

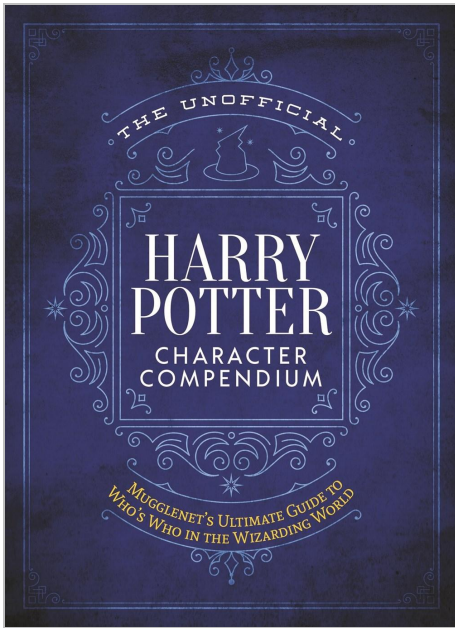
THE OFFICIAL



MEDIA LAB
BOOKS

*Spring/Summer
2020 Catalog*

BEAUTIFUL BOOKS FOR COOKING,
GAMING, IMAGINING AND LIVING WELL



**JUVENILE FICTION /
PERFORMING ARTS / FILM**

Media Lab Books | 6/23/2020
9781948174442 | \$16.99 / \$22.50 Can.
Hardcover Paper over boards | 336 pages |
Carton Qty: 12
8.5 in H | 6.5 in W
n/a

MARKETING

Feature ads in four Newsweek special edition bookazines (150K average circ).
Featured ads and excerpt in Newsweek Harry Potter special edition bookazine (180K circ.)
Social media marketing campaign driving by the MuggleNet.com website and all related social media channels.
Review copies sent to all major Harry Potter fan sites and online influencers.

The Unofficial Harry Potter Character Compendium

MuggleNet's Ultimate Guide to Who's Who in the Wizarding World

The Editors of MuggleNet

The first of its kind, this magical tome details every character included in the official canon of J.K. Rowling's Harry Potter series!

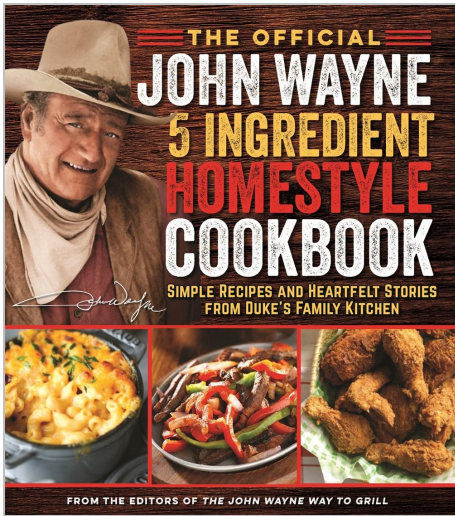
From Harry, himself, to Sir Cadogan, the living portrait, this massive tome details every character created by J.K. Rowling and appearing in the official Harry Potter canon of books, movies and plays.

Each entry will highlight one character, with some entries making up a half page, while others might take up a full spread. Readers will find details of when the character was first mentioned, appearance, wizard school, house, patronus, wand, related family members, skills and achievements, personal history and more! With more than 700 characters included, this book is packed from cover to cover.

The book will also include genealogical charts and family trees for the major characters, world maps detailing important locations, homes and schools, as well as charts detailing alliances between characters.

The content is compiled by the editors of MuggleNet.com, the #1 Wizarding World resource since 1999.

MuggleNet.com, the #1 Wizarding World resource since 1999, is dedicated to honoring the magic of the wizarding world by providing reliable, fun, informative content to our readers. The site is run by Wizarding World aficionados who are passionate about making MuggleNet the best it can be. We pride ourselves on our diverse group of 100+ global volunteers, ranging in age from 15 to 55.



The Official John Wayne 5-Ingredient Homestyle Cookbook

Simple Recipes and Heartfelt Stories from Duke's Family Kitchen

Editors of The Official John Wayne Way to Grill

The best homestyle recipes from John Wayne's family kitchen - easy to make and delicious to eat.

This warm, welcoming cookbook presents many of Duke's favorite family recipes, all created with five ingredients or less. Perfect for Sunday dinners, family gatherings, tailgate parties or even a picnic lunch, the 100+ recipes included within will have your family asking for seconds and thirds, no matter what they like to eat.

Packed with hundreds of mouth-watering photos, plus images from Duke's storied career and heartwarming family life, this is the one cookbook you need to experience dinner at Duke's table, from his kitchen to yours.

John Wayne cookbooks are consistent winners, favored by anyone who likes to eat well and enjoy reminiscing about one of America's most treasured icons.

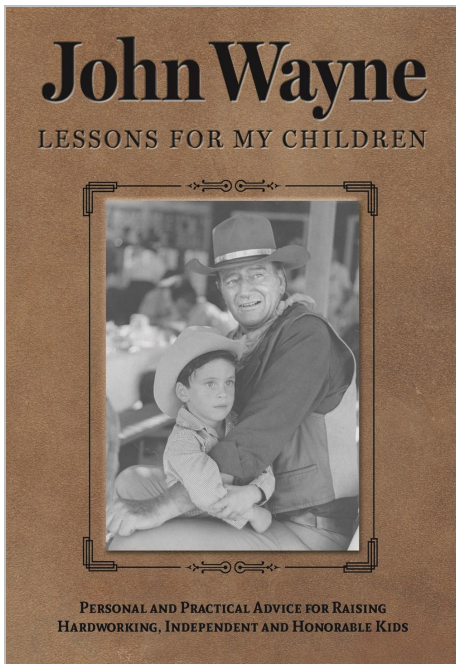
The Editors of *The Official John Wayne Magazine* oversee publication of the authorized bi-monthly guide to all things Duke, celebrating the life and legacy of one of America's greatest icons. Created with the help of the actor's youngest son, Ethan Wayne, and featuring exclusive photos, stories, and memorabilia from the Wayne Family Archives, *The Official John Wayne Magazine* is the world's foremost authority on all things Duke.

COOKING / REGIONAL & ETHNIC / AMERICAN

Media Lab Books | 8/25/2020
 9781948174473 | \$22.99 / \$29.99 Can.
 Trade Paperback | 256 pages | Carton Qty: 16
 9 in H | 8 in W
 200+ color and b&w photos

MARKETING

Advertised in *The Official John Wayne Magazine* with a circulation of 130,000
 Social media campaign to Duke's Facebook (2.47M), Instagram (155K) and Twitter (30K) followers
 PR campaign to print and digital media



John Wayne: Lessons for My Children

Personal and Practical Advice for Raising Hardworking, Independent and Honorable Kids

Editors of the Official John Wayne Magazine

Dads, both young and old, will be inspired by these anecdotes and quotes to usher their own children along an honorable path to adulthood.

The perfect gift for new fathers, old fathers and fathers-to-be!

John Wayne is renowned as having been a larger than life, yet his personal code was a simple one of loyalty, self-reliance, grit, honesty, patriotism and generosity.

John Wayne: Lessons for My Children examines how Wayne used his beliefs to raise six lively kids into successful young adults, and how those lessons might be used by readers to help guide their own sons and daughters.

Packed with stories from Duke’s children, quotes from Duke, himself, and analyses of key scenes from Duke’s films, plus dozens of touching, rousing and inspiring photos from Duke’s family life as well as his films, *John Wayne: Lessons for My Children* is a perfect gift for dads and Duke fans everywhere.

The book itself is a stunning handbook with glossy pages, and a leatherette cover to ensure the book lasts for years and years. The perfect impulse purchase for Father’s Day or any day.

The Editors of *The Official John Wayne Magazine* publish a the only authorized periodical devoted to the life and legend of "Duke" Wayne, with a circulation of more than 130,000 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.

FAMILY & RELATIONSHIPS / PARENTING / FATHERHOOD

Media Lab Books | 5/5/2020
 9781948174435 | \$15.99 / \$20.99 Can.
 Trade Paperback | 160 pages | Carton Qty: 52
 7.5 in H | 5.3 in W | 0.6 in T | 0.7 lb Wt
 50+ color and black and white photos

MARKETING

Feature ads in four issues of The John Wayne Collector's Edition Magazine (200K average circ).
 Social media campaign across all official John Wayne accounts (FB: 2.5M followers; Twitter: 29K followers; Instagram: 136K followers)

Index

| | |
|---|---|
| John Wayne: Lessons for My Children: Personal and Practical Advice for Raising Hardworking, Independent and Honorable Kids ; Editors of the Official John Wayne Magazine. | 4 |
| Official John Wayne 5-Ingredient Homestyle Cookbook, The: Simple Recipes and Heartfelt Stories from Duke's Family Kitchen ; Editors of the Official John Wayne Magazine | 3 |
| The Editors of MuggleNet; The Unofficial Harry Potter Character Compendium: MuggleNet's Ultimate Guide to Who's Who in the Wizarding World. | 2 |
| the Official John Wayne Magazine, Editors of; John Wayne: Lessons for My Children: Personal and Practical Advice for Raising Hardworking, Independent and Honorable Kids. | 4 |
| the Official John Wayne Magazine, Editors of; The Official John Wayne 5-Ingredient Homestyle Cookbook: Simple Recipes and Heartfelt Stories from Duke's Family Kitchen. | 3 |
| Unofficial Harry Potter Character Compendium, The: MuggleNet's Ultimate Guide to Who's Who in the Wizarding World ; The Editors of MuggleNet. | 2 |