



SPRING/SUMMER 2018 CATALOG



Mother Goose Club: Favorite Nursery Rhymes

Media Lab Books

This board book full of popular nursery rhymes is perfect for any preschooler! Featuring favorite characters and songs from the hit children’s program Mother Goose Club.

The first board book from the wildly popular children’s program Mother Goose Club features 12 of every preschooler’s favorite nursery rhymes! Parents will be thrilled to buy a book they and their children can read (and sing!) together.

Each book in this new board book series is designed with the Mother Goose Club mission in mind - to promote early literacy among preschoolers with simple rhymes that teach phonemic awareness, vocabulary and story structure.

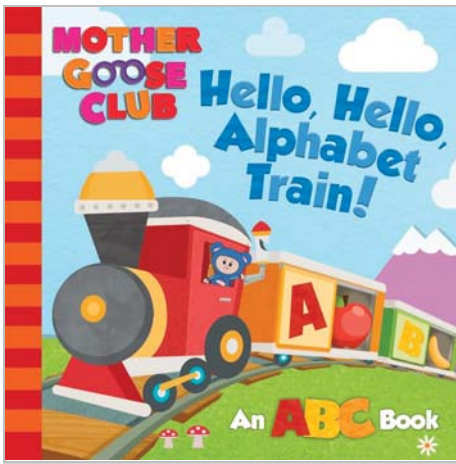
Beloved by preschoolers and their caregivers and teachers worldwide, Mother Goose Club is a leading educational YouTube channel with billions of views. Also distributed by Netflix and on local PBS stations nation-wide, Mother Goose Club is the proud winner of four Midsouth Emmy(R) Awards (plus 19 nominations) and 12 other industry awards. Through song, rhyme, play and dance, Mother Goose Club's characters inspire viewers to cherish, sing and read rhymes.

JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 5/15/2018
 9780998789835 | \$7.99 / \$10.50 Can.
 Board Book | 24 pages
 6.5 in H | 6.5 in W
 Board book

MARKETING

- Mother Goose Club will promote the launch of the book with multiple announcements via their YouTube channel
- The book will be promoted with a permanent ad spot on mothergooseclub.com
- Social media outreach through Mother Goose Club Facebook, Twitter, and YouTube feeds, as well as via direct email to subscribers



Mother Goose Club: Hello, Hello, Alphabet Train

Media Lab Books

This board book features lyrics and images from Mother Goose Club’s wildly popular song “Alphabet Train Food Train.” Parents will love helping their children learn the alphabet.

Based on the one of the most popular songs from the hit children's music program Mother Goose Club, this board book is a fun, fresh way for preschoolers to learn their ABCs. The song matches each letter with a corresponding food on the train, making for a fast and funny learning experience that kids will love to repeat again and again.

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JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 5/15/2018
 9781942556992 | \$7.99 / \$10.50 Can.
 Board Book | 24 pages
 6.5 in H | 6.5 in W

MARKETING

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Blaze and the Monster Machines: Stripes's Animal Adventures

Media Lab Books

Any preschooler who loves jungle animals, monster trucks or Nick Jr.'s Blaze and the Monster Machines is sure to be enthralled with this Show & Tell Me book.

Stripes's Animal Adventures combines two things kids love: Monster trucks and awesome animals! Preschoolers will love joining their favorite monster machines from Nick Jr.'s smash hit Blaze and the Monster Machines in learning all about the different creatures in the jungle! Led by Stripes the tiger truck, this safari-themed Show & Tell Me book will cover wild cats, monkeys, reptiles and more.

The editors at Media Lab publish branded books that cover a wide variety of categories and topics including cookbooks, general interest, coloring books, children's titles, biographies, and more. Our branded partners include Disney, Newsweek, WWE, Nickelodeon, DreamWorks, Wild Kratts, John Wayne Enterprises, Get Crooked, Simply Gluten Free, Jack Hanna, and many others.

JUVENILE NONFICTION / MEDIA TIE-IN

Media Lab Books | 6/5/2018
 9781942556954 | \$9.99
 Hardcover | 40 pages | Carton Qty: 36
 10 in H | 7.7 in W

MARKETING

- Advertising in Newsstand Magazine Specials (Circ. 175K)
- Excerpts placed in key print and social media outlets, including top Nickelodeon fan sites and bloggers

ALSO AVAILABLE

Blaze and the Monster Machines: Biggest, Most Awesome Machines Ever
 9/2017 | 9781942556756
 Hardcover | \$9.99