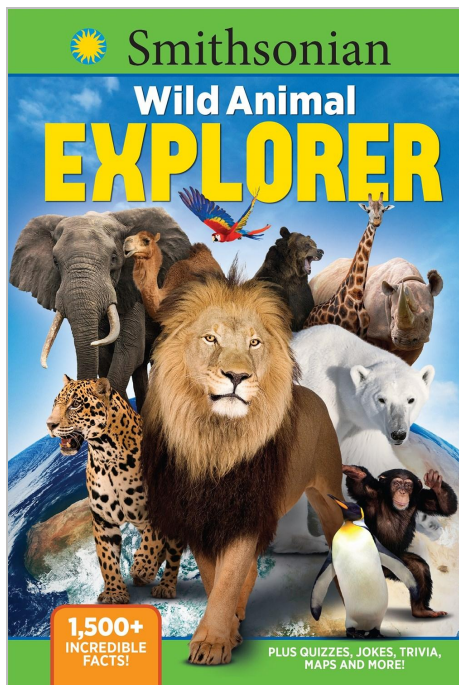




MEDIA LAB
BOOKS

*Spring/Summer
2019 Catalog*



Smithsonian Wild Animal Explorer

1500+ incredible facts, plus quizzes, jokes, trivia, maps and more!

Media Lab Books

This amazing book is jammed with thousands of facts and hundreds of eye-popping photos detailing the world’s coolest, most incredible creatures!

Wild Animal Explorer provides young readers with hours of entertainment and insights into the worlds of mammals, reptiles, amphibians, arthropods, fish, birds, and more.

Organized by environment (jungles, grasslands, forests, oceans, etc.), this almanac features the well-known, yet fascinating (tigers, elephants, ants) as well as the unusual and rarely seen (mole rats, borrowing owls).

Each entry focuses on a specific animal and details where it can be found, how big it is, and a variety of fascinating, little known facts that help explain how and why it acts the way it does. For example, honey bees need to land on about two million flowers to make a single pound of honey. Earthworms can burrow more than six feet deep in a single day!

FEATURES

- 300+ full color photos
- 1500+ compelling facts
- Dozens of animal-themed trivia, quizzes, riddles, checklists and more
- More than 300 pages of bold visuals and exciting content in all

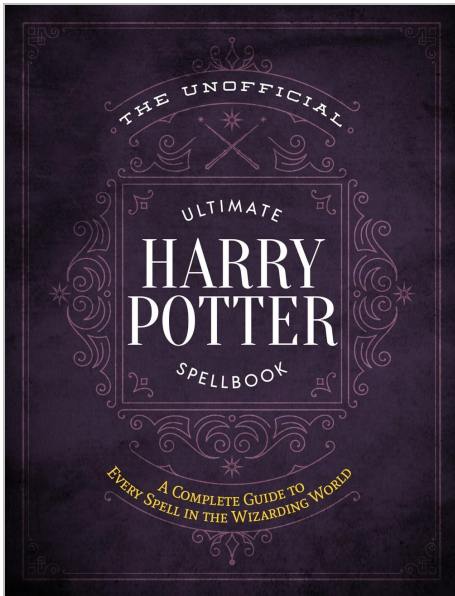
The editors at Media Lab Books publish branded children's books that cover a wide variety of categories and topics including general interest, cookbooks, coloring books, history, games, activity books and reference. Our brand partners include Disney, WWE, Nickelodeon, DreamWorks, Mother Goose Club, Wild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

JUVENILE NONFICTION / ANIMALS

Media Lab Books | 5/7/2019
 9781948174213 | \$14.99 / \$19.50 Can.
 Trade Paperback | 336 pages | Carton Qty: 24
 9 in H | 6 in W
 300+ full color photos

MARKETING

Smithsonian’s National Zoo will promote via all social media channels in advance of and during publication.
 Featured title in children’s book ad going into SLJ and Shelf Awareness
 Feature ad in six children’s newsstand-only special edition bookazines publishing in Spring/Summer 2019 (120,000 average circ.)



The Unofficial Ultimate Harry Potter Spellbook

A complete reference guide to every spell in the wizarding world

Media Lab Books

A Harry Potter fan's dream come true! Information on every spell ever cast or recorded in the world of Harry Potter!

The Unofficial Ultimate Harry Potter Spellbook is a beautiful, elegantly designed reference that details all of the known spells cast in the Harry Potter films, books, video games and card games, as well as official Harry Potter spinoffs, such as Fantastic Beasts and Where to Find Them.

Each spell is given its own entry including spell name, pronunciation details, a description of the spell effect, spell casting methods, wand movements, hand movements and vocalizations, plus primary sources in which the spell was used. Readers will also find trivia related to each spell, such as who it was used against, what the outcome was, or what a spell's unusual history might be.

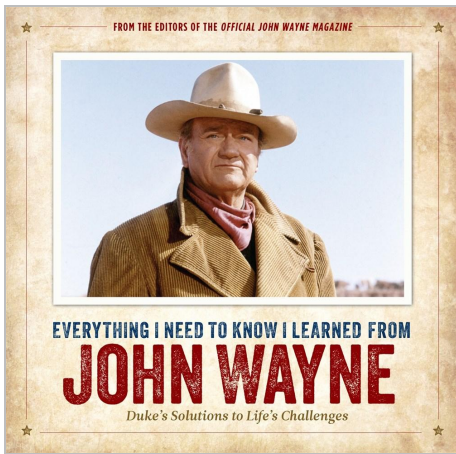
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JUVENILE FICTION / PERFORMING ARTS / FILM

Media Lab Books | 6/18/2019
 9781948174244 | \$14.99 / \$19.50 Can.
 Hardcover Paper over boards | 160 pages |
 Carton Qty: 20
 8.5 in H | 6.5 in W

MARKETING

Full page ad in 200,000 copies of Newsweek Harry Potter newsstand magazine
 Full page ads in 4 children's newsstand special interest magazines (ave. circ 150,000)
 Special ARC giveaway and promotion with Muggle.net
 Publicity campaign to relevant kids/parenting media, blogs and social media influencers



REFERENCE / PERSONAL & PRACTICAL GUIDES

Media Lab Books | 5/7/2019
 9781948174091 | \$16.99 / \$22.50 Can.
 Hardcover Paper over boards | 224 pages |
 Carton Qty: 20
 6.5 in H | 6.5 in W
 Color and b&w photos throughout

MARKETING

Robust social media promotional campaign conducted by John Wayne Enterprises.
 Feature ads in four issues of the official John Wayne magazine (160K circ).
 PR campaign to men's print, online and social media channels

Everything I Need to Know I Learned from John Wayne

Duke's Solutions to Life's Challenges

Editors of the Official John Wayne Magazine

Handle challenging situations and complicated decisions by tapping into the examples provided by one of America's most respected icons.

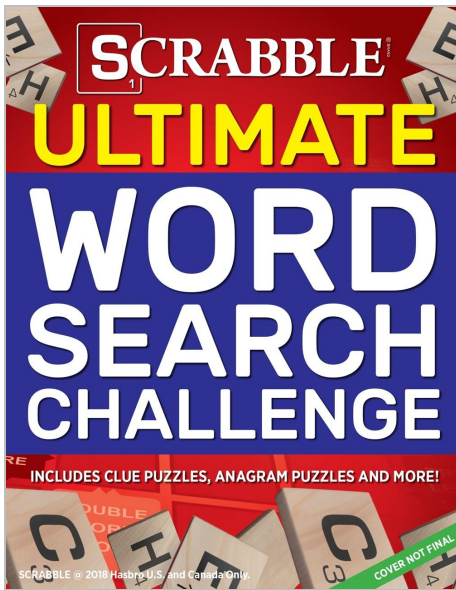
During his life, John Wayne was seen as a beacon of patriotism, manliness and moral conviction, living by a personal code that has continued to resonate 40 years after his passing.

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

Featuring more than 50 lessons pulled straight from John Wayne's films, Everything I Need to Know I Learned from John Wayne provides insights into how to handle dozens of challenges, from managing anger and succeeding at work, to raising children and responding to bullies.

Hundreds of quotes, scene breakdowns and full-color photos provide a glimpse into how Duke lived his life and how his approach can help readers overcome anything thrown at them.

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 160,000 copies worldwide. Their other books include the bestselling John Wayne: Made in America, The Official John Wayne Handy Book for Men, and The John Wayne Code, among others.



GAMES & ACTIVITIES / WORD & WORD SEARCH

Media Lab Books | 8/13/2019
 9781948174237 | \$14.99 / \$19.50 Can.
 Trade Paperback | 320 pages | Carton Qty: 16
 9 in H | 7 in W

MARKETING

Full-page feature ad in four Newsweek special edition magazines (160,000 average circ.)
 Publicity campaign to puzzle, brain teaser, gaming and logophile blogs and websites

Scrabble Ultimate Word Search Challenge

Includes clue puzzles, anagram puzzles and more!

Media Lab Books

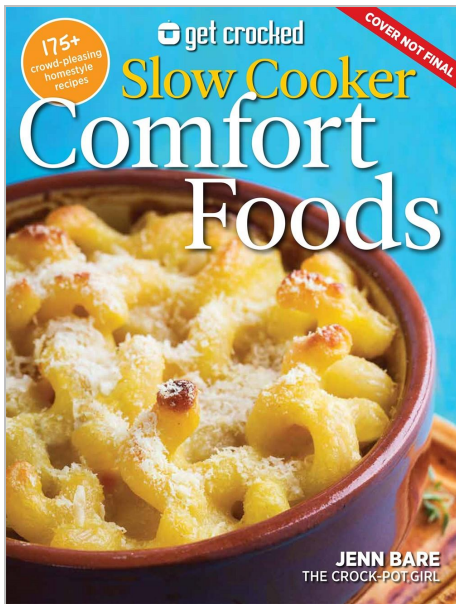
This big book of word search puzzles takes word search to a whole new level with puzzles that test the talents and skills of even the best puzzler.

The classic game of Scrabble is something one immediately associates with fun, friends, and - what else - words! That being the case, there's nothing more natural than Scrabble word puzzle books for adults.

This new book features hundreds of fun and challenging word search puzzles that will keep word lovers entertained for hours. In addition, the book introduces readers to new types of word searches, including clue puzzles, which provide clues to specific hidden words, rather than the words themselves, and anagram word searches, which don't give any clues at all, only a series of letters which readers will have to unscramble to figure out what words to find.

The book also includes hundreds of clever quotes, word trivia and much more.

The Editors of Media Lab Books publish branded books that cross a wide variety of categories and topics including games, cookbooks, general interest, biographies, and many others. Our branded partners include Disney, Hasbro, Newsweek, John Wayne Enterprises, Get Crocked, Simply Gluten Free, Jack Hanna, and many others.



Get Crocked Slow Cooker Comfort Foods

More than 175 crowd-pleasing homestyle recipes

Jenn Bare the Crock-Pot® Girl

This big book is packed with hundreds of stunning food photos and easy slow cooker recipes sure to please.

Get Crocked Slow Cooker Comfort Foods is the perfect guide to making soul-soothing, delicious dishes for any occasion, hassle-free. With each recipe’s easy-to-follow directions, readers will be able to whip up homemade meals in no time, whether they and their nearest and dearest are craving a comfort classic or an all-new dish of soul-warming wonder. And best of all, there’s no shortage of everyone’s favorite food group – bacon!

What's more, this new Jenn Bare cookbook comes in a larger, more eye-catching format than her previous books, designed for easier reading and bigger, bolder food photography.

Jenn Bare is a mom, chef and the Crock-Pot (R) Girl, the official brand ambassador for Crock-Pot (R) Slow Cookers. She is the founder of GetCrocked.com, the #1 online resource for slow cooker recipes, tips and tricks, and the author of Get Crocked Slow Cooker 5-Ingredient Favorites, Get Crocked Soups & Stews and Get Crocked Fast & Easy Slow Cooker Recipes. Bare has more than 1.5 million devoted Facebook followers.

COOKING / METHODS / SLOW COOKING

Media Lab Books | 8/27/2019
 9781948174084 | \$22.99 / \$29.99 Can.
 Hardcover Paper over boards | 272 pages |
 Carton Qty: 12
 10.9 in H | 8.3 in W
 Color photos throughout

MARKETING

Created by Jenn Bare, the Crock-Pot Girl, and featured in her newsstand only publication Get Crocked.
 Promoted by Jenn Bare through her popular website and social media feeds, including Facebook (1.5M followers) and Twitter (25K followers).
 Print ads in six news stand only magazines, including Newsweek special editions, and others.

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