



OFFICIALLY
AMAZING

Guinness World Records 2016

Guinness World Records

A snapshot of our universe as seen through the lens of the superlative—this new edition explores the evolution of record-breaking and amazes with all the latest achievements.

The world's perennial best-selling annual is back and bursting with thousands of amazing new records, never-before-seen images, fact-packed infographics and mind-boggling trivia. And as always, we have a few more surprises in store for you...

As well as all your favorite records, relating to talented pets, superhuman achievements, big stuff and extreme vehicles, you'll find show-stopping superlatives from brand-new categories. Topics making their Guinness World Records debut include waterfalls, twins, ballooning, apps, lightning, manga, archaeology, drones, and pirates—and that's just for starters!

See some of our most iconic records **IN FOCUS** to uncover their awe-inspiring secrets. Dare to peek into the Tambora volcano—holder of the record for most powerful eruption. Marvel at the scale of the mighty blue whale—the largest animal on the planet ever! Discover what happens when atoms smash together at close to light speed... Think that's quick? Wait until you read about the fast-and-furious world of sport stacking!

So, get ready for your yearly dose of mind-blowing feats and wonders in Guinness World Records 2016—the global authority on record-breaking.

Guinness World Records (GWR) is the global authority on record-breaking achievements. First published in 1955, the annual Guinness World Records® book has become one of the biggest-selling copyright titles of all time, selling 120 million copies to date in 22 languages and in more than 100 countries. The internationally renowned brand is now also available across a number of platforms—GWR's digital media and online record-processing services attract more than 50 million visitors a year; and the live events team annually entertains and inspires 1.5 million people around the world. GWR receives more than 1,000 applications each week and has a specialized team of multi-language record managers and adjudicators who travel the globe to verify official record attempts.

MARKETING

- National morning and daytime broadcast partnerships during launch week
- Full sell-in to print, online and broadcast media with unique suite of never-before-seen content
- Regional outreach to the top 30 US markets with a video news release and radio tour
- Outreach to key US parent and mom blogs for book recommendations
- Placements in both regional and national holiday gift guides
- Digital banner ad campaign targeting key demographic

PRAISE

...the gold standard in superlatives" – American Profile Magazine

"If you have someone on your holiday shopping list that loves learning and has a thirst for knowledge, you'll want to add to this book to your list" - Nicki's Random Musings (Mommy Blog)



REFERENCE / YEARBOOKS & ANNUALS

Guinness World Records | 9/1/2015

9781910561027 | **\$28.95**

Hardcover | 256 pages | Carton Qty: 10

8.8 in W | 11 in H | 1 lb Wt

Full color throughout

Guinness World Records 2016 Gamer's Edition

Guinness World Records

Now in its ninth edition, Guinness World Records Gamer's Edition is the definitive guide to videogames.

The bestselling videogames annual is back! Bursting with mind-blowing records and tantalizing trivia, the Guinness World Records 2016 Gamer's Edition is a must-have for any gaming fan. Whether you're all about the latest first-person shooter, an app aficionado, an MMO master, or a die-hard retro gamer, you'll find show-stopping records, top 10 roundups, quick-fire facts and stats, and hundreds of amazing new images from all your favorite games. And brand new for this year's book is a dedicated section just for **Minecraft** fans, with a mega-showcase of the greatest construction records, in-game tips and lots more blocky goodness. Plus, discover which tech milestones have been smashed in the last year—in both software and hardware, get all the insider secrets from industry experts, and marvel at the players who have leveled up to the very top of the leaderboards. Think you can challenge the current champions? Look inside to see how to break your very own record!

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MARKETING

- Full sell-in to print, online and broadcast media with unique suite of never-before-seen content
- Regional outreach to the top 10 US markets
- Outreach to gaming enthusiast press, technology beat reporters, and kids blogs
- Placements in both regional and national gift guides

PRAISE

"The ultimate coffee table book for videogame geeks" – *Geeks of Doom*

"Great holiday gift for the game lover of any age on your shopping list" – *GEEK MOM*



GAMES / VIDEO & ELECTRONIC / GENERAL

Guinness World Records | 9/1/2015

9781910561096 | **\$14.99 / \$17.50 Can.**

Trade Paperback | 216 pages | Carton Qty: 26

7.5 in W | 10.4 in H

Full color throughout

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