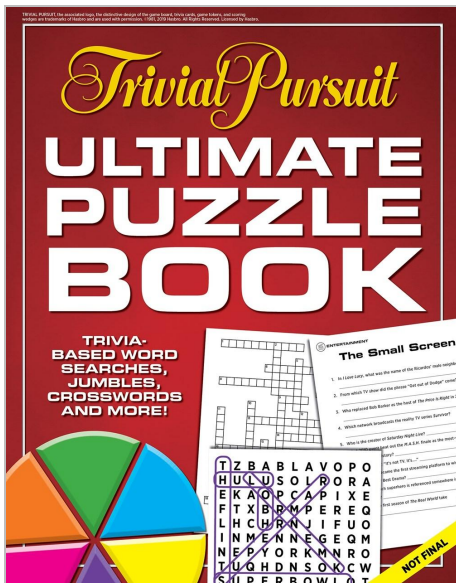




MEDIA LAB
BOOKS

**WINTER 2020
CATALOG**



Trivial Pursuit Ultimate Puzzle Book

Trivia-based word searches, jumbles, crosswords and more!

Editors of Media Lab Books

Perfect for trivia buffs and puzzle fanatics, the *Trivial Pursuit Ultimate Puzzle Book* turns your favorite table-top trivia game into brain-teasing pencil puzzles and challenging word games.

Get ready to give your brain a workout!

The *Trivial Pursuit Ultimate Puzzle Book* includes more than 200 word puzzles that put a spin on what puzzle fans might normally expect. Each puzzle is designed so that trivia is the basis for each answer. So, for example, instead of providing a list of words for a word search, this book provides a list of trivia questions, with the answers hidden in the puzzle. Similarly, the answers in a list of word jumbles might all relate to a general trivia question – such as “What were the names of the first 20 presidents of the United States.”

Each puzzle is categorized by theme, as in the classic Trivial Pursuit game, which covered geography, entertainment, history, arts & literature, science & nature, and sports & leisure.

General trivia questions will be spotlighted in bursts throughout the book for added fun! It's a ton of brain-teasing fun that turns classic tabletop trivia into "do anywhere" pencil puzzle entertainment.

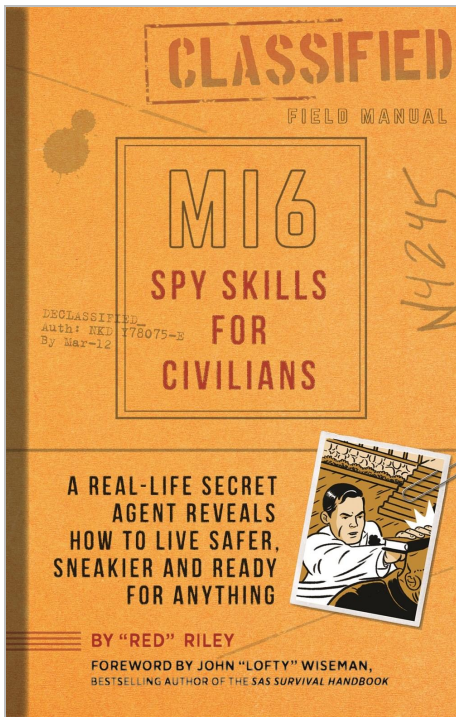
The Editors of Media Lab Books publish branded books that cross a wide variety of categories and topics including games, puzzles, general interest, biographies, and many others. Our branded partners include Disney, Hasbro, Newsweek, John Wayne Enterprises, Bruce Lee, Smithsonian and many others.

GAMES & ACTIVITIES / PUZZLES

Media Lab Books | 2/25/2020
 9781948174367 | \$14.99 / \$19.50 Can.
 Trade Paperback | 320 pages | Carton Qty: 24
 8.9 in H | 7 in W

MARKETING

Promoted via trivia-focused influencer social media and websites
 Full page ads in Newsweek Special Edition magazines (average circ. 120,000)



Mi6 Spy Skills for Civilians

A real-life secret agent reveals how to live safer, sneakier and ready for anything

Red Riley

This fun, fascinating book examines the basics of spycraft, as detailed by a real-life Mi6 secret agent.

Be like Bond. James Bond.

Mi6 Spy Skills for Civilians shows readers how to master the skills of agents in Her Majesty's Secret Service in order to protect themselves, be sneakier and handle any situation - even if it involves escaping from a hostile foreign country. Inside they'll find dozens of real field agent skills detailed and explained, often with helpful illustrations to clarify how they're done. Sections covered include:

- Surveillance
- Safe Travel Tips
- Dead Letter Boxes
- Brush Contacts
- Self Defense
- Intelligence Gathering
- Subterfuge
- Insertion and Extraction Techniques
- And More!

Readers will find more than 100 skills in all, detailed by Red Riley, a former SAS and Mi6 operative. It's invaluable information formerly available only to a select few - and now it's available to readers, too!

Includes a foreword by John "Lofty" Wiseman, bestselling author the *SAS Survival Handbook*.

Red Riley joined the British Army at the age of 18. After basic training, he volunteered for Pilot Training and was eventually appointed Flight Commander SAS Hereford. At the age of 36, he left the Army Air Corps and transferred to the SAS. In 1989, he was recruited by Mi6 where he served until 2015. Now retired, Riley and his wife split their time time between the UK and Spain.

John "Lofty" Wiseman served in the British Special Air Service (SAS) for 26 years. He is the author of the classic mu...

REFERENCE / PERSONAL & PRACTICAL GUIDES

Media Lab Books | 3/10/2020

9781948174404 | \$14.99 / \$19.50 Can.

Trade Paperback | 224 pages | Carton Qty: 30

8.5 in H | 5.5 in W

Illustrated throughout

MARKETING

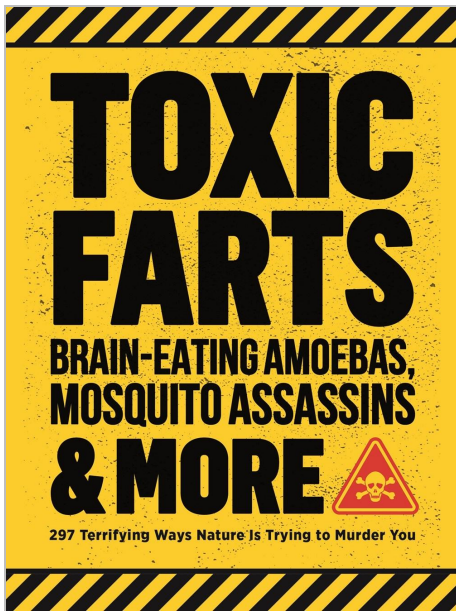
Advance galleys to reviewers and relevant blogs, such as The Art of Manliness

Feature ads in four Newsweek special edition magazines (150K average circ)

Feature ad in John Wayne Official Collector's Edition magazine (160K circ)

Feature ad in The Bruce Lee Official Collector's Edition magazine (180K circ)

Radio and podcast publicity campaign



Toxic Farts, Brain-Eating Amoebas, Mosquito Assassins & More

297 terrifying ways nature is trying to murder you

Media Lab Books

An irreverent, science-based trivia book, *Toxic Farts* is the perfect bathroom reader for the scientifically inclined, providing humanity with the information it needs to survive!

REFERENCE / TRIVIA

Media Lab Books | 4/7/2020
 9781948174381 | \$14.99
 Trade Paperback | 256 pages | Carton Qty: 20
 7.5 in H | 6 in W

MARKETING

Feature ads in four Newsweek special edition magazines (150K average circ)
 ARC mailing to science-related blogs and influencers

Why does nature try to kill us? In the same way that humans “thin the herd” when a particular group of animals grow too dense or too expansive for their habitat, nature tries make sure we live in balance with the world as well, which, let’s face it, we suck at.

Toxic Farts, Brain-Eating Amoebas & Mosquito Assassins details hundreds of the scariest, messiest, smelliest, most terrifying ways that nature works to destroy, maim or sicken humans every single day.

Each page of this book examines an oddity (or two) from the natural world that is harmful to humanity. And we’re not talking about car wrecks, warfare, drug overdoses or parachute accidents. We’re talking about biology, chemistry, botany, invasive little critters that eat our brains, slimes that dissolve our flesh, smells that cause our throats to close up, and other environmental assassins. Provided with such information, we might just survive.

That’s right. It’s humans vs. the world and, damn it, we’re going to win if it kills us.

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

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