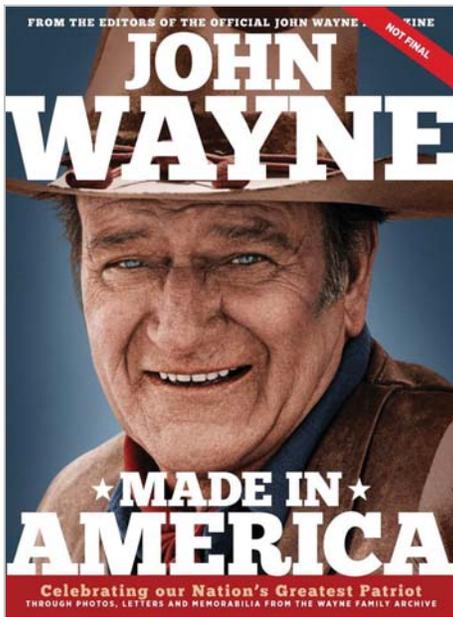




SPRING/SUMMER 2018 CATALOG



John Wayne: Made in America

Editors of the John Wayne Official Magazine

John Wayne: Made in America, a hardcover book full of photos and memorabilia that showcase Duke's deep love for his country.

Just in time for the Father's Day gift-giving (as well as the Fourth of July holiday) comes this handsome book of curated letters, photos and other memorabilia from one of America's most colorful, devoted patriots – John Wayne. From the editors of the official John Wayne magazine, as well as the bestsellers *Duke: In His Own Words* and *The John Wayne Code*, this book is full of treasures from the Wayne family archive that showcase how the U.S.A influenced who John Wayne became, as well as how John Wayne, in turn, impacted the U.S.A.

This book will be the first official John Wayne title created and printed 100% in the USA. It will conform to the standards established by the FTC to brand this book with a logo establishing an unqualified claim of "Made in the USA."

The Editors of The Official John Wayne Magazine publish a highly successful bimonthly magazine with a circulation of more than 225,000 copies worldwide. Their other published books include *The John Wayne Code*, *The John Wayne Ultimate Puzzle Book*, *Duke In His Own Words* and *The Official John Wayne Family Cookbook*, among others.

BIOGRAPHY & AUTOBIOGRAPHY / ENTERTAINMENT & PERFORMING ARTS

Media Lab Books | 5/1/2018

9780998789828 | \$24.99 / \$32.50 Can.

Hardcover | 216 pages | Carton Qty: 20

9.5 in H | 7 in W

Embossed cover with jacket, images include exclusive photos and John Wayne memorabilia.

MARKETING

-Supporting ads in each issue of the official John Wayne magazine (150,000+ copies per issue)

-Aggressive social media campaign launched via official John Wayne Facebook (2.4 million followers), Instagram (57K followers) and Twitter (16K followers) pages

-Targeted emails to fans via the official John Wayne email list and e-newsletter

-Excerpts targeting top national publications, including USA Today, American Cowboy, Cowboys & Indians, etc.

ALSO AVAILABLE

The John Wayne Code: Wit, Wisdom and Timeless Advice

5/2017 | 9781942556589

Trade Paperback | \$15.99 / \$22.99 Can.

Fighting for Freedom: A Salute to the Troops with John Wayne

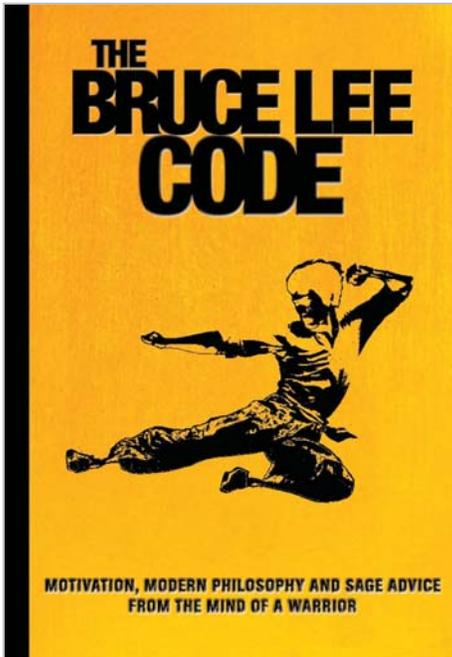
5/2016 | 9781942556237

Hardcover | \$22.99 / \$32.99 Can.

Duke in His Own Words: John Wayne's Life in Letters, Handwritten Notes and Never-Before-Seen Photos Curated from His Private Archive

10/2015 | 9781942556190

Hardcover | \$24.99 / \$28.99 Can.



The Bruce Lee Code

Media Lab Books

The Bruce Lee Code presents a fascinating collection of motivational quotes, philosophical insights and illuminating photos from one of the 20th Century's most compelling icons.

The Bruce Lee Code stands as a tribute to the legendary Bruce Lee, modern philosopher and master of martial arts. Comprised of quotes, letters, anecdotes from his life and lines from his classic films, this pocket-sized book also includes amazing full-color photos from his films, his public appearances and even his family albums.

This attractive, pocket-sized hardcover is a perfect gift for dads and fans, as well as an illuminating read. The striking cover design emulates the iconic jumpsuit worn by Bruce Lee in the last film he worked on, Game of Death.

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.

REFERENCE / QUOTATIONS

Media Lab Books | 5/1/2018
 9781942556763 | \$15.99 / \$20.99 Can.
 Hardcover | 156 pages | Carton Qty: 64
 7.3 in H | 5 in W
 More than 100 color photos.

MARKETING

Promotional campaign to all martial arts, MMA and boxing magazines and top websites/blogs.
 Full page ad in 2018 WWE WrestleMania bookazine



I'm Just Here for the Drinks

A Guide to Spirits, Drinking and More Than 100 Extraordinary Cocktails

Sother Teague

One of New York’s most knowledgeable bartenders presents a brief history of both classic and lesser-known spirits accompanied by 100+ recipes and insight from industry pros.

COOKING / BEVERAGES / BARTENDING

Media Lab Books | 5/15/2018
 9780998789842 | \$24.99 / \$32.50 Can.
 Hardcover | 256 pages
 9 in H | 7 in W

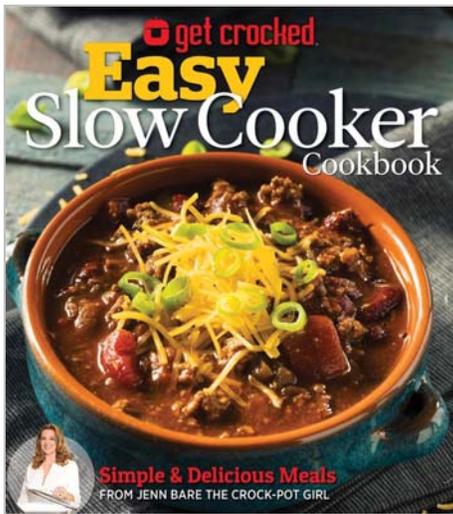
MARKETING

- The author will promote this book in his role as host of "Speakeasy," a weekly radio talk show with more than one million followers
- Five original videos showcasing Teague creating five of his favorite drinks will be used for viral social media promotion in support of the book.
- Supporting ads in all Newsweek Special Issues (170,000+ copies per issue)
- Targeting media coverage in major magazines and websites including Esquire, New Yorker, Time Out, BuzzFeed, New York and many others.

Sother Teague, one of New York’s most knowledgeable and experienced bartenders, presents a brief history of both classic and lesser-known spirits with modern-day wit and old-school bar wisdom, accompanied by easy-to-mix drink recipes you’ll soon commit to memory, made from gin, whiskey, brandy, tequila, amari, rum, vodka and mixed spirits. This stunning hardcover collection of timeless tips, insights from industry pros and more than 100 delicious recipes is more than just a cocktail book: It’s a manifesto for living a more spirited life.

Consumers who purchase the book will gain access to five exclusive videos in which Sother teaches them how to create his five favorite drinks for entertaining. These videos will be posted on a private webpage and only made available to readers of the book.

Professional bartender Sother Teague is the president of the New York chapter of United States Bartenders Guild, Beverage Director at New York bitters bar Amor y Amargo, co-founder of NYC bar Coup, and the host of "Speakeasy" on Heritage Radio Network. He developed a love of teaching while working with celebrity chef Alton Brown on Good Eats, and has been featured as a cocktail expert in several outlets including Esquire, The New York Times, New York Magazine, Time Out, BuzzFeed and more.



Get Crocked: Easy Slow Cooker Cookbook

Jenn Bare

From the author of *Get Crocked 5 Ingredient Favorites* comes a new collection of slow cooker recipes, each developed to be as easy to make as possible without sacrificing flavor.

Following *Get Crocked Slow Cooker Soups & Stews* and *Get Crocked Slow Cooker 5-Ingredient Favorites* comes *Get Crocked Easy Slow Cooker Cookbook*, from the one and only Crock-Pot (R) Girl, Jenn Bare. This cookbook collects more than 175 of Bare's easiest slow cooker recipes for everything from appetizers to main meals to desserts, all of which keep prep and ingredient lists simple without sacrificing flavor.

This new book is perfectly timed for the crock-pot cooking season, which starts in the fall and builds to a peak in January. Google Trends shows that interest in "easy crock pot" has grown every year over the past five years - an increase of more than 78% over time, with no sign of slowing down!

Jenn Bare is a mom, chef and the Crock-Pot (R) Girl, the official brand ambassador for Crock-Pot (R) Slow Cookers. She is also the founder of GetCrocked.com, the #1 online resource for slow cooker recipes, tips and tricks. Bare has more than 1.5 million devoted followers.

COOKING / METHODS / QUICK & EASY

Media Lab Books | 8/28/2018

9781942556947 | \$19.99 / \$22.99 Can.

Trade Paperback | 252 pages | Carton Qty: 20
9 in H | 8 in W

MARKETING

-Jenn Bare is the founder of Get Crocked, the country's #1 resource for slow cooking with more than 1.5 million online followers. On the website (www.getcrocked.com), Jenn will promote *Get Crocked: Easy Slow Cooker Cookbook* to her audience on a daily basis both prior to and upon publication.

-Advertised in the Sept. issue of *Get Crocked Slow Cooker* bookazine (150,000 copies distributed)

-Social media promotion prior to and upon publication to more than 1.5 million Get Crocked Facebook followers

ALSO AVAILABLE

Get Crocked Soups & Stews

1/2017 | 9781942556541

Trade Paperback | \$19.99 / \$27.99 Can.

Get Crocked Slow Cooker 5 Ingredient Favorites: Simple & Delicious Meals

2/2016 | 9781942556183

Trade Paperback | \$19.99 / \$22.99 Can.