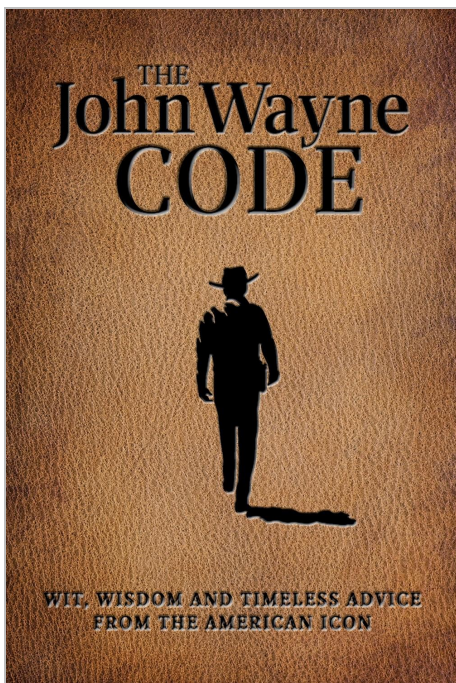




SPRING/SUMMER 2017 CATALOG



The John Wayne Code

Wit, Wisdom and Timeless Advice

Editors of John Wayne Magazine

From the editors of *Duke In His Own Words*, this leather-bound collection of quotes, anecdotes and advice for living life like Duke makes a great gift for John Wayne fans.

John Wayne was more than a movie star. He was a symbol for everything good and decent about America, inspiring everyday people to reach just a little bit more and try a little bit harder. During his 72 years and more than 150 movies, John Wayne imparted a seemingly-endless amount of advice, wisdom and good old-fashioned common sense to his audiences, and that wealth of knowledge has been collected together for the first time by the people who loved and knew him best. *The John Wayne Code* is filled with the icon's most insightful quotes, personal stories from his family and friends, and advice for how to be a better person. This personal collector's item encased in faux leather with gilded edges makes the perfect companion for any fan of Duke's who wants to make their life a little more legendary.

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.

REFERENCE / QUOTATIONS

Media Lab Books | 5/2/2017
 9781942556589 | \$15.99 / \$22.99 Can.
 Trade Paperback | 156 pages | Carton Qty: 64
 7.3 in H | 5 in W

MARKETING

Advertising in John Wayne Magazine
 Circ 224,000
 Social Media outreach through John Wayne website: Over 2 million Facebook fans/ Over 7K Twitter followers
 TV appearances with Ethan Wayne
 Excerpts in major newspapers

ALSO AVAILABLE

The Official John Wayne Family Cookbook: Recipes and Recollections from Duke's Kitchen to Yours

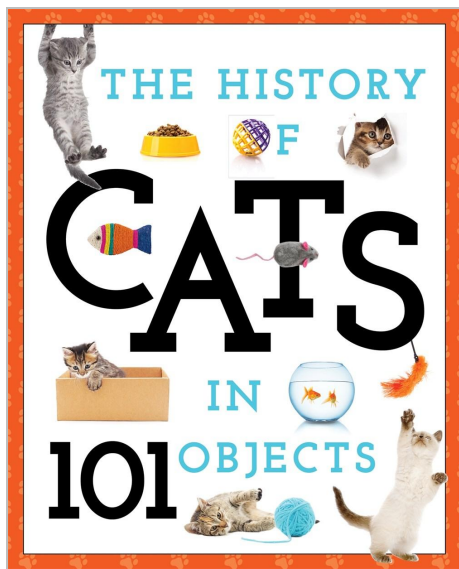
10/2016 | 9781942556305
 Trade Paperback | \$22.99 / \$32.99 Can.

Duke in His Own Words: John Wayne's Life in Letters, Handwritten Notes and Never-Before-Seen Photos Curated from His Private Archive

9/2016 | 9781942556268
 Trade Paperback | \$15.99 / \$22.99 Can.

Fighting for Freedom: A Salute to the Troops with John Wayne

5/2016 | 9781942556237
 Hardcover | \$22.99 / \$32.99 Can.



The History of Cats in 101 Objects

Media Lab Books

A quirky yet informative history of cats through objects both inspired by and created for them. A great gift for cat lovers and history buffs alike.

Cats have held human fascination for thousands of years, from the Ancient Egypt feline warrior goddess Bastet to modern YouTube videos of kittens riding on a Roomba. *The History of Cats in 101 Objects* is a fun, fact-filled visual history of the human relationship with cats. It's the perfect book for anyone who has a fluffy-yet-infuriating feline companion of their own.

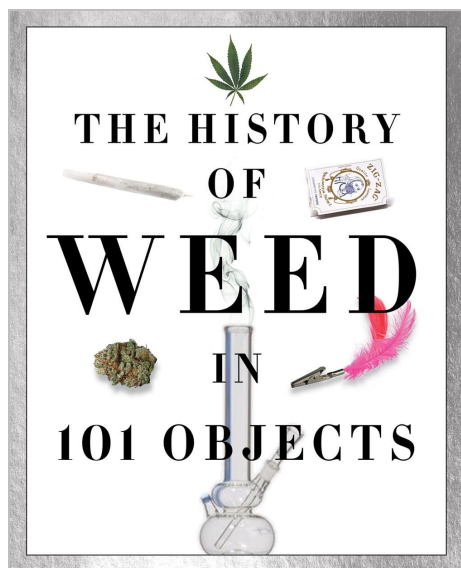
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PETS / CATS

Media Lab Books | 8/1/2017
 9781942556640 | \$14.99 / \$20.99 Can.
 Trade Paperback | 220 pages | Carton Qty: 32
 8.5 in H | 6.9 in W

MARKETING

Series Launch promotion through PW
 Marketing through Library Journal ads
 Support from cat bloggers, contributors,
 and websites



The History of Weed in 101 Objects

Media Lab Books

A close look at 101 objects that chronicle the history of weed in the US; ideal for anyone interested in how marijuana has changed our culture.

Though debates regarding marijuana rage on, weed is rapidly losing its reputation as an illicit substance in the United States. This fascinating look at 101 objects chronicles the history of weed, and uniquely shows how our society's relationship with marijuana has evolved. Each entry has been carefully selected to highlight a facet of weed's history, from 12th century hashish to the Volcano Vaporizer.

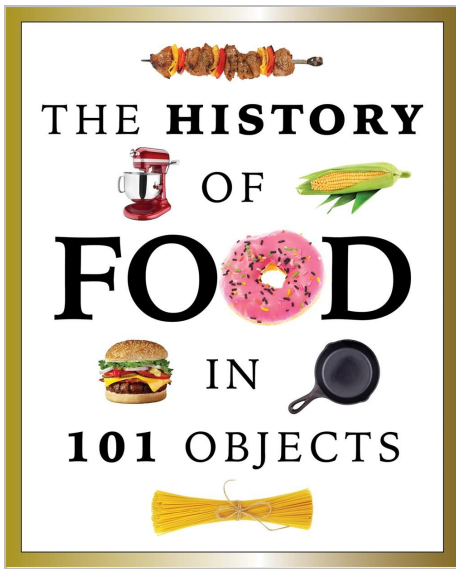
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SOCIAL SCIENCE / POPULAR CULTURE

Media Lab Books | 8/1/2017
 9781942556633 | \$14.99 / \$20.99 Can.
 Trade Paperback | 220 pages | Carton Qty: 32
 8.5 in H | 6.9 in W

MARKETING

Series Launch promotion through PW
 Marketing through Library Journal ads
 Support from weed bloggers,
 contributors, and websites



The History of Food in 101 Objects

Media Lab Books

A lighthearted history of food culture in America and abroad that is guaranteed to whet the appetite of both foodies and historians.

While food always has always been and always will be a basic necessity, it has also become a form of art, indicator of culture, and area of technical expertise. From the simple grain of rice to the advent of processed food to the height of foodie culture, *The History of Food in 101 Objects* delivers a delightful, mouth-watering record of the most influential and life-changing objects in food history.

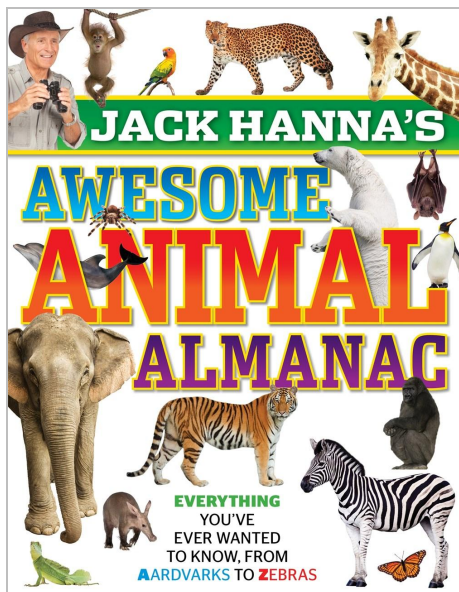
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COOKING / HISTORY

Media Lab Books | 8/1/2017
 9781942556657 | \$14.99 / \$20.99 Can.
 Trade Paperback | 220 pages | Carton Qty: 32
 8.5 in H | 6.9 in W

MARKETING

Series Launch promotion through PW
 Marketing through Library Journal ads
 Support from food bloggers,
 contributors, and websites



Jack Hanna's Awesome Animal Almanac

Media Lab Books

From the editors of *Jack Hanna's Wild But True* and *Big Book of How*, this almanac filled with fun facts and vivid pictures of all kinds of animals is perfect for future zoologists everywhere.

From bitty Bumblebee Bats to enormous African Elephants, *Jack Hanna's Awesome Animal Almanac* is jam-packed with information about tons of animals! Kids will love flipping through the pages of this alphabetically organized almanac to see full color, eye-catching photos of all their favorite animals, along with cool facts from Jack Hanna himself!

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 3 million weekly 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*.

JUVENILE NONFICTION / ANIMALS

Media Lab Books | 5/2/2017
 9781942556572 | \$17.99 / \$24.99 Can.
 Trade Paperback | 200 pages | Carton Qty: 20
 11 in H | 8.5 in W

MARKETING

TV marketing promotion on Jack Hanna's Wild Countdown (3 million Weekly viewers): TV tags and mention weekly throughout the first two months of onsale. Wild Countdown airs Saturday and Sunday mornings on local Fox, NBC or ABC networks.
 Outreach to 80k Newsletter followers
 Tie-in Opportunities with the Columbus Ohio Zoo where Jack is based
 Jack to tweet about book upon release and discuss at speaking engagement audiences (150,000 combined audiences/yr)

ALSO AVAILABLE

Jack Hanna's Big Book of How: 200+ Questions Answered
 9/2016 | 9781942556282
 Hardcover | \$17.99 / \$24.99 Can.

Jack Hanna's Wild But True: Amazing Animal Facts You Won't Believe!
 7/2016 | 9781942556206
 Hardcover | \$14.99 / \$20.99 Can.

Jack Hanna's Big Book of Why: Amazing Animal Facts and Photos
 7/2015 | 9781942556022
 Hardcover | \$19.99 / \$22.99 Can.

Kung Fu Panda Family Tree

Media Lab Books

Map out your family tree with the help of Po and his family with this accordion-style activity book!

The Family Tree franchise explores the human fascination with genealogy and ancestry and helps children understand basic familial relationships. By comparing their own family to Po's family, children learn that everyone has a family, and a family can come in many different shapes and sizes. Created as a 16-page accordion foldout book, one side is for creating your family tree while the other is the entire cast of *Kung Fu Panda*! The design includes two eyelets so a child can hang either side to display in his or her bedroom. What's more, adults will enjoy sharing their favorite DreamWorks families with their loved ones.

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.

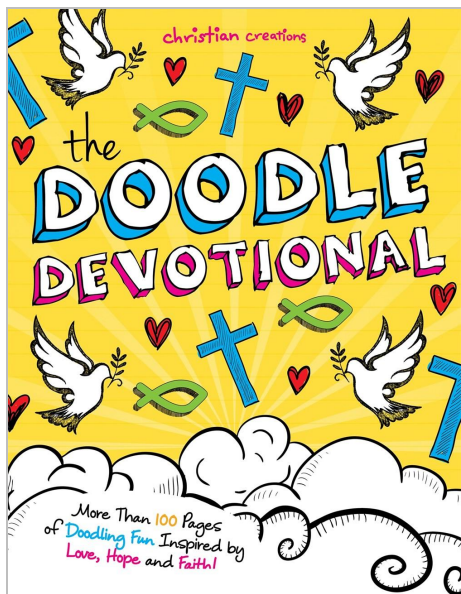


JUVENILE NONFICTION / ACTIVITY BOOKS

Media Lab Books | 5/9/2017
9781942556671 | \$12.99 / \$17.99 Can.
Hardcover | 16 pages | Carton Qty: 90
5.8 in H | 4.9 in W

MARKETING

Advertising in Newsstand Magazine
Specials (Circ. 175K) Summer 2017
Excerpts placed in key print and social
media outlets, including top DreamWorks
fan sites and bloggers.



The Doodle Devotional

More Than 100 Pages of Doodling Fun Inspired by Love, Hope and Faith!

Media Lab Books

Following the trend of inspiring coloring and doodle books, this Christian-inspired doodle journal is sure to be sought after by young Christians who are bursting with creativity.

This doodle journal is filled to the brim with guided drawing exercises to focus teens on the Christian virtues of love, faith and hope. Girls will love following the prompts based on scripture to doodle hearts, fun designs and patterns, paste in photos of their loved ones, scrapbook images from favorite magazines and more!

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JUVENILE NONFICTION / RELIGIOUS / CHRISTIAN

Media Lab Books | 5/30/2017
 9781942556602 | \$12.99 / \$24.99 Can.
 Trade Paperback | 120 pages | Carton Qty: 20
 11.5 in H | 8.5 in W

MARKETING

Ad placement in Christian resource catalogs
 Blogger outreach to Christian teen websites
 Mommy Blogger outreach

ALSO AVAILABLE

Tree of Life: Art Therapy for Adults
 2/2017 | 9781942556558
 Hardcover | \$13.99 / \$19.50 Can.

Glitterforever17's Delicious Doodle Diary

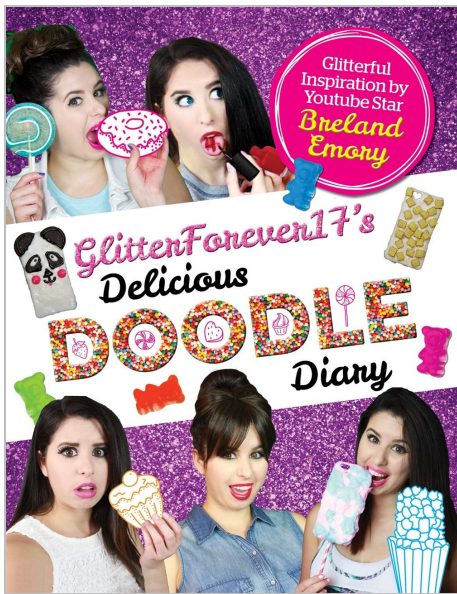
Doodle Pages from YouTube Guru Glitterforever17

Breland Emory

A fun, glittery, totally girly art journal filled with ideas for doodling all day long! A great gift for any girl who loves to doodle and draw.

This doodle journal is jam-packed with everything young girls love, from cute animals and accessories to pretty flowers and tasty treats. Girls will spend hours doodling away and creating their own personal works of art!

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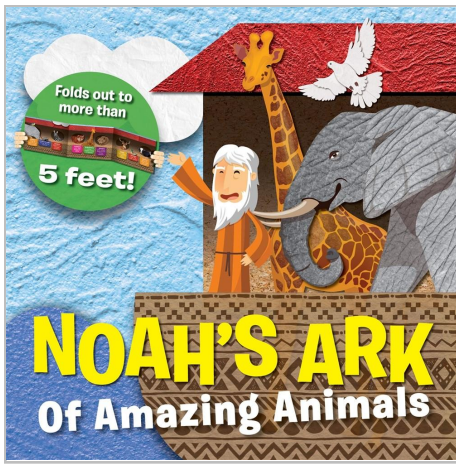


JUVENILE NONFICTION / ACTIVITY BOOKS

Media Lab Books | 6/6/2017
 9781942556664 | \$12.99 / \$17.99 Can.
 Trade Paperback | 120 pages | Carton Qty: 34
 11.5 in H | 8.5 in W

MARKETING

Ad placement in Topix Color Book
 Bookazines Distribution 200K
 No less than 5 YouTube videos
 dedicated to Delicious Doodle Dreams
 Journal on Author's channel
 Post videos on each of Author's
 YouTube channels (they can be original
 to each channel if desired)
 Link under each video on Author's
 YouTube channel
 Keep at least one video about the book
 in the top 1/2 of Author's playlist to
 maximize visibility
 Social Media outreach across all outlets:
 YouTube—Main Channel: 3,230,598
 subscribers, YouTube—Second C...



Noah's Ark of Amazing Animals

Media Lab Books

A beautiful, textured, accordion-style picture book depicting Noah's Ark that is sure to be a treasured favorite in Christian families.

Young children will love being introduced to the story of Noah's Ark in this expanding, accordion-style picture book! Once completely unfolded, children will marvel at the 5-foot ark full of animals that lies before them. The full story of Noah's Ark is written on the reverse side of the ark, making this two fun books in one.

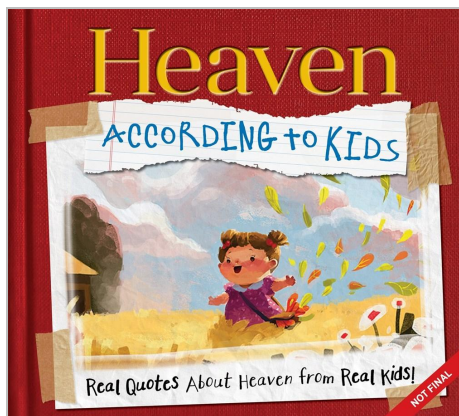
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JUVENILE NONFICTION / RELIGIOUS / CHRISTIAN

Media Lab Books | 5/30/2017
 9781942556619 | \$12.99 / \$17.99 Can.
 Hardcover | 20 pages | Carton Qty: 100
 6 in H | 6 in W

MARKETING

Ad placement in Christian resource catalogs
 Blogger outreach to Christian teen websites
 Mommy Blogger outreach



**JUVENILE NONFICTION /
RELIGIOUS / CHRISTIAN**

Media Lab Books | 7/4/2017

9781942556626 | \$12.99 / \$17.99 Can.

Hardcover | 40 pages | Carton Qty: 36

9.3 in H | 10.3 in W

MARKETING

Ad placement in Christian resource
catalogs

Blogger outreach to Christian teen
websites

Mommy Blogger outreach

Heaven According to Kids

Real Quotes About Heaven from Real Kids!

Media Lab Books

An illustrated, touching and sometimes humorous collection of quotes from children describing heaven that Christian families will love to read and gift.

This beautifully illustrated book of quotes from real children will be treasured by Christian families everywhere. Each spread includes a child's description of heaven, accompanied by hand-drawn illustrations to bring their quote to life. Kids and adults alike will love reading this book and imagining what heaven is like for themselves.

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: Mega Machines

Explore Awesome Things That Go with Ryder and the Pups!

Media Lab Books

Based on the hit Nickelodeon preschool series, this Show and Tell Me book is filled with facts about planes, trains and things that go. Ideal for PAW Patrol fans and young vehicle aficionados

Join Ryder and the pups as they discover cool facts about planes, trains, cars and other things that go! This nonfiction Show and Tell Me book is filled with jokes, information and activities to keep kids engaged as they learn about real life vehicles from Chase, Marshall and the rest of the Paw Patrol.

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JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 8/8/2017
 9781942556695 | \$12.99
 Hardcover | 72 pages | Carton Qty: 36
 10 in H | 7.7 in W

MARKETING

Advertising in Newsstand Magazine
 Specials (Circ. 175K) Summer 2017
 Excerpts placed in key print and social
 media outlets, including top Nickelodeon
 fan sites and bloggers
 Nick JR Social Media Support: Facebook
 (986k followers)



Paw Patrol: Real Rescue Dogs

And More Furry Friends!

Media Lab Books

Explore how trained dogs help our rescue teams with Ryder and friends!

The pups of PAW Patrol find out they're not the only dogs who help people—lots of dogs are heroes! In this informative book in the Show and Tell Me series, kids will discover through eye-popping photos and fun fact bursts how specially trained dogs help police officers, rescue teams, firefighters and more! Incredible true stories of pets who have saved their owners are also featured.

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 | 8/8/2017

9781942556701 | \$12.99

Hardcover | 72 pages | Carton Qty: 38

9.5 in H | 8 in W

MARKETING

Advertising in Newsstand Magazine

Specials (Circ. 175K) Summer 2017

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

Nick JR Social Media Support: Facebook (986k followers)



Madagascar Chunky Book Set

Media Lab Books

Based on the DreamWorks film Madagascar, these "chunky" books are perfect for little hands and help young children associate pictures of animals with their proper names.

Explore the wonderful world of animals with Madagascar's chunky books collection. Packaged in a slip case, each of the two 10-page books (3.125 x 3.125) is filled with fun and facts. Enjoy your favorite movie again and again with the exclusive board books in awesome animal shapes. Pass on your love of Marty, Alex and the whole gang for birthdays, baby gift, and more!

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JUVENILE NONFICTION / ANIMALS

Media Lab Books | 8/15/2017
 9781942556718 | \$8.99 / \$12.99 Can.
 Hardcover | Carton Qty: 20
 9.4 in H | 3.1 in W

MARKETING

Advertising in Newsstand Magazine
 Specials (Circ. 175K) Summer 2017
 Excerpts placed in key print and social
 media outlets, including top DreamWorks
 fan sites and bloggers.
 DreamWorks Social Media Support:
 Facebook (2.9 Million followers)

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