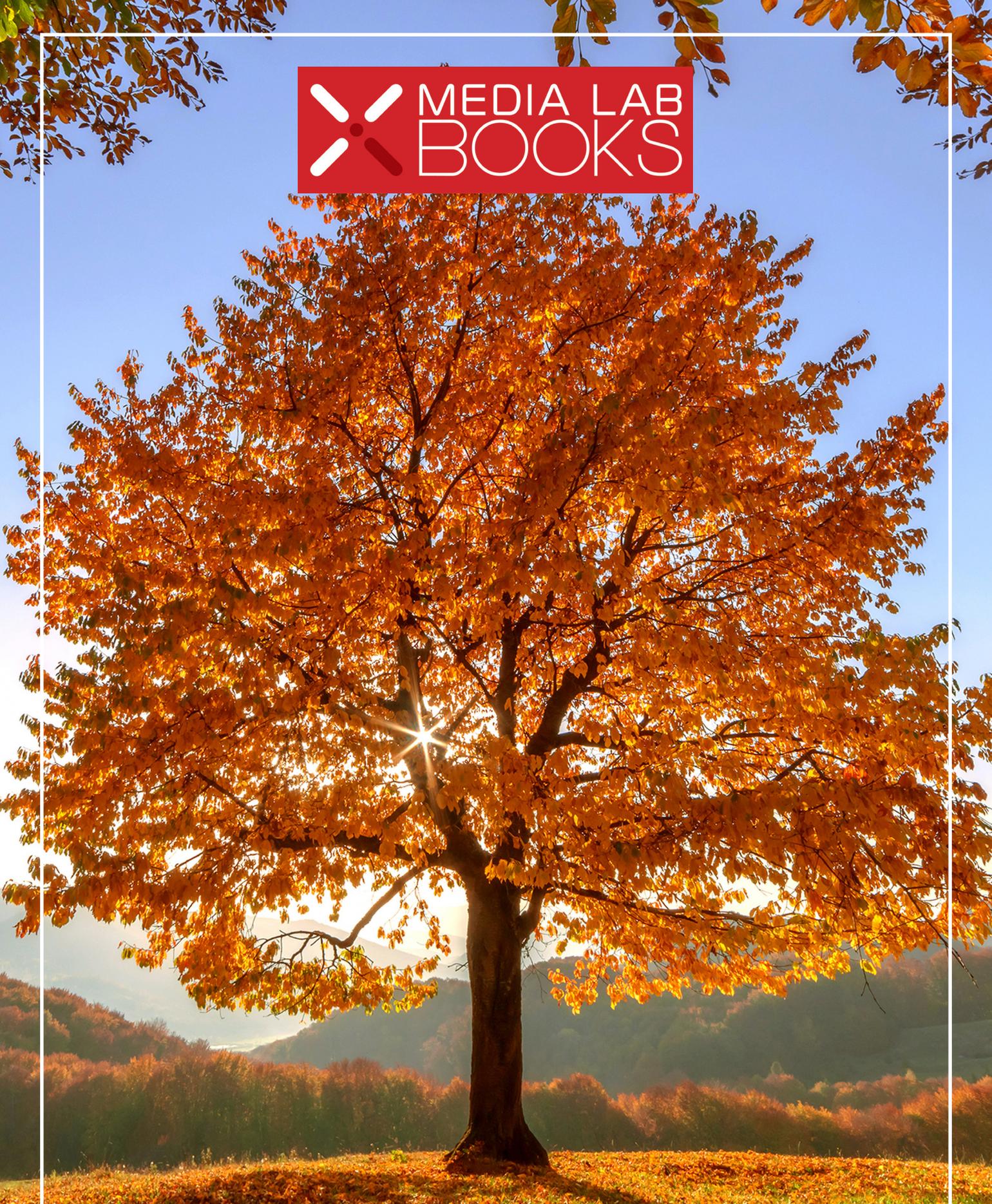
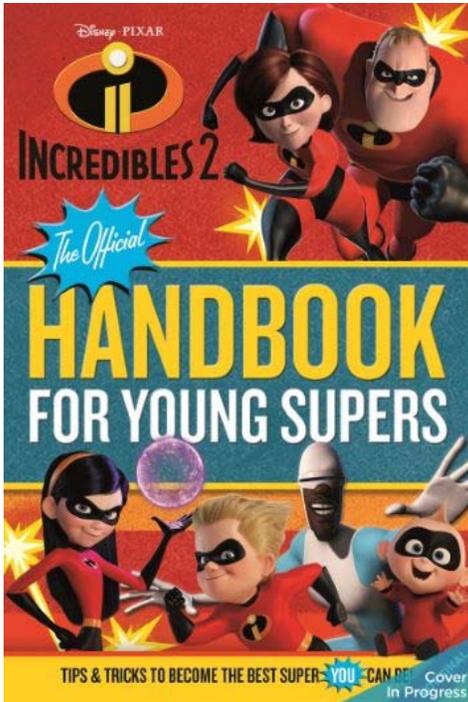




MEDIA LAB
BOOKS



FALL 2018 CATALOG



The Incredibles Official Handbook for Young Supers by Media Lab Books

Revised description TK ASAP

Author Bio

The editors at Media Lab Books publish branded children's books that cover a wide variety of categories and topics including general interest, coloring books, history, games, activity books and reference guides. Our brand partners include Disney, WEE, Nickelodeon, DreamWorks, Mother Goose Club, Wild Kratts, Jack Hanna, and many others.

Media Lab Books

On Sale: Sep 4/18

6 x 9 • 96 pages

100 full color illustrations

9780998789811 • \$11.99 • pb

Juvenile Fiction / Movie Or Television Tie-In • Ages 7
-10 years

Notes

Promotion

Featured in Disney Group full page ads appearing in all Fall 2018 Topix special edition children's bookazines (160,000 copies per issue)

Featured in Disney Group ad in Library Journal, School Library Journal and Shelf Awareness

Publicity campaign to all major media as well as Disney-centric bloggers, mommy bloggers, parenting blogs, YouTube channels, websites, etc.





Big Hero 6 Super-Brain Science Book of Why

More Than 500 Questions, Answers and Fascinating Facts to Power Up Your Thinking!

by Media Lab Books

Revised description TK ASAP

Author Bio

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Media Lab Books

On Sale: Sep 25/18

8.93 x 9.50 • 140 pages

150 full color photos and illustrations

9780999359839 • \$22.50 • cl

Juvenile Nonfiction / Science & Tech / General • Ages

8-12 years

Notes

Promotion

Featured in Disney Group full page ads appearing in all Fall 2018 Topix special edition children's bookazines (160,000 copies per issue)

Featured in Disney Group ad in LJ, SLJ and Shelf

Awareness

Publicity campaign to all major media as well as

Disney-centric bloggers, mommy bloggers, parenting

blogs, YouTube channels, websites, etc.





DuckTales Adventurer's Guide

Explorer Skills and Outdoor Activities for Daring Kids
by Media Lab Books

Revised description TK ASAP

Author Bio

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Media Lab Books
On Sale: Oct 2/18
7 x 9 • 128 pages
100 full color and 50 black and white illustrations
9780999359846 • \$19.50 • CL - With dust jacket
Juvenile Nonfiction / Media Tie-In • Ages 7-11 years

Notes

Promotion

Featured in Disney Group full page ads appearing in all Fall 2018 Topix special edition children's bookazines (160,000 copies per issue)
Featured in Disney Group ad in LJ, SLJ and Shelf Awareness
Publicity campaign to all major media as well as Disney-centric bloggers, mommy bloggers, parenting blogs, YouTube channels, websites, etc.





Big Hero 6 Super-Brain Science Book of Why

More Than 500 Questions, Answers & Fascinating Facts to Power up Your Thinking

by Media Lab Books

In this fun, fascinating and full-color guide, the fan-favorite heroes of Big Hero 6 introduce young readers to the most fascinating, unusual and downright mind-boggling concepts from science, technology, engineering and math - and of the critical thinking skills they'll need to become super-brain superheroes in their own right!

Jam-packed with answers to hundreds of fascinating "why" questions that are sure to keep kids turning pages for hours, this book leverages the STEM backgrounds of the Big Hero 6 characters to make every question and concept relevant to today's kids. They'll learn why robots will soon develop AI (whether we want them to or not), why our fingertips wrinkle when they get wet, why the sun is able to eject solar flares into space when there's no oxygen to feed them, why water sometimes runs uphill, and much, much more.

While there are other books for children that try to answer the question "why?," the Big Hero 6 Super-Brain Science Book of Why is the only one completely devoted to STEM topics, which are a huge focus of children's education today. What's more, this book also introduces kids to the concept of "critical thinking," with sidebars and callouts throughout, challenging readers to understand how the scientists arrived at the conclusions to these STEM-based questions.

With publication timed to coincide with the second season of this hit Disney cartoon, this book will help keep young kids educated and entertained year round.

Author Bio

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Media Lab Books

On Sale: Sep 25/18

8.30 x 9.50 • 176 pages

150 full color photos and illustrations

9781426320705 • \$22.50 • CL - With dust jacket

Juvenile Nonfiction / Science & Tech / General • Ages

8-12 years

Notes

Promotion

