



FALL 2017 CATALOG



Blaze and the Monster Machines

Biggest, Most Awesome Machines Ever

Media Lab Books

Based on the popular Nick Jr series, this book about awesome machines like rockets, monster trucks and roller coasters will be loved by both Blaze fans and any child interested in machines.

In this Show and Tell Me book, AJ, Blaze and the rest of the monster machines learn fun facts about all kinds of machines, like the biggest and fastest rockets, roller coasters, and monster trucks ever invented. Plus, interesting science terms will be explained along the way.

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.

JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 9/5/2017

9781942556756 | \$12.99

Hardcover | 72 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

MARKETING

Advertising in Newsstand Magazine
Specials (Circ. 175K) Fall 2017

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

Nick JR Social Media: Facebook
includes over one million followers.

Social media promotion will start on
9/1/17.

Inclusion in key holiday gift roundups

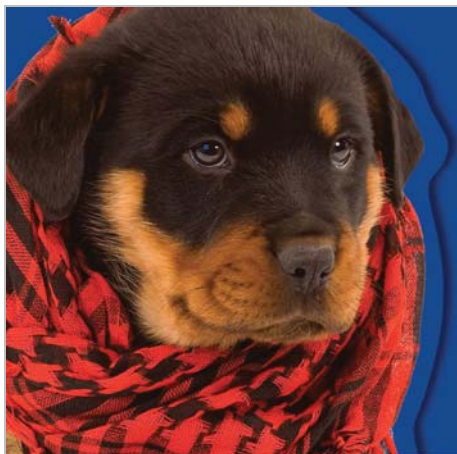
Winter Puppies Chunky Book Set

Media Lab Books

These chunky, winter and holiday-themed books make perfect stocking stuffers and winter gifts for any young puppy lover.

This winter themed set of three chunky books features adorable puppies having cold weather fun in sweaters and hats! Perfect for small hands, each spread has a winter or holiday-themed word accompanied by a lovable puppy.

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JUVENILE NONFICTION / ANIMALS / DOGS

Media Lab Books | 9/12/2017
 9781942556770 | \$8.99 / \$12.99 Can.
 Hardcover | 12 pages | Carton Qty: 20
 9.4 in H | 4.5 in W
 5-7 color images; Packaged in a sleeve.

MARKETING

Advertising in Newsstand Magazine
 Specials (Circ. 175K) Fall 2017, including
 Newsweek and Disney 2017
 Inclusion in key holiday gift roundups
 Social media outreach through top
 mommy bloggers like "Cool Mom Picks"
 with over 800,000 visitors per month

Wild Kratts Chunky Book Set

Media Lab Books

In this fun set of three chunky books, kids will explore land, sea and animals who fly with the Wild Kratts gang.

Tiny hands will love turning thick pages with their favorite animals from the PBS hit show Wild Kratts, and parents will love the early introduction to flying, underwater and baby animals! A great gift for any early reader.

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JUVENILE NONFICTION / ANIMALS

Media Lab Books | 9/19/2017
 9781942556787 | \$8.99
 Hardcover | 10 pages | Carton Qty: 20
 9.4 in H | 4.5 in W
 5-7 color images; Packaged in a sleeve.

MARKETING

Advertising in Newsstand Magazine
 Specials (Circ. 175K) Fall 2017
 Promotion on PBS Parents Twitter page
 @pbsparents — 982k followers; 1 week
 before pub date
 Promotion on PBS Parents Facebook
 page @pbsparents— 164,192 likes;
 159,752 followers: 1 week before onsale
 date and one week after onsale



DreamWorks: Why Are Pandas So Pudgy?

A Big Book of Bigger Questions

Media Lab Books

Shrek, Po and Alex answer every kid’s favorite questions in this fun, fact-filled book.

Young fans of the DreamWorks Heritage collection, including Shrek, Kung Fu Panda and Madagascar, will delight in having all of their burning “Why?” questions answered by familiar faces! Favorite characters like Po, Shrek and Alex answer questions such as “Why do people get boogers?” and “Why do zebras have stripes?”. A great gift for any DreamWorks fan or inquisitive young mind!

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JUVENILE NONFICTION / CURIOSITIES & WONDERS

Media Lab Books | 10/10/2017
 9781942556794 | \$19.99 / \$27.99 Can.
 Hardcover | 184 pages | Carton Qty: 20
 9.2 in H | 8 in W
 More than 100 color photos and character images.

MARKETING

DreamWorks Facebook page has 6.1 million followers that will receive notification on how and where to buy the book.
 Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017
 Social media promotion on each character's individual Facebook page reaching over 1 million followers
 Inclusion in Big Book of Why cross-merchandising themed display promotions and offers.
 Social media quiz initiatives through Facebook, and fan websites, with a chance to win a book.

ALSO AVAILABLE

Madagascar Chunky Book Set
 8/2017 | 9781942556718
 Hardcover | \$8.99 / \$12.99 Can.

Kung Fu Panda Family Tree
 5/2017 | 9781942556671
 Hardcover | \$12.99 / \$17.99 Can.



Shimmer and Shine: Awesome Animals Divine!

A Guide to Creatures Around the World

Media Lab Books

Leah, Shimmer and Shine go exploring to see the cutest animals all over the world, teaching kids where these cute animals are from, how large they are, and fun facts about their behavior.

Leah, Shimmer and Shine go exploring to see the cutest animals all over the world! Filled with adorable pictures and fun facts about cuddly creatures, such as where they live, what they eat, and any peculiar behaviors they may have.

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JUVENILE NONFICTION / ANIMALS

Media Lab Books | 10/10/2017

9781942556800 | \$12.99

Hardcover | 72 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

MARKETING

Nick JR Social Media: Facebook includes over one million followers. Social media promotion will start on 9/1/17.

Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017

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

Shimmer and Shine has multiple popular YouTube programs. We expect to promote the Shimmer and Shine Awesome Animals Divine there.

Inclusion in key holiday gift roundups



Teenage Mutant Ninja Turtles: Ewww! What's That Smell, Dude?

Media Lab Books

With all the favorite characters from Nickelodeon’s Teenage Mutant Ninja Turtles, this gross-but-true account of the smelliest things in the world is perfect for young TMNT fans everywhere.

Living in a sewer has made the Teenage Mutant Ninja Turtles experts on what stinks. Join Donatello, Leonardo, Michelangelo and Raphael in discovering some of the worst smells in the world and just what makes them smell so bad. See where durian fruit, sweaty armpits, rotting eggs and more rank on their Stink-o-Meter.

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JUVENILE NONFICTION / CURIOSITIES & WONDERS

Media Lab Books | 10/24/2017

9781942556824 | \$12.99

Hardcover | 72 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

MARKETING

Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017

Teenage Mutant Ninja Turtles Social

Media: Facebook includes over 1.6 million followers. Social media promotion will start on 10/10/17.

Inclusion in key holiday gift roundups

Nick JR Social Media: Facebook includes over one million followers.



Why Do Dogs Drool?

A PAW Patrol Big Book of Why

Media Lab Books

Characters from the favorite preschool series PAW Patrol help kids learn the answers to tons of “Why?” questions about themselves, animals and the world around them.

Marshall, Chase and the rest of the pups help answer lots of “Why” questions in categories like people, animals, health, and the world, such as why do puppies like licking people so much and why do people float? A perfect gift for any curious child!

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**JUVENILE NONFICTION /
CURIOSITIES & WONDERS**

Media Lab Books | 10/24/2017

9781942556831 | \$19.99

Hardcover | 184 pages | Carton Qty: 20

9.2 in H | 8 in W

More than 200 color photos and character images.

MARKETING

Nick JR Social Media: Facebook includes over one million followers.

Social media promotion for this book will start on 10/17/17.

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

Advertising in Newsstand Magazine

Specials (Circ. 175K) Fall 2017

Paw Patrol Social Media: Facebook

includes over 112K followers.

Paw Patrol has multiple popular YouTube

programs. We expect to promote the

Paw Patrol Big Book of Why there.

ALSO AVAILABLE

PAW Patrol: Mega Machines: Explore

Awesome Things That Go with Ryder and the Pups!

8/2017 | 9781942556695

Hardcover | \$12.99

PAW Patrol: Real Rescue Dogs: And More

Furry Friends!

8/2017 | 9781942556701

Hardcover | \$12.99



PAW Patrol: Hometown Heroes

Media Lab Books

Based on the hit Nickelodeon preschool series, this Show and Tell Me book is filled with facts about the public service workers who make your town better.

In this Show and Tell Me book, Ryder and the pups discover that there are heroes in everyone’s town! Join them in talking about firefighters, police officers, lifeguards and more, learning what each of these people do and why they’re essential to making towns better places. Ideal for PAW Patrol fans and any child curious about police officers, firefighters, paramedics and more.

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JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 10/31/2017

9781942556855 | \$12.99

Hardcover | 72 pages | Carton Qty: 36

10 in H | 7.7 in W

More than 100 color photos and character images.

MARKETING

Nick JR Social Media: Facebook includes over one million followers. Social media promotion will start on 11/1/17.

Inclusion in key holiday gift roundups

Paw Patrol Social Media: Facebook includes over 112K followers.

Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017

ALSO AVAILABLE

PAW Patrol: Mega Machines: Explore Awesome Things That Go with Ryder and the Pups!

8/2017 | 9781942556695

Hardcover | \$12.99

PAW Patrol: Real Rescue Dogs: And More Furry Friends!

8/2017 | 9781942556701

Hardcover | \$12.99



Kung Fu Panda 123

A Counting Book

Media Lab Books

This introduction to numbers and counting is something toddlers will want to read again and again! A great gift for any family that loves Kung Fu Panda.

Introduce your child to numbers and counting in this adorable Kung Fu Panda baby book. Kids will love counting dumplings and Kung Fu Panda characters all the way up to 10!

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JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 10/31/2017
 9781942556848 | \$7.99 / \$11.50 Can.
 Hardcover | 24 pages | Carton Qty: 100
 6.5 in H | 6.5 in W
 More than 100 color photos and character images.

MARKETING

Excerpts placed in key print and social media outlets, including top DreamWorks fan sites and bloggers.
 The Kung Fu Panda Facebook page has over 23 million followers and 2.4 million Twitter followers that will receive notification on how and where to buy this book. Starting on 10/31/17.
 Advertising in Newsstand Magazine Specials (Circ. 175K) Fall 2017
 Inclusion in key holiday gift roundups

ALSO AVAILABLE

Madagascar Chunky Book Set
 8/2017 | 9781942556718
 Hardcover | \$8.99 / \$12.99 Can.

Kung Fu Panda Family Tree
 5/2017 | 9781942556671
 Hardcover | \$12.99 / \$17.99 Can.