



MEDIA LAB
BOOKS

FALL 2016 CATALOG

Jack Hanna's Big Book of How

200+ Questions Answered

Jack Hanna

"How?" is one of the questions most asked by kids. Jack Hanna's Big Book of How will help both kids and parents understand the animal world as a learning and fun experience together.

Jack Hanna's Big Book of How presents kids 8–12 years old with answers to the kinds of interesting questions that appeal to their sense of curiosity. Colorful graphics and intriguing photos will answer such questions as “How do Kangaroos Jump so high?” or “How do Parrots Talk?” or “How do Cheetahs run so fast?” The book is the next in the series and follows the *Jack Hanna Big Book of Why*. “How” is the next biggest question that kids ask after why, and this book will help both kids and parents understand the animal world together as a fun, learning experience.

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 three million weekly television 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*.

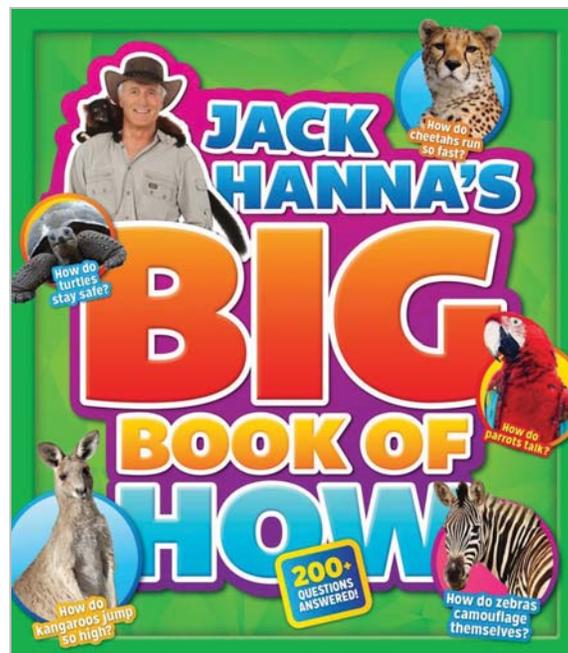
MARKETING

TV marketing promotion on Jack Hanna's Wild Countdown (3 million weekly viewers): TV tags and mentions weekly throughout the first two months of on-sale. 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 appearances (150k combined audiences per year)



JUVENILE NONFICTION / ANIMALS

Media Lab Books | 9/27/2016

9781942556282 | \$17.99 / \$24.99 Can.

Hardcover | 176 pages | Carton Qty: 20

9.2 in H | 8 in W

220 Full Color Photos

Star Wars: Your Great Big Galaxy

Hop aboard the Millennium Falcon and get ready to explore outer space with your favorite Heroes!

Editors of Media Lab Books

Star Wars characters take the reader on a tour of the galaxy, combining fictional character, with facts about the solar system, space travel and stars.

Explore Outer Space aboard the *Millennium Falcon* with Rey, Han, Chewy and Finn. Learn about Black Holes, Exploding Stars and the Pillars of Creation. *Star Wars* characters take the reader on a tour of the galaxy, combining fictional characters with facts about the solar system, space travel and stars. This is a part of the Padawan-Pedia book series, a new *Star Wars* branded line of books for kids ages 6 to 9, geared toward tying fictional characters with non-fiction facts. This book is both educational and fun and encourages kids to learn more about the universe.

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.

MARKETING

Advertising in Marvel Movie Magazines: Dr. Strange/Guardians of the Galaxy (Circ. 175k) and Star Wars Episode VIII (Circ 250k) Gift Roundups

Excerpts placed in key print and social media outlets, including top Star Wars fan sites and bloggers. Tweets from cast members



JUVENILE NONFICTION

Media Lab Books | 10/4/2016

9781942556299 | \$12.99 / \$17.99 Can.

Hardcover | 100 pages | Carton Qty: 20

176 Full Color Photos

Finding Dory: Explore The Big Blue Ocean

With Dory's Underwater World of Friends

Editors of Media Lab Books

Dory takes us on a tour of the Deep Blue Sea in a unique combination of Disney fiction mixed with facts

Dory takes the reader on a tour of the deep blue sea. A fun, engaging combination of Disney fiction mixed with facts about sea creatures. This title is part of the launch of the "Show & Tell Me" book series, a new Disney-branded line of books for kids ages 4 to 6, geared toward tying fictional characters with non-fiction facts. The book features popular Disney undersea characters teaching children about sea life and sea creatures. Surf with Sea Turtles like Crush. Laugh with Clown Fish like Nemo. Learn about Sharks with Bruce.

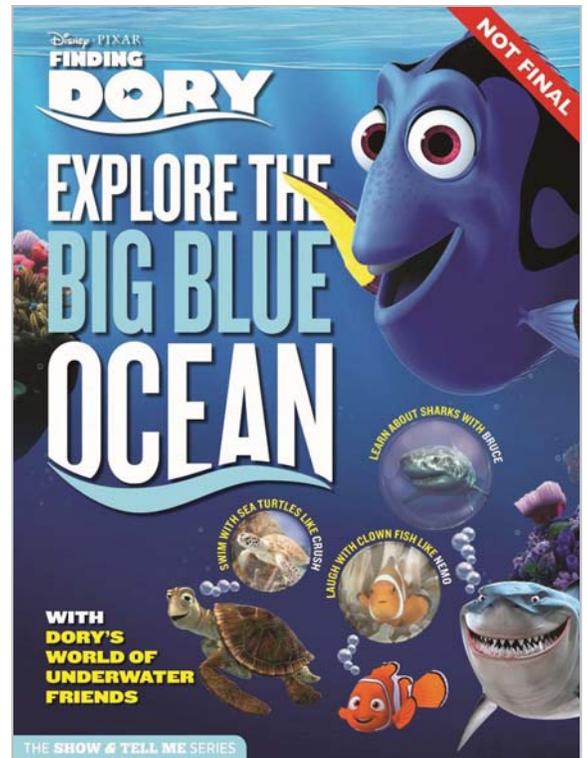
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MARKETING

Advertising in Disney Beauty and the Beast newsstand magazine (Circ. 175k) January 2017

Gift Roundups

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



JUVENILE NONFICTION

Media Lab Books | 10/18/2016

9781942556329 | \$12.99 / \$17.99 Can.

Hardcover | 64 pages | Carton Qty: 20

10 in H | 7.5 in W

176 Full Color Photos

Toy Story: Roar

A Dinosaur Adventure with Rex and Friends

Editors of Media Lab Books

Rex takes us on a tour of the world of dinosaurs. Fact meets fiction in this unique collection of favorite Toy Story Characters talking about prehistoric dinosaur facts and trivia.

“They stomp, they chomp and they fly like Buzz”. It's the fun way to learn about the prehistoric world and beyond. Rex and his friends Rusty and Buzz take the reader on a tour of the world of dinosaurs. A unique combination of Disney fiction mixed with facts about prehistoric times. This title is part of the launch of the "Show & Tell Me" book series, a new Disney-branded line of books for kids ages 4 to 6, geared toward tying fictional characters with non-fiction facts. This book is both educational and fun and will open up new opportunities for kids to learn about dinosaurs, which is always a favorite topic for kids.

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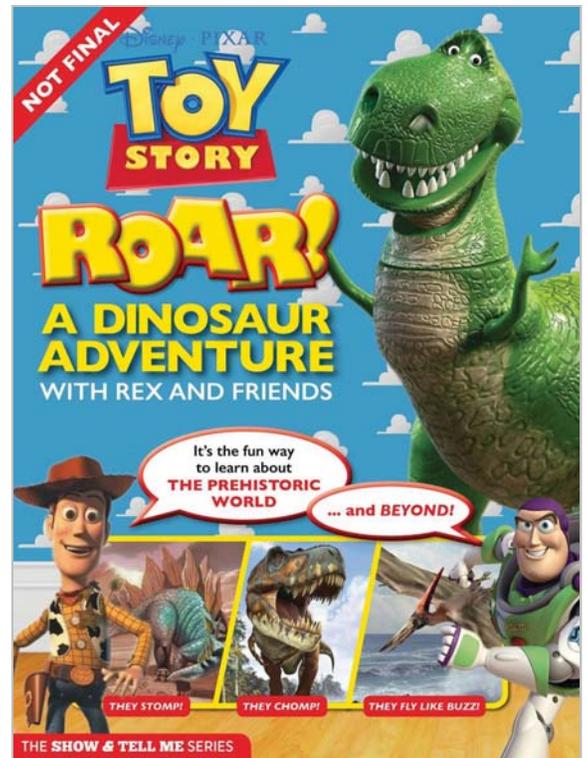
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(Circ. 175k) January 2017

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3+ = +3%



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