

FALL 2018 CATALOG



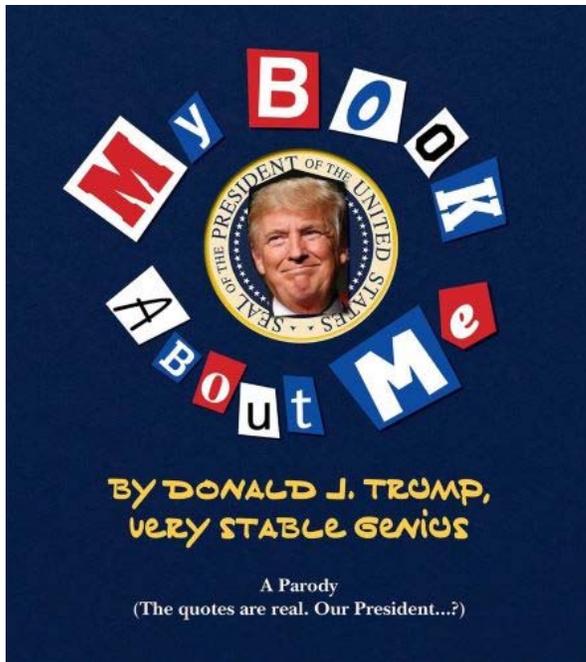
My Book About Me by Donald J. Trump (A Parody) by Media Lab Books

In *My Book About Me* by Donald J. Trump, readers will discover dozens of colorful scrapbook pages that may have been crafted by Trump, himself, highlighting his most impressive attributes and most amazing accomplishments, while also targeting his most hated enemies, including the dimwit Democrats who want our country to fail, the fake media, liberal Hollywood hacks, weepy and annoying gold star families, touchy and overly sensitive feminazis, everyone involved with the "plan to eradicate Christmas," needy immigrants, lazy Puerto Ricans, and many others - more than we can count, honestly. It's nothing less than a history of hubris and hate.

Packed from page to page with clear evidence of ego-fueled, adolescent impulses gone wild, this scrapbook parody perfectly showcases exactly how off the rails our commander-in-chief really is.

Author Bio

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.



Media Lab Books
On Sale: Sep 4/18
8 x 9 • 96 pages
75 full color; hand drawn illustrations throughout
9781948174053 • \$15.99 • cl
Humor / Form / Parodies

Notes

Promotion

Full page advertisements in issues of the select Topix Media magazines going on sale prior to and for two issues after publication of the book (150,000 copies per on average)

Press Releases sent to extensive media list, including humor and left-leaning political blogs and websites





The John Wayne Large Print Word Search Book - The Westerns

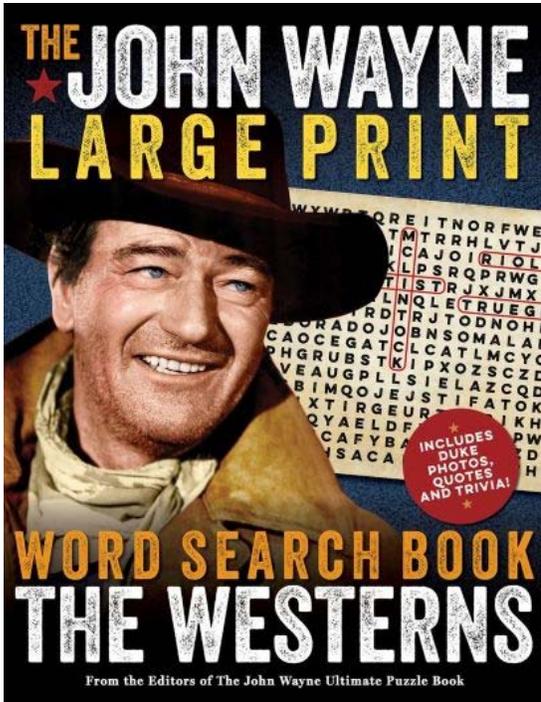
Editors of the Official John Wayne Magazine

Building off of the success of The John Wayne Ultimate Puzzle Book, this new title is devoted to word search puzzles, one of the most popular puzzle categories. Each puzzle focuses on one of Duke's popular western movies, with hidden words detailing actors, characters, plot points, directors, awards, and much more. John Wayne enthusiasts - and western movie lovers in general - will find hours of fun to be had in this book.

The book also includes hundreds of exclusive photos from Duke's films, both in front of the camera as well as behind the scenes, plus quotes, Duke trivia, and much more.

Author Bio

The Official Collector's Edition John Wayne Magazine is a bi-monthly celebration of the life and legacy of one of America's greatest icons. Created with the help of the actor's youngest son, Ethan Wayne, and featuring exclusive photos, stories, and memorabilia from the Wayne Family Archives, the magazine is the nation's foremost authority on all things Duke.



Media Lab Books
On Sale: Sep 18/18
8.50 x 11 • 320 pages
100 black & white photos
9781948174046 • \$19.50 • pb
Games / Word

Notes

Promotion

Social Media campaign via the official John Wayne Facebook (2.37M followers) Instagram (63K), and Twitter (17K) accounts
Full page ads in The Official Collector's Edition John Wayne Magazine (140K copies per)
Half page ads in subsequent issues and in other Topix Media special issues as possible
Email promotional campaign to the John Wayne Enterprises newsletter list (60K subscribers)





The Official John Wayne Handy Book for Men

Essential Skills for the Rugged Individualist

Editors of the Official John Wayne Magazine

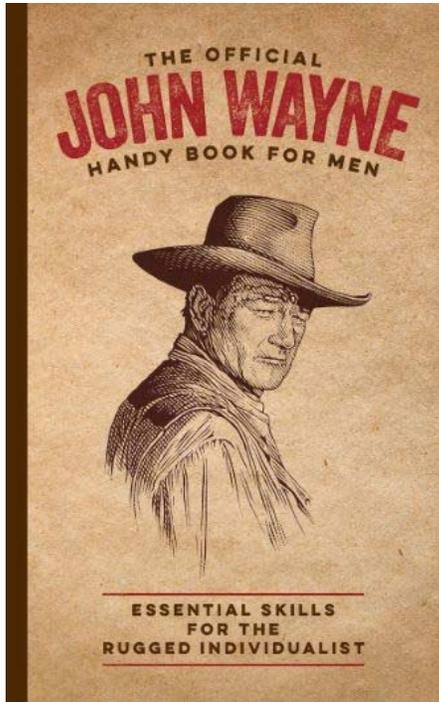
Any man who has ever aspired to become a better, more self-sufficient and honorable person will benefit from reading The Official John Wayne Handy Book for Men, a tough little handbook, perfect in size for taking on-the-go, but eye-catching enough to adorn a place of pride on one's bookshelf.

Filled with step-by-step advice and real-world examples, it illustrates dozens of essential skills, including tying a tie, riding a horse, throwing a punch, getting a clean shave, talking to women, instilling good values in one's children, writing the perfect thank you note, saving a drowning person, orienteering, building a fire and much more. Includes hundreds of line illustrations, sidebars, and photos of Duke in action.

Throughout, readers will find the tips and techniques they will need to live their lives with John Wayne's signature confidence, grit and style.

Author Bio

James Ellis is a writer and the editor of The Official Collector's Edition John Wayne Magazine, a bi-monthly celebration of the life and legacy of one of America's greatest icons. Created with the approval of Ethan Wayne, the actor's youngest son, the magazine is the world's foremost authority on all things Duke. Ellis is also the editor of the special edition Men's Health Ultimate Guide to Everything.



Media Lab Books

On Sale: Oct 23/18

5 x 8 • 256 pages

50 full color and 25 black & white photos; 100 black & white illustrations

9780999359884 • \$22.50 • CL - With dust jacket

Reference / Personal & Practical Guides

Notes

Promotion

Social Media campaign via the official John Wayne Facebook (2.37M followers) Instagram (63K), and Twitter (17K) accounts

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