



FALL 2017 CATALOG



The Official John Wayne Cast Iron Cookbook

Editors of the John Wayne Official Magazine

Discover what America's most enduring icon loved to create with cast iron in this deluxe cookbook full of rare family and film photos, along with personal anecdotes and heartwarming stories.

Cast iron cooking is as American as John Wayne. Everyone is rediscovering the joy of cooking with classic cast iron. Cast iron cooking is popular in most kitchens with its even heating, and the ability to use it in the kitchen, on the grill or over an open fire. The John Wayne Cast Iron Cookbook pairs down home John Wayne inspired recipes with tips, sidebars and stories that will appeal to any fan and inspire many to create sumptuous hearty meals for the entire family.

The Editors of The Official John Wayne Magazine publish a highly successful bimonthly magazine with a circulation of over 225,000 copies worldwide. The John Wayne magazine boasts a devoted loyal following dedicated to his memory. The John Wayne brand includes a successful, growing line of cookbooks and cookware.

COOKING / METHODS

Media Lab Books | 10/10/2017
 9781942556923 | \$22.99 / \$32.99 Can.
 Trade Paperback | 256 pages | Carton Qty: 20
 9 in H | 8 in W

MARKETING

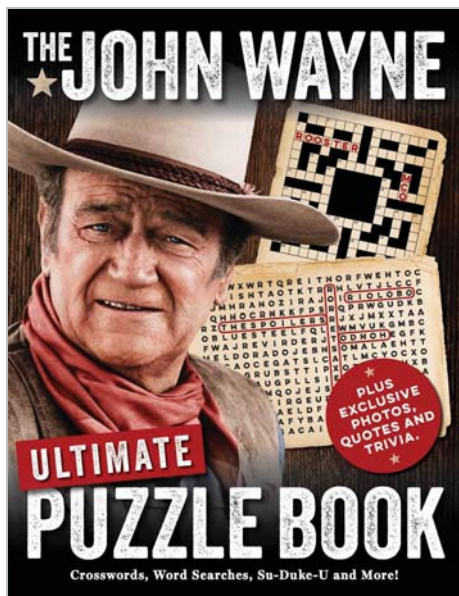
Advertising in John Wayne Magazine
 Circ 224,000
 Social Media outreach through John
 Wayne website: 2,125,493 Facebook
 fans/ 7,317 Twitter followers
 TV appearances with Ethan Wayne
 Excepts in major newspapers

ALSO AVAILABLE

The Official John Wayne Way To Barbecue
 4/2017 | 9781942556503
 Trade Paperback | \$22.99 / \$32.99 Can.

**The Official John Wayne Family Cookbook:
 Recipes and Recollections from Duke's
 Kitchen to Yours**
 10/2016 | 9781942556305
 Trade Paperback | \$22.99 / \$32.99 Can.

**The Official John Wayne Way to Grill: Great
 Stories & Manly Meals Shared By Duke's Family**
 5/2015 | 9781942556015
 Trade Paperback | \$22.99 / \$26.99 Can.



The John Wayne Ultimate Puzzle Book

Media Lab Books

An adult activity book filled with crossword puzzles, word searches, “su-Duke-u” and more. With high-quality John Wayne pictures and trivia, this is a great gift for Duke fans and puzzle-lovers.

An adult activity book aimed at puzzle lovers and John Wayne fans alike. Stuffed with John Wayne photos and trivia, this book includes a range of easy-to-hard, original puzzles, including Su-duke-u, crosswords, word searches, quote jumbles and more.

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.

GAMES & ACTIVITIES / PUZZLES

Media Lab Books | 10/10/2017
 9781942556817 | \$14.99 / \$20.99 Can.
 Trade Paperback | 400 pages | Carton Qty: 20
 9 in H | 7 in W
 More than 300 images of John Wayne and illustrated puzzles.

MARKETING

John Wayne Social Media: Facebook includes over 2.6 million followers. Social media promotion.
 Twitter messaging will start on 10/7 directing bi-weekly tweets to 14K followers
 Facebook page will feature several of the hardest themed puzzles with a contest for a chance to win a free book.
 Puzzle excerpts and syndication with major newspapers
 Promotion in John Wayne Magazine (Circulation 200,000 copies per issue).

ALSO AVAILABLE

The John Wayne Code: Wit, Wisdom and Timeless Advice
 5/2017 | 9781942556589
 Trade Paperback | \$15.99 / \$22.99 Can.

The Official John Wayne Way To Barbecue
 4/2017 | 9781942556503
 Trade Paperback | \$22.99 / \$32.99 Can.

The Official John Wayne Family Cookbook: Recipes and Recollections from Duke's Kitchen to Yours
 10/2016 | 9781942556305
 Trade Paperback | \$22.99 / \$32.99 Can.