parade magazine
- Promotion on all Parade affiliated websites

Parade War Stories of Survival WWII

Media Lab Books

This is the first ever book from the world's leading magazine. Parade has more unseen archives and stories that have never been revealed.

Parade Magazine has a rich history of capturing the most amazing and personal stories of war. In this richly illustrated book you see and read about some of the most amazing stories of heroism and valor. The stories in parade have a unique way of personalizing each story. Photos pulled from their rich archives capture many never before seen images and surprising stories. This book is a first of its kind from the #1 magazine in the world.

Parade is an American nationwide Sunday newspaper magazine, distributed in more than 700 newspapers in the United States. It was founded in 1941. It is the most widely read magazine in the U.S., Parade has 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 ...



**SPORTS & RECREATION /
FOOTBALL / GENERAL**

Media Lab Books | 8/11/2015
 9781942556084 | \$19.95 / \$22.99 Can.
 Trade Paperback | 160 pages | Carton Qty: 20
 9.8 in W | 8 in H | 1 lb Wt
 100 color and b&w photos

MARKETING

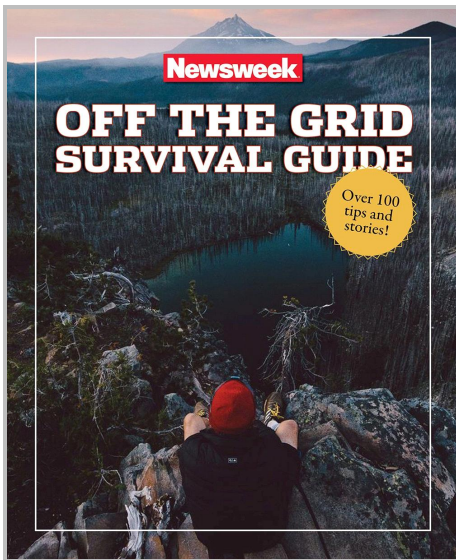
- Advertising in Athlon magazines
- Support from Athlon websites
- E-blasts to magazine subscribers

College Football's 100 Greatest

Media Lab Books

Athlon Media is one of the top sports media companies in the world and provides unparalleled insight into the world of college football.

Athlon Sports Presents College Football's All Time Greatest. A complete collection from one of the leading sports publishers. Who was the greatest quarterback? Who was the best Coach? What school had the best defense? Which team has the greatest fan? Who has the best mascot? This collection captures a true history of the game. Some great comparisons between modern players and teams vs. those of the past. An essential collection for any football fan.



**RELIGION / REFERENCE /
SURVIVAL & EMERGENCY
PREPAREDNESS**

Media Lab Books | 8/11/2015

9781942556091 | \$19.95 / \$22.99 Can.

Trade Paperback | 160 pages | Carton Qty: 20

9.8 in W | 8 in H | 1 lb Wt

150 full color and b&w photos

MARKETING

- Ads in Newsweek magazine
- Newsweek online ads
- E-blasts to Newsweek Subscribers

Off the Grid

Editors of Newsweek

Living "Off the Grid" is a new and popular phenomenon and Newsweek is positioned to share amazing stories, insight and direction on how to live "Off the Grid"

Newsweek provides an informative look at life "off the grid". Many ponder leaving the trappings of modern life behind and going off the grid—whether for safety preparedness or simply to see if they're up to the challenge of finding shelter, food and water and sustaining their own life. Newsweek Special Editions: Off the Grid is a guide to not only surviving, but thriving. Filled with first-person accounts, anecdotes, expert how-tos and tips—on everything from besting a blizzard to which bugs pack the most protein punch to treating a burn with green beans—this is a must-have for anyone contemplating leaving civilization in the rearview mirror, whether it's for a day or for good.

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