

# 80-pocket RP Mini Floor Spinner Display

Running Press

**\$1.00/\$1.00 Can.  
Dumpbin – Filled  
7/4/2023**

On Sale

Imprint: RP Minis  
ISBN: 9798889690931  
BISAC Category: Non-Classifiable

No Image  
Available

# 120-pocket RP Mini Floor Spinner Display

**Dumpbin – Empty**  
**7/4/2023**

On Sale

Imprint:

RP Minis

ISBN:

9798889690894

Pages:

0

No Image  
Available

## 80-pocket RP Mini Floor Spinner Display Base

**7/4/2023**

On Sale

Imprint:  
ISBN:

Running Press Miniature Editions  
9798889690924

Pages:

0

No Image  
Available

## 120-pocket RP Mini Floor Spinner Display Base + Header

**5/2/2023**

On Sale

Imprint:  
ISBN:

Running Press Miniature Editions  
9798889690887

Pages:

0

No Image  
Available

# Mini Zoltar: He Speaks!

## Zoltar



**\$13.95/\$18.50 Can./£10.99 UK**

### Other Merchandise

**20K**

Announced 1st Print

**10/2/2018**

On Sale

Imprint:

RP Minis

ISBN:

9780762464852

BISAC Category:

Antiques & Collectibles / Americana

Pages:

16

Key Selling Points:

- **Zoltar inspires nostalgia for modern audiences.** Nostalgia for bygone eras draw those young and old alike to Zoltar, who harkens back to one of the most popular films in the late twentieth century (*Big*), as well as to the days of penny arcades, boardwalk amusement parks, and traveling carnivals. Recently, Tom Hanks delighted fans everywhere when he shared a reunion with Zoltar on *The Late Show with Stephen Colbert* where he asked a real-live Zoltar (played by Colbert) if he could be thirty years old again.
- **Lots of Zoltar merchandise in the works and recent appearances.** There is a growing list of Zoltar merchandise and apparel in the works including drinkware and drink mixes, keychains, prints, T-shirts and hoodies, costumes, throws, candles, jewelry, and even lottery ticket scratchers. Zoltar has also made recent appearances in commercials including Motorola, Toyota, Sprint, Liberty Mutual, and Subway, and in shows like *Family Guy*, *Breaking Amish*, and *Long Island Medium*.
- **People are fascinated by fortune telling.** Whether it's a cookie or a deck of cards, people have always been intrigued by having their fortunes told. Magic and mysticism is also having a resurgence right now in popular culture and Zoltar will fit in nicely with the trend.
- **A fun addition to any home or office.** This kit includes a one-of-a-kind

# Mini Twister

## Running Press



**\$8.95/\$11.50 Can./£6.99 UK**

**Paperback**

**15K**

**4/10/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762491711

BISAC Category: Games & Activities / Board Games

Pages: 32

Key Selling Points:

- **Iconic brand for 50 years.** The Twister brand celebrated its 50th anniversary in 2016. With global brand awareness and strong nostalgic appeal, this mini version of the classic game is sure to be a hit with fans of all ages.
- **Follows the success of our other desktop sports and games kits.** Our desktop sports and games series have consistently strong sales (see comp grid). Our first licensed classic game kit--*Desktop Skee-Ball*--has been our top selling mini kit from our Spring 17 list.
- **Unique mini version offers a new twist on the classic game--now played with your fingers!** *Mini Twister* includes the iconic spotted mat and spinner that fans know and love, but for the first time they are available in a mini size that is perfectly portable. Kit also includes an adorable pair of mini socks for your fingers!

Also Available:

- SUMMERTIME FUN 6 POCKET COUNTER DISPLAY

# Mini Cash Blaster: It's Pay day!

Mollie Thomas



**\$11.95/\$15.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/8/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489541

BISAC Category: Antiques & Collectibles / Popular Culture

Pages: 40

Key Selling Points:

**LATEST ADDITION TO OUR HUMOROUS HOMEGROWN POP CULTURE KITS:**

Like our infinitely popular *Wacky Waving Inflatable Tube Guy*, and other mini replicas, like the *Tiny Violin*, *Mini Airhorn*, and *Desktop Fire Extinguisher*, this cash blaster is a mini replica of a larger beloved item in pop culture, as seen in films, music videos, and parties. This mini kit will appeal to anyone who's ever wanted one for themselves.

**NO SHORTAGE OF USES:** The mini cash blaster can be used in many celebratory settings—from larger events like weddings and parties to smaller get-togethers. It can also be used as your own personal stress-reliever, blasting out cash to make yourself or others laugh.

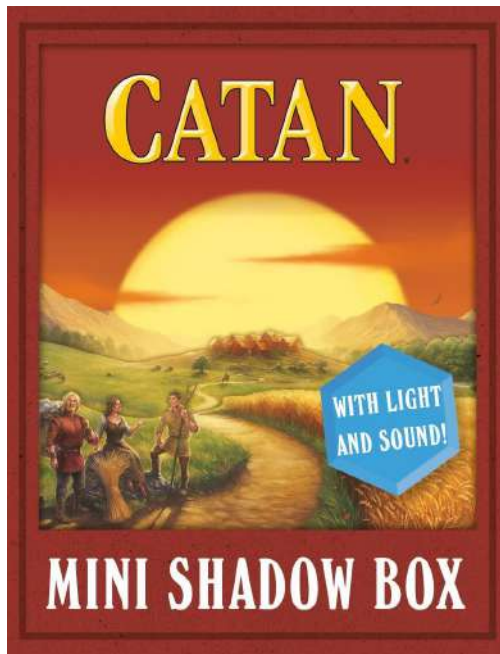
**A HILARIOUS GIFT FOR ALL OCCASIONS:** This mini is the perfect gift for coworkers, friends, family, or anyone who likes to make it rain!

**Make it rain! This mini cash blaster is an essential for all your hype needs:**

- **Specifications:** Includes a 3 inch mini cash blaster that quickly dispenses

# CATAN Mini Shadow Box: With Light and Sound

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**25K**

**4/1/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486205

BISAC Category:

Games & Activities / Role Playing & Fantasy

Pages:

16

Key Selling Points:

**A DESIRABLE COLLECTIBLE AT AN ACCESSIBLE PRICE:** CATAN has successfully sold large-scale, luxury shadow boxes at price points of \$150+. Ours will be a super accessible version of this beloved collectible at an affordable price. This presentation of CATAN's iconic artwork will appeal to any CATAN lover, making it an ideal gift or self-purchase.

**HUGELY POPULAR GAME:** CATAN is a massive sensation in the tabletop gaming world. It is available in more than 40 languages and has sold more than 40 million games worldwide since 1995. Approximately 20 million people regularly spend time in the CATAN gaming universe.

**OUR NEXT MINI IN OUR CATAN 2-KIT SERIES:** The CATAN Mini Shadow Box is our next title in our mini series following the CATAN Screaming Sheep releasing in Fall 2024.

**This officially licensed CATAN mini shadow box brings the landscape of the iconic island of Catan to your game shelf or desk!**



# Mini Howzat! Cricket Kit: The Classic Desktop Dice Game

Chris Stone



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**5K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487622

BISAC Category:

Sports & Recreation / Cricket

Pages:

32

Key Selling Points:

**BACK IN PRINT BY THE REQUEST OF INT’L SALES:** Published originally for the UK, we have sold 48k copies combined of the first two editions of *Mini Howzat!* It was put out of print during the pandemic but it is back by popular demand for not only the UK market, but for other Int’l territories as well (including Australia, South Africa, Latin America, and India). The kit will contain the same components as the original, and some small design tweaks have been made to the refreshed package from 2015, along with a new ISBN.

**AN EXTREMELY POPULAR GLOBAL SPORT:** With around 2.5 billion fans, cricket is second only to soccer in global popularity. It is also gaining more interest in the US, with cricket matches more readily available to watch on streaming networks, and the inaugural season of Major League Cricket (MLC) in the US taking place in summer 2023—which should contribute to domestic sales of the kit this time around as well.

**PORTABLE GAME THAT CAN BE PLAYED ANYWHERE:** You might never have bowled a maiden over or scored a century at the real sport, but with a flick of the wrist of the special dice provided, you can be the toast of the pavilion, all from the comfort of your desk or armchair.

# Mini Fairy Terrarium: With light!

Eugene Fletcher, Illustrated by Camelia Pham



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**10K**

**3/5/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483532

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

48

Key Selling Points:

**FAIRIES ARE AT THE INTERSECTION OF TWO TRENDING TOPICS: MYSTICISM AND #COTTAGECORE.** Renewed interest in magic and the outdoors

come together in this mini terrarium! As ambassadors of the natural world, fairies are a prominent aspect of the cottagecore aesthetic, which has a devoted and growing fanbase among young people, especially those who shop at specialty gift retailers.

**PERFECT GIFT PURCHASE.** This mini kit is the perfect collectible for the cottagecore fan, to be displayed in the office or home.

**PART OF A RUNNING PRESS PRODUCT SUITE.** This mini kit is part of a product suite that also includes a puzzle and oracle deck: *Fairies 2-in-1 Double-Sided 500-Piece Puzzle* and *Fairies Oracle Deck and Guidebook*, both releasing in July 23.

**A GREAT ADDITION TO OUR THRIVING MYSTICAL PROGRAM.** Across imprints, mystical projects sell incredibly well for Running Press, from RP Adult (*Practical Magic, The Witchy Homestead, The Night School*) to RP Minis (*Everyday Tarot Mini Tarot Deck, Stone Stacking*) to RP Studio (*Amenti Oracle, Queer Tarot*). This mini kit builds on that foundation, offering consumers another way to access RP's high-quality magical products.

# Mini Magic Bell

Astrea Taylor, Hallye Webb



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482573

BISAC Category: Body, Mind & Spirit / Witchcraft

Pages: 40

Key Selling Points:

**MYSTICAL MINIS SELL WELL:** Mystical minis, especially those with a displayable component like *Tiny Palmistry*, the *Himalayan Mood Lamp*, and the forthcoming *Mini Crystal Pendulum*, appeal to a wide range of accounts and consumers, selling consistently throughout the year. This kit joins that thriving program.

**BEAUTIFUL ILLUSTRATED PACKAGE:** Full-color illustrations on the packaging and mini book create a stunning, gift-worthy package perfect for in-store displays and attractive product shots.

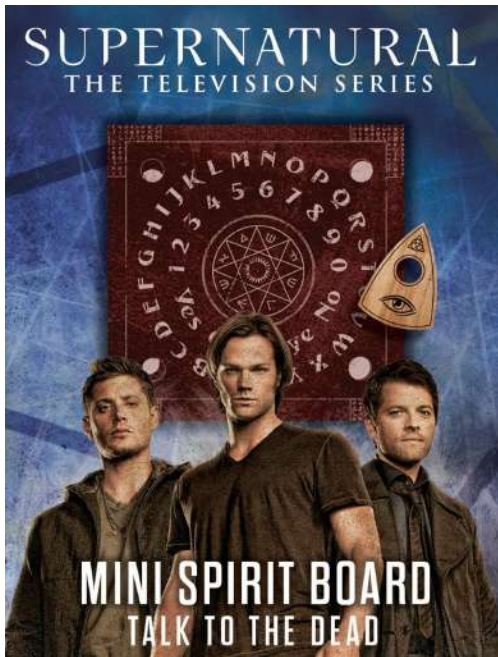
**STRONG VALUE FOR CONSUMERS:** At \$13.95, this kit includes a component with a high perceived value (a real metal bell), along with a bonus mini book and keepsake packaging, at a competitive price point compared with other products in the marketplace.

**Cleanse your space, summon change, and attune your energy with the *Mini Magic Bell*.**

- **Real metal bell:** This enchanting set includes a 3-inch pure brass magic bell

# Supernatural Mini Spirit Board: Talk to the Dead

Noetta Harjo



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**8/8/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482757

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**A FUN USABLE GAME AND AN ICONIC ITEM FROM THE SERIES:** The mini spirit board serves as a delightful miniature game similar to a Ouija board as well as a reminder of an iconic supernatural hunting tool fans will recognize from the TV series.

**THE START OF AN EXCITING NEW LICENSE FOR RP:** This is the first product in our new licensing program with *Supernatural*, which will also include a picture book coming in Summer 2024.

**A MEGA-POPULAR FRANCHISE WITH A CONTINUING, ACTIVE**

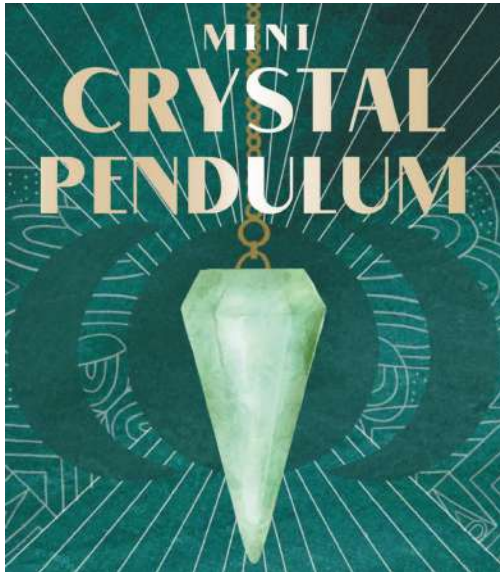
**FANDOM:** *Supernatural* ran for 15 seasons from 2005 to 2020 and cultivated a deeply passionate fanbase who remain rabid for new content. Other products continue to succeed in the marketplace, like last year's *Supernatural Tarot Deck*, and a spinoff prequel series called *The Winchesters* is currently in production at the CW.

**ADDING A BELOVED LICENSE TO OUR SUCCESSFUL MYSTICAL MINIS**

**CATEGORY:** This kit will build on the incredible track of our mystical and divination-themed Minis while connecting it to a show with a built-in audience.

# Mini Crystal Pendulum

Mikaila Adriance, Illustrated by Zoe Ingram



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**8/8/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762481835

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

32

Key Selling Points:

**MYSTICAL MINIS SELL WELL.** Mystical minis, especially those with a displayable component like *Tiny Palmistry* and the *Himalayan Mood Lamp*, appeal to a wide range of accounts and consumers, selling consistently throughout the year. This kit joins that thriving program.

**BEAUTIFUL ILLUSTRATED PACKAGE.** Full color illustrations on the packaging and mini booklet, along with the use of metallic ink, create a stunning, gift-worthy package perfect for in-store displays and attractive product shots.

**STRONG VALUE FOR CONSUMERS.** At \$13.95, this kit includes a component with a high perceived value (genuine crystal pendant on a metal chain), along with a bonus mini book and keepsake packaging, at a lower price point than competitive products in the marketplace.

**Explore the easy and enchanted art of divination with your *Mini Crystal Pendulum*, a jadeite crystal and book set for tapping into your inner wisdom.**

# Mini Office Messenger Pigeon: Cooler Than Email

Sarah Royal



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**10K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482306

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

**OFFICE HUMOR KITS FEATURING FAVORITE ANIMALS? SELL**

**WELL.** Humorous kits like *UFO Cow Abduction*, *Desktop Dog Park*, *Zen Garden Litter Box*, and *The Screaming Goat* are bestselling desktop kits that sell in a wide variety of accounts. The *Mini Office Messenger Pigeon* has similar appeal and will provide comic relief to the everyday desk experience.

**INCREASED INTEREST IN ALTERNATIVE COMMUNICATION.** People are looking for ways to limit screen-time and increase in-person interactions between other people. This kit provides a fun and unique way to communicate with those around you that is sure to bring a smile and will also get you away from the screen.

**ONE-OF-A-KIND COMPONENT.** The adorable vinyl pigeon figurine is molded with a messenger bag with a small slot to insert notes and personalized messages. Fans of birds and old-fashioned ways of communicating are sure to get a kick out of this irresistible collectible.

**GREAT GIFT.** It's a perfect gift for bird lovers and makes a great item for office gift exchanges.

# Desktop Mini Golf: Master Your Short Game!

Donald Lemke



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**6/7/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479931

BISAC Category:

Sports & Recreation / Golf

Pages:

48

Key Selling Points:

**A fun twist on a popular pastime.** *Desktop Mini Golf* is a mini version of this already miniature sport! Mini golf enthusiasts will love the kitchy design of the wind-up windmill, inspired by classic miniature golf windmill obstacles. The mini-sized components make this kit portable, but it's also highly playable--makes a fun office distraction!

**Wide appeal.** From serious mini golf players who participate in the many mini golf competitions held in the US and around the world, to casual players who enjoy mini golf as a fun and affordable activity with their families, this kit will appeal to golfers of all ages.

**Sales of our Desktop Sports mini kits are stronger than ever.** From the more traditional (*Finger Soccer* and *Desktop Boxing*) to the quirky (*Desktop Tetherball*), our Desktop Sports kits continue to sell extremely well in a wide variety of accounts.

**Perfect for Father's Day promotions.** This kit releases just in time for Father's Day and makes a great gift for dads.

Also Available:

# Mini Air Horn: Get Hype!

Conor Riordan



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/31/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479528

BISAC Category: Humor / Topic

Pages: 32

Key Selling Points:

**Humorous pop-culture component:** Like our infinitely popular *Wacky Waving Inflatable Tube Guy*, the air horn is ubiquitous; it's something we've all heard on TV, in movies, or in our favorite songs. This mini kit will appeal to anyone who's ever wanted one for themselves.

**Variety of uses:** This air horn can be used in many ways -- as a stress-reliever (like our successful *Desktop Boxing* and *Brain Fart*), as an attention-grabber, as a pranking device, or simply to make celebratory noise.

**Variety of uses:** This air horn can be used in many ways -- as a stress-reliever (like our successful *Desktop Boxing* and *Brain Fart*), as an attention-grabber, as a pranking device, or simply to make celebratory noise.

Also Available:

- 12-COPY 6-POCKET BESTSELLERS MINI KIT DISPLAY

**Bwah Bwah Bwahhh! Bring the party anywhere with the Mini Air Horn!**



# Mini SubWOOFer

Victoria Potenza



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**15K**

**7/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473281

BISAC Category: Music

Pages: 32

Key Selling Points:

- **New humorous animal-themed mini.** Following in the footsteps of other humorous animal-themed kits like *Screaming Goat*, *Desktop Dog Park*, and *UFO Cow Abduction*, this mini kit takes another popular animal and brings it to the mini list with a one-of-a-kind component: a dog-shaped Bluetooth speaker that is both adorable and practical.
- **Mini wireless speakers are popular.** Found in all colors and shapes, mini wireless speakers are a great way to share the music on your phone with the world and the *Mini SubWOOFer* is no different. With its one-of-a-kind design in the shape of an adorable dachshund, this mini speaker makes a great companion as you listen to your tunes.
- **Great value.** There are many wireless speakers out there--and many are mini-sized--but ours retails for less than most on the market, packing a lot of bark for your buck.
- **The perfect gift for any animal lover in your life.** This kit makes a quirky, charming gift for the dog or animal lovers you know--whether they're young or old, serious or silly, a current pet owner or a wishful pet parent.

# Mini Yule Log: With crackling sound!

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**10/27/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762471492

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

48

Key Selling Points:

- **A fun Running Press twist on a European Christmas tradition.** The burning of a specially selected log on the hearth--the yule log--is a centuries-old Christmas tradition (along with the log-shaped chocolate cake!). With its warm glow and calming crackling sounds, *Mini Yule Log* is sure to put you in the Christmas spirit.
- **The Yule Log video is a cultural phenomenon**--there are nearly 100,000 yule log videos on YouTube alone that range from the classic (crackling fire sounds or Christmas songs) to videos that include animals, favorite celebrities, animated characters, or digital snow--whether you are a Yule Log purist or prefer the more quirky variety, there is a Yule Log video out there for everyone.
- **A new addition to our successful line of homegrown Christmas kits.** From *Teeny-Tiny Nativity* to *Teeny Tiny Tinsel Tree* to our newly released *Teeny-Tiny Christmas Cactus*, our homegrown holiday minis that put a fun spin on nostalgic Christmas traditions have been strong sellers.

***Mini Yule Log* brings all the warmth and coziness of the holiday season to your home or office with a one-of-a-kind mini fireplace with light-up yule**

# Pusheen Mini Puzzles

Claire Belton



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**30K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762496952

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Part of growing product suite.** This set of two mini puzzles is one of three new Pusheen products on our Spring 2020 list, and the third mini kit following strong sellers *Pusheen: A Magnetic Kit* (88,000 gross since Fall 2017) and *Pusheen: A Cross-Stitch Kit* (55,000 gross since Spring 2018), which have seen success in a wide range of accounts (including Pusheen Corp's own Hey Chickadee).
- **Pusheen is hot as ever!** Pusheen has 9.3 million Facebook fans; 1.6 million Instagram followers; 180,000 Twitter followers; and hundreds of thousands of unique visitors per month to Pusheen.com. These numbers grow every day as the chunky cat's engaged fans share and like content in droves (posts on Facebook routinely garner upwards of 200,000 likes and thousands of comments).
- **Proven success in print.** *I Am Pusheen the Cat* has sold 985,000 copies since 2013, has been translated into 16 languages, and helped establish Pusheen's presence offline. The *Pusheen Coloring Book* has sold 166,000 copies and the *Mini Pusheen Coloring Book* has sold 16,000, both of which published after the coloring book bubble popped. (Numbers from Touchstone.)

## Mini Man Cave: Enter the Testoster-zone!

Edited by **Running Press**



**\$8.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**17.5K**

**10/23/2012**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762446186

BISAC Category: Humor

Pages: 32

Key Selling Points:

**More than 2,003,000 Humor Miniature Editions in print sold.**

**More than 2,570,000 Desktop & Office Miniature Editions in print sold.**

**Great gag gift for the deserving man in your life.** This irreverent mega mini kit offers men an escape from the pressures and stress of daily life. Any number of shows on HGTV and DIY Network's *Man Caves* indicate that today's Middle America man desires a space to call his own. Now he can finally have one!

**Where men can be men.** Kick back in your easy chair and warm your feet (or finger) in your fuzzy bear skin rug. Decorate your cozy wood paneled walls with manly wall art to suit your personality and mood. Grab a beer and relax...in this space no women are allowed and the game is always on!

**Portable and interactive.** The portable size and easy set-up makes *Mini Man Cave* the perfect desktop distraction whenever you need it—at work or at home.

**Pop culture trend meets Running Press minis.** This kit capitalizes on the popular "man cave" concept prevalent in our current culture. With our unique format and Running Press spin, this kit is sure to be an irresistible impulse gift item on the

## Mini Office Voodoo Kit

Running Press



**\$7.95/\$10.50 Can./£4.99 UK/€5.99 EU**

**Paperback**  
**3/31/2004**

On Sale

Imprint: RP Minis  
ISBN: 9780762418640

BISAC Category: Non-Classifiable  
Pages: 32

"Put the power of voodoo to work in the office--so you won't have to! With a mini corporate voodoo doll and 32 page executive spellbook, you're practically guaranteed to turn nasty colleagues into frie"

Put the power of voodoo to work in the office--so you won't have to! With a mini corporate voodoo doll and 32 page executive spellbook, you're practically guaranteed to turn nasty colleagues into friendly allies. And if you're looking for a raise or hoping for a promotion, you can hardly go wrong with this hilarious kit.

# The Mini Bonsai Kit

Edited and translated by **Running Press**, Edited by **Running Press**



**\$8.95/\$11.50 Can./£6.99 UK/€5.99 EU**

**Paperback**

**3/7/2001**

On Sale

Imprint:

RP Minis

ISBN:

9780762409747

BISAC Category:

Gardening / Trees

Pages:

40

Also Available:

- 12-COPY 6-POCKET BESTSELLERS MINI KIT DISPLAY
- BEST OF THE BEST 6 POCKET COUNTER DISPLAY

With this kit, complete with a 32page book explaining bonsai gardening, an instruction sheet, a small pot, a peat pellet, a packet of seeds, and a pair of scissors, indoor gardeners can grow a peaceful mini-garden anywhere they choose. Whether it's on a desk or in a kitchen, this little bit of green...

**Invite tranquility into your workplace or home with your own desktop bonsai tree.**

With a little patience, you'll enjoy growing a small version of this already miniature art. Kit includes:

- Mini pot
- Jack Pine seeds
- peat pellet

# Mini Finger Football (UK Edition, Mega Mini Kit)

Chris Stone

**\$8.95/\$10.95 Can./£7.99 UK/€6.99 EU**

**Paperback**

**7.5K**

**10/25/2011**

Announced 1st Print

On Sale

No Image  
Available

Imprint:

RP Minis

ISBN:

9780762444601

BISAC Category:

Humor

Pages:

32

## Tiny Weaving: Includes Two Mini Looms!

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762493838

BISAC Category:

Crafts & Hobbies / Weaving & Spinning

Pages:

32

Key Selling Points:

- **Weaving Is Incredibly Popular!** As bohemian wall-hangings have become increasingly on-trend (sold everywhere from Etsy to Urban Outfitters), more and more people are taking up weaving as a pastime. This miniature kit allows the curious crafter to dabble in weaving without committing to a full loom!
- **Crafting Kits Have Had Great Success.** Our Crafting mini kits have covered a wide range of activities -- from coloring and painting to origami and calligraphy. These popular kits have tapped into the timeless appeal of these crafts, allowing them to both capitalize on current trends and backlist well. This kit will fit in well with recent kits including *By Hand*, *Zodiac Embroidery*, and *The Felt Succulent Crafting Kit*.
- **An Easy, On-Trend DIY Kit.** Weaving on a miniature loom is a simple, straightforward process, perfect for crafters of all ages and skill levels. The easy instructions and hip subject matter make this an ideal kit for fans of the Etsy aesthetic.

**Create on-trend miniature tapestries and wall hangings with *Tiny Weaving!***



# Teeny-Tiny Turntable: Includes 3 Mini-LPs to Play!

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**10/3/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462353

BISAC Category:

Humor

Pages:

32

Key Selling Points:

- **Let Those Records Spin!** Who can resist the nostalgic allure of a vintage record player? With the *Teeny-Tiny Turntable* old school collectors and hip young converts alike will be able to bring the unmistakable coolness of vinyl with them wherever they go!
- **Vinyl is Hugely Popular.** Records are experiencing a cultural renaissance, with a whole new generation of fans! Turntables and vinyl can now be found in a wide array of retailers, from Urban Outfitters to Target and Barnes and Noble.
- **Jam Along to Classic Sounds.** This interactive kit comes with three miniature records, each with thirty seconds of sound from a beloved genre. Play air guitar to the sounds of classic rock and snap to the beats of smooth jazz with this pint-sized record player, then store your records in their own custom sleeves!
- **Perfectly Sized, One-of-a-Kind Record Player.** With its unique, miniature size, movable components, and iconic finishing touches the *Teeny-Tiny Turntable* adds the perfect touch of style to the home or office.

Also Available:

- Fall 2017 Giant Eagle 4-Pocket Display

# Harry Potter Butterbeer Mini Mug Set

Donald Lemke



**\$15.95/\$20.50 Can./£12.99 UK**

**Paperback**

**30K**

**4/29/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489824

BISAC Category: Antiques & Collectibles / Popular Culture

Pages: 48

Key Selling Points:

**CONTINUES MAGICALLY SUCCESSFUL SERIES.** More than 6 million Wizarding World copies have been sold across the program, including more than 20 mini kits! This is also our next title in the Tall and Deep format (2-7/8 x 3-3/4 x 2-7/8 inches). As such, please note that 1 kit fits to a pocket in Mini displays.

**TIES INTO FORTHCOMING ANNUAL BUTTERBEER CAMPAIGN.** The WW franchise will be rallying around an annual springtime Butterbeer season. This recognizable golden drink featured throughout the Harry Potter series is a fan favorite, with its popularity skyrocketing from its being featured at the Universal Studios theme parks (in 2018 it was reported that they had sold 20 million butterbeers). This Butterbeer campaign moment will be driven by consumer products, home entertainment, special Butterbeer themed packaging, digital content, in-person events, festivals, pop-ups, and merch, as well as limited products and promotions.

**HARRY POTTER FAN BASE AS ENGAGED AS EVER.** With new experiences such as a major new series adaptation of the books in development for Max, the film series reunion, the Fantastic Beasts films, video and digital games, Universal's Wizarding World, stage plays, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans continues to immerse itself in

# Mini Wooden Wheel of the Year

Nikki Van De Car, Illustrated by Malin Gyllensvaan



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**8/20/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487493

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

48

Key Selling Points:

**MYSTICAL MINIS SELL WELL.** Mystical minis, especially those with a displayable component like *Tiny Palmistry* and *Runes*, appeal to a wide range of accounts and consumers, selling consistently throughout the year. This kit joins that thriving program.

**PART OF A PRODUCT SUITE WITH ADULT BOOK.** This mini accompanies *The Wheel of the Year*, a book on the same topic by celebrated magical author Nikki Van De Car, which will publish simultaneously. We have seen great success for product suites that include a book and mini kit in the Body, Mind & Spirit space (e.g. *The Night School*).

**STRONG VALUE FOR CONSUMERS.** At \$12.95, this kit is significantly less expensive than competitive products on retailers like Etsy, while delivering higher production values, an added display feature (wooden stand), and a companion book.

**BEAUTIFUL ILLUSTRATED PACKAGE.** Full color illustrations on the packaging and mini booklet, along with the use of metallic ink, create a stunning, gift-worthy package perfect for in-store displays and attractive product shots.

# Wicked Cat Mini Spirit Board

Benjamin Harper



**\$11.95/\$15.50 Can./£8.99 UK**

**Paperback**

**20K**

**8/6/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487370

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

**A FUN, USABLE GAME:** The mini spirit board serves as a miniature game similar to an Ouija board to be played by yourself or with others.

**CAT-THEMED MINIS SELL WELL!** This charming, illustrated kit will appeal to the same audience who has purchased the *Sushi Cats Magnet Set*, *Phrenology Cat*, and *Cat-a-Pult*.

**ADDING A LITTLE HUMOR TO OUR SUCCESSFUL MYSTICAL MINIS**

**CATEGORY:** This kit will build on the incredible track of our mystical and divination-themed minis while connecting with the large cat-humor audience.

**CATS AND THE SUPERNATURAL:** With its spooky season release, this kit is perfect for Halloween promotions, but the cat theme will allow it to sell year-round.

**From Nine Lives to The Great Unknown**

Communicate with spirits with this feline-themed spirit board set:

# Lunar Abundance Mini Moon Lamp: A Deck and Guidebook for Working with the Moon's Phases

Ezzie Spencer



**\$15.95/\$20.50 Can./£12.99 UK**

**Paperback**

**10K**

**6/4/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486588

BISAC Category:

Body, Mind & Spirit / Inspiration & Personal Growth

Pages:

48

Key Selling Points:

**FANTASTICALLY DELUXE KIT:** This gorgeous mini kit is one of our most deluxe ever. It will include a laser-engraved light-up moon housed in a solid crystal sphere that you can set to show any one of the eight moon phases, a gold electroplated display base, USB cable (also operates with AAA batteries), and an illustrated mini book. This set is a steal at \$16.95.

**CONTINUES SUCCESSFUL SERIES:** This mini kit is inspired by *Lunar Abundance* (27,000 sold)—a book that helped establish Running Press's place as a leading publisher of Body, Mind & Spirit titles—and its companion journal, *Lunar Abundance Reflective Journal*. In addition to this mini, the Lunar Abundance suite includes a card deck on the Summer 2024 Studio list.

**MYSTICAL MINIS SELL WELL:** Mystical minis, especially those with a displayable component like *Tiny Palmistry*, the *Himalayan Mood Lamp*, and *Mini Crystal Pendulum*, appeal to a wide range of accounts and consumers, selling consistently throughout the year. This kit joins that thriving program.

**ENCHANTING, ACCESSIBLE TAKE ON THE MOON:** Following the moon's cycles is an ancient tradition that's increasingly mainstream. New Moon and Full Moon

# Mini Musical Ice Cream Truck

Sarah Royal, Illustrated by Alyssa Nassner



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**6/4/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486427

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**MUSICAL AND NOSTALGIC MINIS SELL:** Our hit *Teeny-Tiny Turntable* shares a retro hook with the ice cream truck. And sales of our recent *Tiny Violin* have been very strong. Historically, minis with a nostalgic angle to them connect with our buyers too, as seen with many of our mini kits, both licensed and non-licensed.

**CROSS-GENERATIONAL + UNIVERSAL APPEAL:** This mini kit will appeal to adults for the nostalgia factor, parents of kids obsessed with the ice cream truck, and kids themselves. And whether you grew up with Mister Softee, the Good Humor truck, or some other variety, this mini kit will capture the special magic that the faraway . . . getting closer . . . sound of ice cream truck tunes brings.

**ICE CREAM CAN'T BE BEAT:** Whether you take it on a classic cone, split-style, in a cookie sandwich, or covered in sprinkles, ice cream is one of the world's favorite treats. Ice cream museums can be found across the country and related merchandise of all kinds exists.

**A GIFT FOR ALL OCCASIONS:** This mini is the perfect gift for coworkers, friends, family, or kids. With its unique, bright design and iconic finishes, the *Mini Musical Ice Cream Truck* will add a perfect touch of summer style and fun to a home, office, or playroom.

# Rituals Mini Incense Holder Set

Mikaila Adriance



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**10K**

**4/25/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482764

BISAC Category:

Body, Mind & Spirit / Mindfulness & Meditation

Pages:

32

Key Selling Points:

**MYSTICAL MINIS SELL WELL.** Mystical minis, especially those with a displayable component like *Tiny Palmistry* and the *Himalayan Mood Lamp*, appeal to a wide range of accounts and consumers, selling consistently throughout the year. This kit joins that thriving program.

**APPEALS TO SELF-CARE AUDIENCE.** Using the idea of "rituals" as a jumping off point, this kit targets wellness enthusiasts with its inclusion of a crystal, incense holder and incense, and mini book of soothing practices perfect for a self-care routine.

**STRONG VALUE FOR CONSUMERS.** At \$13.95, this kit includes a wider variety of components (crystal, ceramic incense holder, and incense sticks) at a lower price point than competitive products in the marketplace.

**BEAUTIFUL ILLUSTRATED PACKAGE.** Full color illustrations on the packaging and mini booklet, along with the use of metallic ink, create a stunning, gift-worthy package perfect for in-store displays and attractive product shots.

# Harry Potter: Patronus Mini Projector Set

Running Press, Warner Bros. Consumer Products



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**30K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479580

BISAC Category:

Antiques & Collectibles / Popular Culture

Age Range:

Ages 0 And Up

Pages:

12

Key Selling Points:

**MAGICALLY SUCCESSFUL SERIES.** 5.5 million Wizarding World copies in print across the program.

**OFFICIALLY LICENSED DELUXE MINI KIT WITH LIGHT**

**COMPONENT.** Designed in fine detail and including a projector that broadcasts light across a 5-foot distance, this product is perfect to have at home or in the office.

**HARRY POTTER FANS AS ENGAGED AS EVER.** With new experiences such as illustrated editions of the original books, a stage play, *Fantastic Beasts* movies, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans spanning all ages continue to immerse themselves in product and experiences.

Also Available:

- 12-COPY 6-POCKET HARRY POTTER MINI KIT DISPLAY



# Potions Mini Mortar and Pestle

Nikki Van De Car, Illustrated by Anna Godeassi



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762478743

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

32

Key Selling Points:

**Mystical Kits Perform Well!** Recent releases, like *Tiny Palmistry* and the *Everyday Tarot Mini Tarot Deck*, as well as backlist favorites like *Itty Bitty Buddha* and *The Practical Witch's Spell Deck*, show that mystical mini kits are consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.

**A Popular Home Decor and Craft Cocktail Component -- Made Mini!** Mortar and pestle sets are incredibly popular, from kitchen and barware stores to home decor and gift accounts. This miniature mortar and pestle, made of ceramic and painted in an on-trend brass color, brings all the functionality of a full-size version into the charming world of minis.

**Part of the Thriving RP Mystic Program!** Across imprints, magical and mystical publishing is a core category for RP. This kit, with best-selling in-house author Nikki Van De Car, adds another dimension to that program. It is also the companion kit to the Summer 2022 book *Potions*, offering opportunities for cross-promotion.

**RP Product Suite.** This mini kit publishes alongside the book *Potions* on the RP Adult list, giving consumers and accounts a variety of ways to engage with this content and merchandise in-store.

# LINE FRIENDS Mini BROWN Bobblehead

LINE FRIENDS Inc



**\$9.95/\$12.50 Can.**

**Paperback**

**15K**

**5/24/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762478859

BISAC Category: Antiques & Collectibles / Figurines

Pages: 32

Key Selling Points:

**A Growing Brand.** Starting out as "stickers" for mobile messaging in 2015, LINE FRIENDS has seen remarkable growth year after year. With the launch of their sub-brand, Brown & Friends, their signature characters became a CRAZE in Asia and they are starting to see the same in the US and around the world.

**Retail & Consumer Products.** In 2021, there will be a large Brown & Friends CP roll-out plan, including bedding, toys, Funko, dining ware, pajamas, and much more, with an exclusive Brown & Friends launch with BoxLunch. LINE FRIENDS' BT21 products (which were created in collaboration with K-Pop sensation BTS) are already a huge hit at retail, selling at B&N, Hot Topic, BoxLunch, Target, and more. The brand has also collaborated on merchandise with popular global brands including Reebok, Dunkin Donuts, Beats by Dr. Dre, Samsung, Converse, among others. The *Mini Brown Bobblehead* is part of a larger deal with LBYR, who will also be publishing two seasonal gift books with Brown & Friends in Fall 21 and Summer '22.

**Global Retail.** LINE FRIENDS has over 200 stores including flagship, pop-ups and shop-in-shops around the world. Currently, they have 40 flagship stores in operation including two in the US: Times Square, NY and Hollywood, LA. Fans can also enjoy Brown & Friends in a more interactive way at character-themed exhibitions, hotel rooms, cafes & pubs.

# Dungeons & Dragons: Mini Dice Dungeon

Brenna Dinon



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**25K**

**4/26/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762475919

BISAC Category: Antiques & Collectibles / Popular Culture

Pages: 48

Key Selling Points:

**A new exciting license for Running Press.** *Dungeons & Dragons* is the most well-known table-top role-playing game with millions of players and a global reach. *D&D* is a staple at all major pop culture conventions like San Diego Comic Con and New York Comic Con and regularly host competitions and other events world-wide.

**Tons of *D&D* merchandise in the market.** Aside from the bestselling Player's Guides and Handbooks for the tabletop game, and new books like the official art book *Art & Arcana* and the upcoming cookbook *Heroes Feast* (Ten Speed, Fall 2020), there is a lot of collectible merchandise (both licensed and non-licensed) ranging from apparel to home goods, stationery products, puzzles, board games, and more that sell well across all channels. Our mini kits will be a great complement to the range.

**A unique RP x *D&D* product suite.** Our *D&D* program will include miniature kits—*Bag of Holding Magnet Set* (Fall 21), *Mini Dice Dungeon* (Fall 21), and *Beholder Figurine* (Winter 22)— as well as an adult gift book and potentially a poster book (Winter 22)—a unique offering for fans and collectors of all things *D&D*.

# Cats on Catnip Mini Puzzles

Andrew Marttila



**\$9.95/\$12.50 Can./£7.99 UK**

## Other Merchandise

**20K**

Announced 1st Print

**4/6/2021**

On Sale

Imprint:

RP Minis

ISBN:

9780762499892

BISAC Category:

Pets / Cats

Pages:

1

Key Selling Points:

- **Cats on Catnip is a hit!** *Cats on Catnip* has grossed more than 31k units since June 2018. Andrew has proven himself to be a powerhouse promoter and has promoted the book at Cat Camp, Meowfest, and CatCon. The book has been featured on Your Tango, Woman's World, Scary Mommy, HuffPost, PopSugar, MSN, the Daily Mail UK, Metro UK, and Bored Panda, among others.
- **Andrew is well connected and his platform continues to grow.** In 2018 Andrew had 230k followers across his social media platforms. Today, his numbers have more than doubled that at 528k. He is extremely well connected and respected in the cat world and has photographed nearly all the "famous" internet cats (all provided endorsements for his first book). Every week Andrew's photos generate over 3M unique impressions. Andrew's partner is Hannah Shaw, known to the internet as Kitten Lady, with a powerful social media presence (1.1M followers) and a NYT bestselling book (*Tiny but Mighty*).
- **Jigsaw puzzles are a growing hobby.** For the past few years, jigsaw puzzles are seeing a resurgence in popularity and offer hobbyists a way to relax and unplug. It is also said that puzzles can help improve your short-term memory, relieve stress, and improve your visual-spatial reasoning. *Cats on Catnip Mini Puzzles* joins other Running Press puzzle kits such as *Bob Ross: Happy Little Puzzles* and *Pusheen Mini Puzzles*, and gives cat enthusiasts the opportunity to

# Back to the Future: Mini Hoverboard: With Magnetic Sneakers

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

## Other Merchandise

**12K**

Announced 1st Print

**10/27/2020**

On Sale

Imprint:

RP Minis

ISBN:

9780762497058

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

16

Key Selling Points:

- **One of the most successful movie franchises.** From Academy Award-winning filmmakers Steven Spielberg and Robert Zemeckis, the original groundbreaking film *Back to the Future* sparked one of the most successful trilogies ever. A franchise that changed the future of the adventure movie genre with its innovative special effects, unforgettable songs, and non-stop action, *Back to the Future* is an unrivaled adventure that stands the test of time.
- **A cult classic with renewed interest.** The franchise globally celebrated Back to the Future Day on October 21, 2015, which reinvigorated the brand in the cultural zeitgeist with consumer products, home entertainment, and promotional offerings. *Back to the Future: The Ultimate Visual History* was released to strong sales showing the continued fandom, and *Back to the Future: The Classic Illustrated Storybook* released last year from Quirk Books.
- **\$1B Worldwide box office gross across the franchise.** The first *Back to the Future* film grossed \$381 million, making it the highest-grossing film of 1985. It was nominated for 5 BAFTAs, 4 Golden Globes, and 3 Academy Awards. Two sequels followed in 1989 and 1990, and the franchise has grossed \$1 billion worldwide.
- **Mini kit success with other nostalgic film franchise kits.** Other mini kits that pay homage to iconic films, such as the *Ghostbusters*, *Star Trek*, *Godzilla*,

# The Night Before Christmas Mini Puzzles

Clement Clarke Moore, Illustrated by Christian Birmingham



**\$9.95/\$12.50 Can.**

**Paperback**

**50K**

**10/6/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499519

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Pages:

32

Key Selling Points:

- **Based on our bestselling picture book, *The Night Before Christmas***, which has sold more than 1 million copies! This book is the top edition of the perennial bestseller, and this kit will be the perfect add-on purchase for fans of Christian Birmingham and *The Night Before Christmas*.
- **Our Christmas-themed mini kits are strong sellers**--they are the perfect stocking stuffers. (see comp grid)
- **Puzzles are popular.** There has been a resurgence in board and card games in recent years, as families are looking for ways to spend time together away from screens--this includes puzzles!
- **Latest kit in our new puzzle format.** *Bob Ross Happy Little Puzzles* had strong sales this past fall, and our second puzzle kit, *Pusheen Mini Puzzles*, releases this Spring.

Also Available:

-

# Marilyn: Collectible Magnets and Mini Posters

Michelle Morgan



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469802

BISAC Category:

Photography / Subjects & Themes

Pages:

40

Key Selling Points:

- **Marilyn is still a household name, and her image sells:** Within the last few years, her image has been used in campaigns for Coca Cola, MAC Cosmetics, Max Factor, Big Sexy Hair, Chanel No. 5, and Snickers. Her look inspired Dolce & Gabbana's S/S 2020 collection; *Marilyn: The Musical* stage show is touring the country, and Zales just launched a Marilyn-inspired jewelry collection.
- **Part of Authentic Brands Group (ABG) collection.** The licensing agency represents the estates of icons such as Marilyn Monroe, and Elvis Presley. This is part of a collection of officially licensed titles with ABG, which will take advantage of their marketing muscle and cross-promotional opportunities with launches of their other licensed product.
- **Unique product and excellent content:** The contents of this mini kit will feature images taken by Marilyn fans' favorite photographers, Milton Greene, Sam Shaw, and Tom Kelley, who collectively shot the most iconic images of the star.
- **Appeal for young women:** ABG identifies the primary market for Marilyn as females ages 13 to 54. Her audience is younger than ever today -- and she is seen as a symbol of eternal beauty and femininity. She is someone many women identify with, love to celebrate, and are inspired by.

# Yes Way Rosé Mini Kit: With Wine Charms, Drink Stirrers, and Recipes for a Good Time

Erica Blumenthal, Nikki Haganir



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**4/9/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762493135

BISAC Category:

Cooking / Beverages

Pages:

32

Key Selling Points:

- Strong Brand with Powerful Retail Connections** Yes Way Rose is a widely recognized brand that has established itself as a key player in the gift and wine spaces. Their products and collaborations (including nail polish, candles, and a limited edition pinset with Pintrill) have been praised by *The New York Times* and worn by celebrities including Savannah Guthrie during a Today Show episode. They have had wine collaborations with the online retailer Winc and recently debuted a proprietary wine, currently sold in Target stores and launching nationwide in Spring 2019.
- Authors with an Engaged Social Platform, Media Features, and Celebrity Fans.** Yes Way Rose dominates rose-focused media, in both traditional and digital spheres. The brand's Instagram boasts nearly 48K followers and regularly garners between 1K and 2K likes per post. The brand and authors have been featured in a wide array of media, including *Vogue*, *Forbes*, *Cherry Bombe*, *InStyle*, *Refinery29*, and *Wine Enthusiast*. Their celebrity fans include Drew Barrymore, the Coveteur, and Abigail Spencer.
- Part of a Running Press Product Suite!** Yes Way Rose will be publishing simultaneously with a Running Press Adult book and a mini kit. Designed to



# Everyday Tarot Mini Tarot Deck

Brigit Esselmont, Illustrated by Eleanor Grosch



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**10/9/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762492794

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

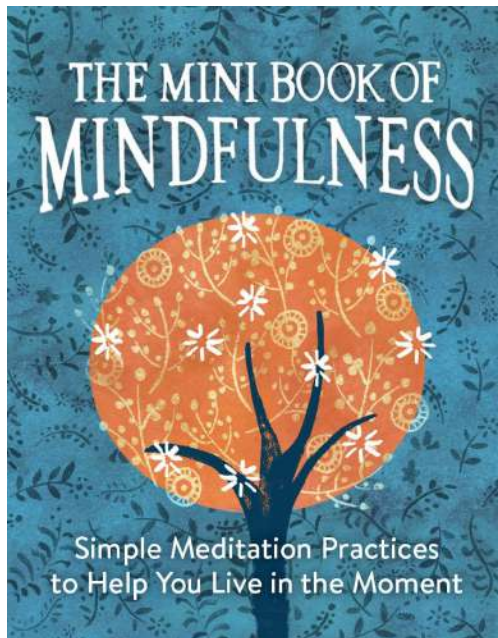
88

Key Selling Points:

- **Tarot is a Strong Backlist Seller!** RP's original *Tarot Mini Kit* is a perennial backlist seller, selling over 410,000 copies since 1999 and over 50,000 copies in the last two years alone! This title will replace that backlist favorite.
- **Mystical Kits are Extremely Popular.** From backlist favorites like *Runes* and *Itty Bitty Buddha* to more recent kits, including *Practical Magic*, mystical mini kits have been consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.
- **Author with a Multifaceted Platform.** Through her website, Bidy Tarot, Brigit has built a powerful sales platform and a loyal following. Bidy Tarot sees over 4 million visitors each year (30 million page views), and there are 1,000 paid members of Bidy Tarot's exclusive community. Brigit has 60,000 email subscribers, 40,000 Facebook followers, and 10,000 Instagram followers. To date, over 10,000 people have purchased Bidy Tarot products or programs. Bidy Tarot also has a corresponding podcast, which has received 40,000 downloads since launching in January 2016.
- **Magical Is Now Mainstream.** From goop to Vogue, MindBodyGreen to the Huffington Post, the magical and mystical has become increasingly mainstream. Tarot merchandise has already taken a foothold in major gift accounts (i.e. the Wild Unknown Tarot Deck at Urban Outfitters) and consumers have latched

# The Mini Book of Mindfulness: Simple Meditation Practices to Help You Live in the Moment

Camilla Sanderson



**\$6.95/\$8.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**22.5K**

**3/22/2016**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762457922

BISAC Category:

Body, Mind & Spirit / Mindfulness & Meditation

Pages:

160

Key Selling Points:

**Compact size for mindfulness on the go.** A pocket-size companion of mindfulness appeals to people who want to de-stress throughout the day. The portable size makes it easy to carry some calming and meditative exercises in your purse or pocket for use while you're at work, on vacation, or at home.

**Mindfulness is trending in books.** Books on mindfulness and meditation are popular. This book was requested by the UK due to the popularity of the subject in their market. The inspiration for this book—*The Little Book of Mindfulness*—is a UK bestseller.

**Allure of quick mindfulness exercises that can be done in a few minutes.**

Books that promise a fast fix are increasingly popular. This book serves those who only have a few minutes a day to devote to mindfulness.

**This pocket-sized calming companion offers simple mindfulness meditation practices that can be done virtually anytime, anywhere.**

# Outlander: Mini Mortar & Pestle Set

Edited by **Running Press**



**\$9.95/\$10.95 Can./£6.98 UK/€7.99 EU**

**Paperback**

**17.2K**

**10/13/2015**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762458745

BISAC Category: Antiques & Collectibles / Kitchenware

Pages: 32

Key Selling Points:

**Great ratings.** More than five million viewers watched the midseason finale of *Outlander*. The second half of the first season is set to air in April 2015 and the second season follows in September.

**Lots of press for *Outlander*.** The show has been buzzed about on The Huffington Post, PopSugar, Variety, E! Online, Vanity Fair, The Hollywood Reporter, Access Hollywood, Vulture, and People, among many more. E! Online declared *Outlander* the winner-by tabulation of reader vote-of their 2014 Fall TV Obsession Tournament and was named one of their "Best of 2014" Top Ten TV Dramas. The show made *Escapist's* Top Five list and a staffer at Pop Insomniac named it the "best new show of 2014."

**Based off a bestselling series.** From the *New York Times* bestselling series written by Diana Gabaldon, the *Outlander* books have sold over 25 million copies worldwide in 38 countries and have been translated into 36 languages. The books and TV show span the genres of romance, science fiction, history, and adventure in one epic tale.

**Awards and nominations.** *Outlander* is the winner of the 2015 People's Choice Awards for the category of "Favorite Cable Sci-Fi/Fantasy TV Show." It has also been nominated by *TV Guide Magazine's* 2014 Fan Favorite Awards in the categories of Favorite Drama and Favorite Duo (Claire and Jamie). *Outlander* actor Sam Heughan was named Anglo Fan Favorite Man of 2014 by BBC America and actress Caitriona

# Alfred E. Neuman: Mini Bobblehead Kit

Edited by **Running Press**



**\$9.95/\$10.95 Can./€7.99 EU**

**Paperback**

**5K**

**9/23/2014**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762453450

BISAC Category: Antiques & Collectibles / Figurines

Pages: 32

Key Selling Points:

**A Beloved Brand:** *MAD Magazine* is a beloved publication with years of history. Anyone who's ever read the magazine will love the Alfred E. Neuman Mini Bobblehead.

**Iconic Image:** Beyond *MAD Magazine*, Alfred E. Neuman is an iconic image, recognizable across the globe. He has appeared on everything from *The Simpsons* to presidential jokes.

**Follow Up to a Perennially Successful Kit:** Our *Spy Vs. Spy* kit has sold over 65,000 copies, proving there is a large fan base for *MAD* collectibles. This bobblehead will be a must-have for fans.

**Joins Our Growing Line of Mini Bobblehead Kits:** This is our third mini bobblehead with pop-culture icons, which includes Dwight from *The Office* and Barney from *How I Met Your Mother* coming in Spring 2014.

Alfred E. Neuman has always embodied the mischievous, zany spirit of *MAD Magazine*. Now anyone can join in the fun with this mini Alfred E. Neuman bobblehead and 32-page book of quotes and images. With him around, you'll be asking yourself, "What, me worry?"

## The Velveteen Rabbit Mini Kit: Plush Toy and Illustrated Book

Margery Williams, Illustrated by Don Daily



**\$9.95/\$10.95 Can./€7.99 EU**

**Paperback  
1/28/2014**

On Sale

Imprint: RP Minis  
ISBN: 9780762450428

BISAC Category: Humor / Topic  
Pages: 48

Also Available:

- 2014 Kids Easter clip strip
- Easter Basket Delights (Easter A Mini a Month)

Mega mini kit features an adorable plush Velveteen Rabbit and fully-illustrated mini book of the beloved tale.

*The Velveteen Rabbit* is the timeless story by Margery Williams that tells the classic tale of how a toy rabbit longed to become real. This mega mini kit includes a plush of the Velveteen Rabbit and a 32 page mini book, with full color illustrations.

# The Desktop Aquarium (Mega Mini Kit): Just Add Water!

Jennifer Leczkowski



**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**4/22/2008**

On Sale

Imprint:

RP Minis

ISBN:

9780762432493

BISAC Category:

Antiques & Collectibles / Toys

Age Range:

Ages 6 And Up, Grades 1 to 17

Pages:

32

Also Available:

- Yes Prepack

They don't require allergy shots, expensive pet sitters, or diamond-studded collars. Desktop fish are the perfect pets and will always be there to entertain you, even if you forget to feed them for months on end! Following on the heels of underwater mania following *Finding Nemo* and *Shark Tales*, and ...

**The perfect pets -- a complete miniature restful aquarium with magnetic fish you can make swim!**

They don't require allergy shots, expensive pet sitters, or diamond-studded collars. Desktop fish are the perfect pets and will always be there to entertain you, even if you forget to feed them for months on end! Following on the popularity of virtual pets, this desktop aquarium will be a fun addition to the workplace. It also makes a great gift for animal lovers. Kit includes two magnetic fish, magne...

## The Mini Merry Berry Bonsai Kit

Running Press, Edited by Running Press



**\$7.95/\$9.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**10/11/2005**

On Sale

Imprint:

RP Minis

ISBN:

9780762427086

BISAC Category:

Gardening

Pages:

44

Also Available:

- 6-Pocket BAM Holiday Display

Stressed out by the upcoming holidays? Invite tranquility into your home or workplace with your own holiday bonsai tree. Based upon a centuries-old tradition, the kit includes a pot, seeds, a peat pellet, and small scissors, plus a 44-page introduction to the beauty of berry bonsai. With a little pa...

Stressed out by the upcoming holidays? Invite tranquility into your home or workplace with your own holiday bonsai tree. Based upon a centuries-old tradition, the kit includes a pot, seeds, a peat pellet, and small scissors, plus a 44-page introduction to the beauty of berry bonsai. With a little patience, you'll enjoy growing a miniature version of this already miniature art!

# The Mini Zen Gardening Kit

Abd Al-hayy Moore



**\$7.95/\$10.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**17.5K**

**9/4/2000**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762408283

BISAC Category:

Gardening / Japanese Gardens

Pages:

40

Also Available:

- 12-COPY 6-POCKET BESTSELLERS MINI KIT DISPLAY
- NEW YEAR NEW YOU EXPANDED MYSTIC COLLECTION 12-copy mini kit counter display/prepack: buy 10 get 2 free

This carry-along version of our enormously popular *Zen Gardening Kit* provides a touch of tranquility on the go. Packaged with a 32page introduction to the aesthetic enlightenment of Zen gardening, it includes a tray, fine sand, decorative rocks, and miniature wooden rake.

"This carry-along version of...

**One of former president Barack Obama's favorite gifts under ten dollars, this mini Zen garden will help you find peace in everyday life and deliver mindfulness to your desktop.**

Kit includes:



# Hello Kitty and Friends Mini Nesting Dolls

Running Press



**\$11.95/\$15.50 Can.**

**Paperback**

**50K**

**7/15/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9798894140773

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

16

Key Selling Points:

**A GLOBAL POP CULTURE ICON WITH BIG MERCHANDISING SUCCESS:** As one of the highest-grossing media franchises in the world, Hello Kitty is a widely recognized and lovable global pop culture phenomenon with \$84.5 billion in merchandise sales. Today, more than 50K Hello Kitty product lines are available in over 130 countries. Hello Kitty has more than 16M followers across its social media platforms worldwide.

**A FUN SPIN ON THE CLASSIC NESTING DOLLS SET:** Starting with Hello Kitty, then My Melody, then Chococat, each doll gets progressively smaller, nesting snug inside of each other for easy storage. This supercute trio is a fun gift or self-purchase and is perfect for display on a shelf or desktop. With its adorable characters and universal messages of happiness and friendship, this mini kit celebrates a beloved brand that appeals to all ages.

**HELLO KITTY AND FRIENDS PROGRAM IS HUGELY SUCCESSFUL ACROSS RP IMPRINTS:** This nesting dolls mini kit is part of a bestselling Hello Kitty suite at RP and will draw the attention of new and returning fans. Hello Kitty drives enormous sales, with more than 117K copies netted across our titles in the series since the first title hit shelves in August 2023, encompassing a broad range of books, stationery, mini kits, and children's titles—with more to come!

# Harry Potter Dark Arts Mini Deck and Guidebook

Donald Lemke



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**8/6/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486823

BISAC Category:

Performing Arts / Film

Pages:

48

Key Selling Points:

**CONTINUES MAGICALLY SUCCESSFUL SERIES.** More than 6 million Wizarding World copies have been sold across the program, with over 20 mini kits included. This kit will also add our successful mini deck format to the program.

**POPULAR SUBJECT MATTER FROM THE HARRY POTTER FILMS:** The Dark Arts is popular among fans, as one of the core subjects taught is Defense Against the Dark Arts at Hogwarts School of Witchcraft and Wizardry, with plenty of spells, characters, and objects associated with it. Our own *Harry Potter Dark Arts Collectible Set* adult large kit has netted over 54K units, proving this a successful Harry Potter topic, which will now be available in mini form. The Dark Arts has its own seasonal-specific tour at the Warner Brothers Wizarding World Studio in London and a lights show at Universal Studios Wizarding World.

**HARRY POTTER FAN BASE AS ACTIVE AS EVER.** With new experiences such as a major new series adaptation of the books in development for Max, the film series reunion, the Fantastic Beasts films, video and digital games, Universal's Wizarding World, stage plays, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans continues to immerse itself in product and experiences, and love for the Wizarding World continues to be passed down through generations.

# Law & Order: Mini Gavel Set with Sound

Chip Carter



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**10/3/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482719

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

**ULTRA SUCCESSFUL SHOW WITH DEDICATED FANBASE:** After running consecutively for 20 years and being off the air for 10 years (with six spinoffs in total), the original *Law & Order*—one of NBC's most popular shows—returned for its 21st season in the fall of 2022. The show has 731K followers on Instagram and 7.1M followers on Facebook. It has been nominated for and won many awards over the years, including Emmys, and has been featured on many "All Time Greatest Shows" lists for television.

**PROCEDURALS AND LAW A POPULAR TOPIC:** Procedurals and formulaic crime shows are more mainstream than ever, with many justice-related procedurals on TV, such as *NCIS*, *CSI*, *NYPD*, *Suits*, *Bones*, *Criminal Minds*, *Chicago P.D.*, and more. Crime, law, and justice are always popular topics in the media and an integral part of American culture that is also appreciated abroad.

**ICONIC SOUND HEARD AROUND THE WORLD:** The show's ever iconic "dun-dun" gavel sound is one of the most distinctive sounds in television history and has traveled far beyond the small screen, becoming a pop culture phenomenon in its own right. The sound of the gavel continues to resonate with fans, as featured in spoofs, Instagram reels, and tiktoks.

# Peanuts: A Charlie Brown Christmas Mini Puzzles

Charles M. Schulz



**\$9.95/\$12.50 Can.**

**Paperback**

**50K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480265

BISAC Category:

Religion / Holidays

Pages:

16

Key Selling Points:

**A SUCCESSFUL FORMAT—NOW WITH PEANUTS!** Capitalizing on the current puzzle trend, RP Minis has had success with our mini puzzle sets. *A Charlie Brown Christmas Mini Puzzles* will follow the popular *Bob Ross: Happy Little Puzzles*, *Pusheen Mini Puzzles*, and *The Night Before Christmas Mini Puzzles*. This fun format will pair perfectly with Peanuts and the Christmas classic.

**A CHARLIE BROWN CHRISTMAS, AN EMMY AND PEABODY AWARD-WINNING STORY, HAS WARMED THE HEARTS OF MILLIONS FOR MORE THAN 50 YEARS.** Watching the TV special is an annual holiday tradition and consumers flock to products based on the program.

**PEANUTS HOLIDAY TITLES HAVE BESTSELLING TRACK!** Our RP Kids and Minis based on *A Charlie Brown Christmas* have sold more than one million copies, selling year after year. This new offering is sure to find similar success as a perfect stocking stuffer or add-on gift.

**A CHARLIE BROWN CHRISTMAS HAS BIG CROSSOVER.** Peanuts have always appealed to both children and adults. Young or old, this kit will be a big hit for everyone this Christmas season!

# Legally Blonde Magnets: Includes Pen and Mini Journal!

Running Press



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/31/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762475964

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

**Legally Blonde 3 is coming:** Scripted by Mindy Kaling and starring the much-adored (and book-loving!) Reese Witherspoon, this sequel is one of the most talked about films currently in production. It is scheduled to release on May 22, 2022.

**Studio marketing efforts:** In addition to the release of *Legally Blonde 3*, the studio is making an event out of 2022 by also celebrating the original film's "21st birthday," an initiative that is planned to include a re-release of the 2001 film, live concert, and new consumer products.

**Pop culture icon:** Featuring unforgettable characters and fashions, quotable dialogue, and starring Reese Witherspoon, *Legally Blonde* is a modern-day classic with a life that's continued outside of films with a hit touring musical and licensed merchandise including apparel, rosé wine, and more.

**Part of Legally Blonde suite:** This kit is accompanied by a *Legally Blonde* journal on the RP Studio Summer '22 list.

# The Walking Dead: Mini Groaning Walker Head

Edited by Running Press



**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Paperback**

**40K**

**3/22/2016**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762459148

BISAC Category: Humor

Age Range: Ages 6 And Up

Pages: 32

Key Selling Points:

**Strong Viewership:** Since its first season, with 5.35 million viewers, the show has outperformed several Nielsen ratings and earned 17.3 million viewers to date. The fifth season's mid-season finale was the highest rated mid-season finale in TV history with 14.8 million viewers.

**Season Five Premiere:** Season five premiere made *The Walking Dead* the most-watched drama series telecasted in basic cable history.

**Strong Publicity Presence:** AMC has cultivated a strong social media presence with 3.25 million Twitter and 33 million Facebook followers. The series' marketing strategy has been known for its publicity stunts including costumed-zombie pranks in New York City's subway, the creation of a zombie-inspired burger, and a worldwide zombie invasion event that included 26 cities.

**Numerous Awards:** The television series was nominated for the 2011 Writers Guild of America Awards, 68th Golden Globe Awards, 2011 Saturn Awards, and the 63rd Primetime Emmy Awards. It has been critically reviewed as well in *Entertainment Weekly*, *Time*, *Newsday*, and *Screen Rant*.

**More to Come:** Last October, AMC confirmed that the series had been renewed for a sixth season. In addition, AMC announced development plans for a spin-off series, currently being referring to as *Cobalt*.

**The Walking Dead Comic:** The television series is based on Robert Kirkman's

## Build Your Own Stonehenge (Mega Mini Kit)

Edited and translated by **Running Press**, Edited by **Running Press**



**\$9.95/\$12.50 Can./£7.99 UK/€6.99 EU**

**Paperback**

**20K**

**7/3/2012**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762443352

BISAC Category:

Humor

Pages:

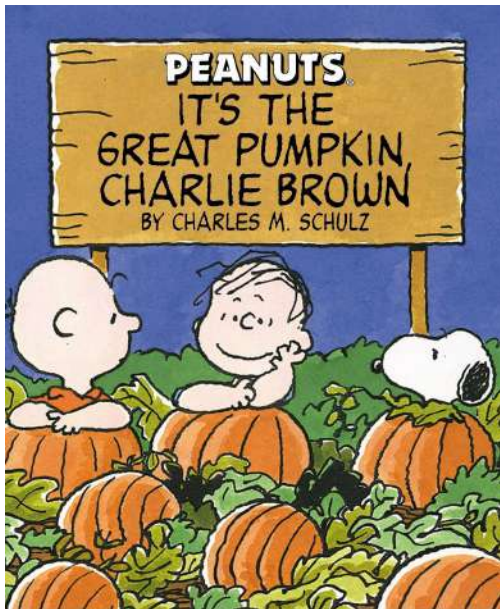
32

Now available in a new deluxe, eye-catching mega package, *Build Your Own Stonehenge* includes 16 Stonehenge rocks, a beautifully landscaped map, and 32- page guide explaining the mysterious building of this ancient wonder. Explore and replicate the magic of this extraordinary monument right at your d...

Now available in a new deluxe, eye-catching mega package, *Build Your Own Stonehenge* includes 16 Stonehenge rocks, a beautifully landscaped map, and 32- page guide explaining the mysterious building of this ancient wonder. Explore and replicate the magic of this extraordinary monument right at your desktop!

# It's The Great Pumpkin Charlie Brown (Mini Ed)

Charles M. Schulz



**\$5.95/\$6.95 Can./£5.95 UK**

**Hardcover**

**9/22/2004**

On Sale

Imprint:

RP Minis

ISBN:

9780762420339

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Age Range:

Ages 4 And Up, Grades P to 17

Pages:

128

Also Available:

- 2016 Halloween 6-pocket counter display

**Charles Monroe Schulz** (1922 -2000) was a 20th-century American cartoonist best known for his Peanuts comic strip. He was born in St. Paul, Minnesota, to Dena and Carl Schulz. His nickname "Sparky" was given by his uncle, after the horse Spark Plug in the *Barney Google* comic strip. He attended St. Pa...

First aired in 1966, *It's the Great Pumpkin, Charlie Brown* has become a staple of Halloween and one of the most beloved holiday specials in history. This charming full color abridgement of the classic animated story features a hangtag with a custom charm and all the lovable antics of Snoopy, Charlie Brown, and the rest of the Peanuts Gang.



# Monster Needs a Costume Bendable Figurine and Mini Book

Paul Czajak, Wendy Grieb



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**17.5K**

**8/22/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461523

BISAC Category: Humor

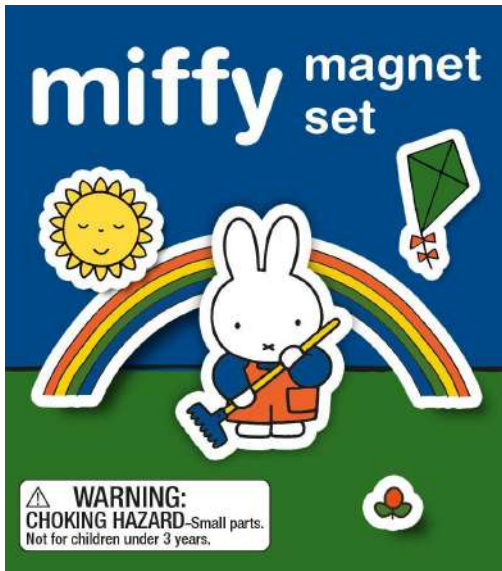
Pages: 32

Key Selling Points:

- **The *Monster & Me* series has garnered a strong following since its inception in 2013.** With titles like *Monster Needs a Costume*, *Monster Needs His Sleep*, and *Monster Needs Your Vote*, this humorous, read-aloud rhyme series has a strong following and growing audience with new titles *Monster Needs to Go to School* and *Monster Needs a Hug* coming in Fall 16 and Spring 17.
- **Brings to life Czajak's most popular *Monster & Me* title.** Having sold over 30,000 copies, *Monster Needs a Costume* is the most popular book in the *Monster & Me* series. This mini kit gives fans a new take on their favorite *Monster* book!
- **The perfect Halloween gift item.** Just in time for Halloween, this mini kit is the perfect gift for children who love *Monster Needs a Costume*: fun, not scary! It's the newest addition to our list of popular Halloween mini kits-see below for comparative titles and sales numbers.
- **Encourages kids to be themselves.** The collectible *Monster* figurine and mini book encourage kids to try out new and different Halloween costumes, to have fun, and to be themselves!

# Miffy Magnet Set

Running Press, Illustrated by Dick Bruna



**\$10.95/\$14.50 Can.**

**Paperback**

**35K**

**8/26/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9798894140162

BISAC Category:

Humor / Topic

Pages:

16

Key Selling Points:

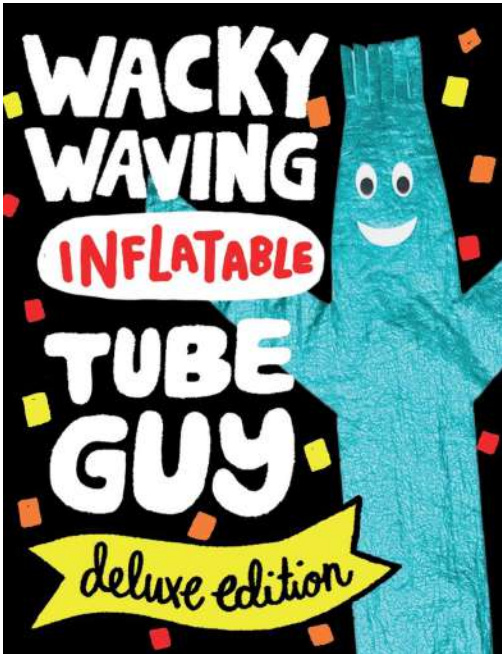
**INTERNATIONALLY SUCCESSFUL BRAND WITH AN ANNIVERSARY:** During the popular brand’s 70-year run, Miffy books have sold more than 85M copies worldwide and have been translated into 50+ languages. Miffy social media channels reach 445K fans (IG: 247K; YouTube: 108K), with 100K fans based in the U.S. Miffy currently has partnerships with companies like Tommy Hilfiger and Mulberry and U.S. retailers such as Target, Kohl's, B&N, Walmart, MoMA, Urban Outfitters, and more.

**RUNNING PRESS’ MAGNET KITS ARE BESTSELLERS:** Running Press' licensed magnetic mini kits with brands like Hello Kitty and Friends, Gudetama, Pusheen, *Bob’s Burgers*, *Golden Girls*, and Bob Ross have been huge successes. This charming kit will appeal to Miffy fans of all ages and is a sweet addition to this bestselling category for RP Minis.

**A BRAND-NEW LICENSE AND PRODUCT SUITE AT RUNNING PRESS:** *Miffy Magnet Set* joins a new line of Miffy products across Running Press imprints, including a friendship-themed fill-in book and early concept books for Summer '25, as well as a baby book, postcard deck, large cross-stitch kit, and mini light-up figurine coming in Fall '25. Like other wholesome kawaii brands such as Pusheen and Hello Kitty, Miffy’s sweet and playful aesthetic will delight fans of all ages.

# Wacky Waving Inflatable Tube Guy Deluxe Edition: Includes USB Cable and Vinyl Stickers

Conor Riordan, Illustrated by Gemma Correll



**\$15.95/\$20.50 Can./£12.99 UK**

**Paperback**

**65K**

**8/5/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9798894140605

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**LATEST ADDITION TO THE TUBE GUY FAMILY:** Our original WWITG has sold a staggering 2 million copies since its release in 2018. Since then we have released a holiday version with *Wacky Waving Inflatable Tube Elf* in 2020 and our *Wacky Waving Inflatable Tube Gal* in 2021, which have sold more than 400k copies combined. It's time that we added another member to the group to liven up the party—a sparkly teal version that takes the wackiness to a whole new level!

**INCLUDES A USB POWER CORD:** Our other 3 Wacky Waving Inflatable kits could be powered with either a 9-volt battery or a specific AC adapter (with the latter providing optimal performance). This edition will include a USB cable that provides an immediate option for tube guy to continue the strong wacky waving action indefinitely by plugging the USB cable into a powered on computer or a 5V/1A plug. PLEASE NOTE: The fan base of this edition is larger than the other titles in the series, and is packaged in the Tall and Deep format (2-7/8 x 3-3/4 x 2-7/8 inches). As such, please note that 1 kit fits to a pocket in Mini displays. IMPORTANT NOTE #2: This deluxe edition has a bigger fan, and does not include a battery compartment/battery option as previous editions.

**THE ULTIMATE CELEBRATORY ACCESSORY:** With its shiny sparkly gloves and

# Beetlejuice Talking Handbook for the Recently Deceased

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**40K**

**7/29/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489602

BISAC Category:

Performing Arts / Film

Pages:

16

Key Selling Points:

**BEETLEJUICE REMAINS ALIVE AND ICONIC:** The original 1988 Tim Burton film is a classic, aired and beloved year after year during the Fall/Halloween season, but the characters and story are finding new life with a hit stage musical that's currently touring the country, and the new highly anticipated sequel film *Beetlejuice, Beetlejuice* which created sensations in early Fall 2024.

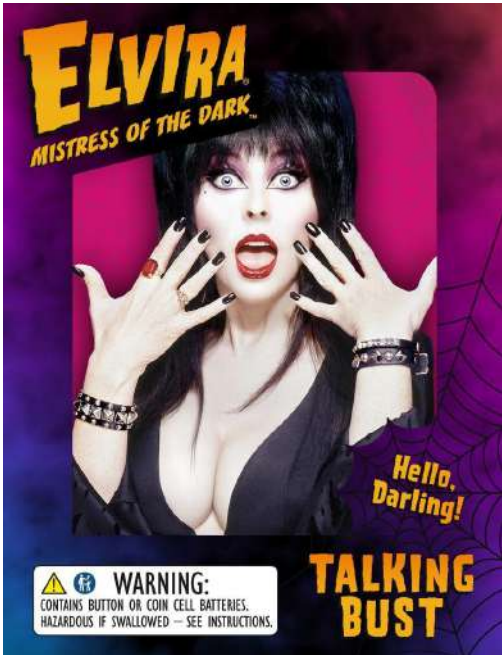
**EXTREMELY COOL, UNIQUE ITEM:** Featuring voices of cast favorites like Lydia, Delia, Otho, Barbara, Adam, Beetlejuice of course, and more. The handbook in the film is iconic and while there are other replicas, there is no other talking item like this, and no mini.

**NOSTALGIC FILM MINIS SELL:** Whether it's *Princess Bride*, *Hocus Pocus*, or *The Nightmare Before Christmas*, minis licensed with films that hit a nostalgic sweet spot—with millennials in particular but also Gen X and Gen Z—have a proven track record of success.

***Beetlejuice* is back with this one-of-a-kind mini replica of the *Handbook for the Recently Deceased* that plays actual audio from the movie, including**

# Elvira Talking Bust

Cassandra Peterson



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**7/29/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489176

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

32

Key Selling Points:

**PARTNERSHIP WITH ICONIC HORROR CELEBRITY:** The queen of Halloween is a household name in horror and a global cultural icon with a passionate and active multi-generational fanbase. In 2021, Elvira celebrated her 40th anniversary with a special on Shudder as well as published her memoir, which has more than 68K copies in print between both hardcover and paperback formats. She also played a role in *The Munsters* directed by Rob Zombie in 2022. Her most recent collaborations have included multiple Funko figurines, Stern pinball machine, and deluxe NECA figurines, as well as home goods and apparel items.

**POWERHOUSE PROMOTER:** Cassandra is eager to promote our collectible talking bust alongside her current products and books on her website, direct to consumer store, and during bookstore visits and events. With a strong presence at comic/horror conventions, screenings, panels, and festivals, Elvira is the unbeatable the mistress of horror. Our mini kits are one-of-a-kind deluxe collectibles in a gift-forward package, making them *the* impulse purchase for Elvira and horror fans alike.

**PART OF A MULTI-PRODUCT PROGRAM.** Our collectible talking bust is following in the footsteps of Elvira's successful memoir and will be publishing simultaneously with our board book, *Elvira's First Book of Monsters*. Her upcoming

# The Mummy: Talking Book of the Dead

Brenna Dinon



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**25K**

**7/29/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488445

BISAC Category:

Performing Arts / Film

Pages:

48

Key Selling Points:

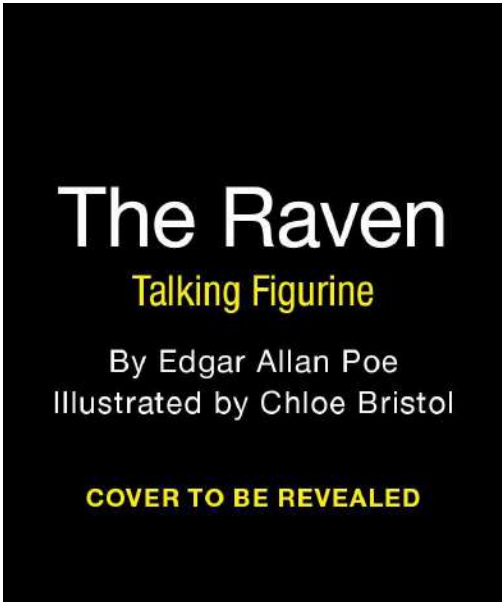
**RESURGENCE IN POPULARITY OF A CULT CLASSIC '90S FILM.** *The Mummy* is still a film that is loved by fans as proven by the roughly 209K posts to #themummy on Instagram and over 144M posts on TikTok tagged with *The Mummy*. While the film, and its sequels, is regularly shown on network television, the fanbase and the passion for this film was truly reignited with Brendan Fraser's return to Hollywood--and who's role in *The Mummy* is considered his breakout role. The film was rereleased for its 25th anniversary in theaters in April 2024 and it grossed over \$1 million dollars.

**DELUXE, ONE-OF-A-KIND COLLECTIBLE.** Inspired by the most recognizable object in the film, this miniature version of the Book of the Dead is sure to delight fans of all ages. Our deluxe collectible includes a turning puzzle key and plays an iconic line from the film: "Death is only the beginning." Other replicas of the Book of the Dead retail between \$100 to \$200, making our mini kit an accessible version for all fans of *The Mummy*.

**A NEW ADDITION TO LICENSED MERCHANDISE IN THE MARKET.** With the 25th anniversary and the re-release of the film there has been a burst of new branded and fan made apparel and merchandise. Officially licensed Funko figurines, apparel, and home good items are available at accounts like Hot Topic and

# The Raven Talking Figurine: Nevermore!

Edgar Allan Poe, Illustrated by Chloe Bristol



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**7/29/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489626

BISAC Category:

Antiques & Collectibles / Subjects & Themes

Pages:

48

Key Selling Points:

**REFRESHED EDITION OF A CLASSIC MINI PERFECT FOR HALLOWEEN PROMOTIONS.** First published in 2011, *The Raven* mini kit had more than 38K

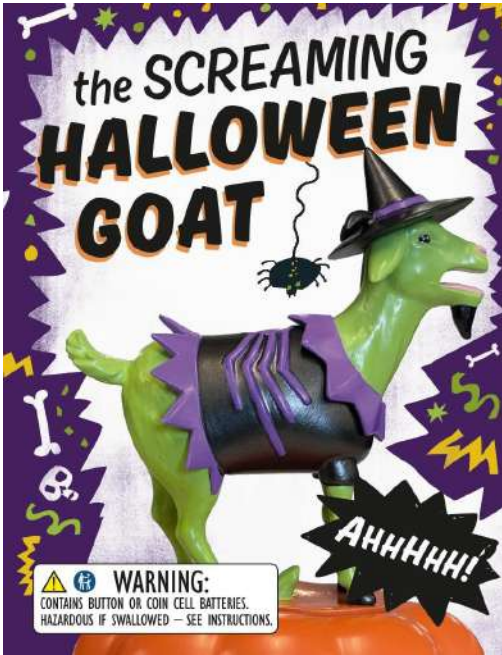
copies in print. The newest addition to our growing list of refreshed mini kits, our new *Raven Talking Figurine* is bigger (almost a good 1/2-inch bigger, in fact) and better than the original. The original *Raven* was a staple title for Halloween and promotions tied to Poe, and this new version is sure to be the perfect choice for those promotions as well.

**COMPANION TO AN UPCOMING PICTURE BOOK ADAPTATION.** Wonderful on its own, but this mini kit is even better when paired with the upcoming picture book, publishing in October 2025. Artist Chloe Bristol provided illustrations and art for both the mini kit and the picture book, giving the book and mini kit distinctive but complementary packages that are sure to draw the eye of Poe and literary fans of all ages.

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# The Screaming Halloween Goat: Ahhhhh!

Jessie Oleson Moore, Illustrated by Lee Hodges



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**70K**

**7/29/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489749

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

**A UNIQUE SPIN ON RUNNING PRESS' #1 SELLING MINI KIT:** The original screaming goat mini kit has been Running Press' #1 selling kit with nearly two million copies sold! Following in the footsteps of *The Screaming Goat* and *The Screaming Christmas Goat*, this brand-new green goat shows up for spooky season in style in a witch's dress and pointy hat sitting on a pumpkin base, and with audio of his signature scream over bone-tingling tunes.

**AN INTERNET SENSATION:** Since going viral on YouTube several years ago, the original screaming goat video has become an essential part of internet history with over 46M views. Since then, it's reached cult millennial appreciation status and has been remixed and parodied to famous songs (including Taylor Swift and Bon Jovi hits), featured in TV commercials and ringtones, and most recently our original screaming goat figurine was featured twice on Kevin Bacon's Instagram.

**A FUNNY, SPOOKY SEASON GAG GIFT:** This hilarious gag gift appeals to Halloween pranksters and horror-scream fanatics alike, and is perfect for Halloween promotions. With accounts looking for humor, *The Screaming Halloween Goat* offers a laughable jump-scare with a new seasonal twist.



# Magic: The Gathering: Deluxe Life Counter

Jay Anelli

Magic:  
The Gathering:  
Deluxe  
Life Counter

COVER TO BE REVEALED

**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**25K**

Announced 1st Print

**5/20/2025**

On Sale

Imprint:

RP Minis

ISBN:

9780762489695

BISAC Category:

Games & Activities / Role Playing & Fantasy

Pages:

48

Key Selling Points:

**NEW LICENSING PARTNERSHIP WITH THE FIRST MODERN TRADING CARD GAME.** Created in 1993 by Richard Garfield, *Magic: The Gathering* is widely considered the first modern trading card game and the foundation on which most trading card games have been built. Sharing the same fantasy themes and motifs as *Dungeons & Dragons* and other traditional tabletop roleplaying games, it has had a dedicated and passionate fanbase in the gaming community since its creation. In 2022, MtG reported having generated more than \$1B in revenue and in 2023 had more than 50 million players worldwide. This is *the* trading card game to partner with because of its strong legacy in the gaming space and its 30 year long relationship with fans and gamers.

**SHARES AN AUDIENCE WITH DUNGEONS & DRAGONS.** The game is heavily inspired by the fantasy world and lore of D&D, and many fans and players were drawn to *Magic: The Gathering* at the time of its creation. Four years after MtG was created and published by Wizards of the Coast, *Dungeons & Dragons* joined the Wizards family, further solidifying the cross-over appeal for fans and players of both games.

**NEW LICENSED EXPANSIONS REACH NEW FANS.** Called Universes Beyond, *Magic: The Gathering* has collaborated with other popular shows, films, and

# Desktop Disc Golf: Ace!

Donald Lemke



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**35K**

**5/6/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489756

BISAC Category: Sports & Recreation / Golf

Pages: 48

Key Selling Points:

**DISC GOLF IS ONE OF THE FASTEST-GROWING SPORTS GLOBALLY.** Created in the early 1960s, this flying disc sport that is played with rules similar to traditional golf has experienced significant growth, particularly amid shutdowns during the Covid-19 pandemic when televised events were broadcast on CBS Sports and ESPN2 for the first time. According to the Professional Disc Golf Association (PDGA), the game is currently being played in about 40 countries with more than 9,800 disc golf courses worldwide, with more being installed every day. The sport's low cost and minimal equipment make it accessible to nearly everyone, with players of all ages and skill levels.

**SALES OF OUR DESKTOP SPORTS MINI KITS ARE STRONGER THAN EVER.**

From the traditional (*Desktop Soccer*) to the more contemporary (*Desktop Pickleball*), our Desktop Sports kits continue to sell extremely well in a wide variety of accounts. Our original *Desktop Golf* kit is one of our all-time bestselling Desktop Sports kits with 400k copies sold, and the more recent *Desktop Mini Golf* has also sold extremely well.

**PERFECTLY PORTABLE:** With its easy-to-assemble target basket (or "pole hole"), 6 mini discs, and drawstring bag in which to carry your disc golf set, *Desktop Disc Golf* is a mini version of the game that can be played anywhere, sure to delight disc

# Gnome Bowling: Get Ready to Roll!

Jessie Oleson Moore, Illustrated by Jason Kayser



**\$11.95/\$15.50 Can./£9.99 UK**

**Paperback**

**45K**

**5/6/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488865

BISAC Category:

Sports & Recreation / Bowling

Pages:

48

Key Selling Points:

**GNOMES ARE BELOVED:** Gen Z and millennial audiences have a strong love for gnomes, with “gnomecore” gaining traction from cottagecore and mushroom obsessions. Stores like Target, Five Below, and HomeGoods have been stocking a steady increase of gnome décor and products as everything gnome-related continues to trend. The Masters golf tournament’s traditional gnome souvenir even reached a frenzy in 2024 with buyer lines in the thousands.

**THE PERFECT PASTIME:** Bowling is a fun hobby and a favorite pastime, and this conveniently sized set is suitable for play on your desktop or just about anywhere. With their short stature and tall hats, gnomes not only add personality and flair to any garden, but they also make perfect pint-sized bowling pins!

**LATEST INSTALLMENT IN OUR DESKTOP GAMES SERIES:** Our miniature desktop versions of the world's most popular sports and games are hugely popular. Running Press has had major success with kits like *Desktop Skee-Ball*, *Desktop Cornhole*, *Desktop Pickleball*, *Desktop Mini Golf*, *Glow 'n' Bowl*, and more. Now fans can add *Gnome Bowling* to their collection.

# Itty-Bitty Pride Marquee: Lights Up!

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Other Merchandise**

**45K**

Announced 1st Print

**5/6/2025**

On Sale

Imprint:

RP Minis

ISBN:

9798894140063

BISAC Category:

Humor / Form

Pages:

1

Key Selling Points:

**A SPIN ON A SUCCESSFUL PREDECESSOR.** This mini is inspired by our bestselling *Itty-Bitty Marquee*, which shipped more than 150K copies since 2019. Although it is the same dimensions and format, the specific target to a LGBTQ+ audience sets it apart from the original, capturing different but complementary audiences.

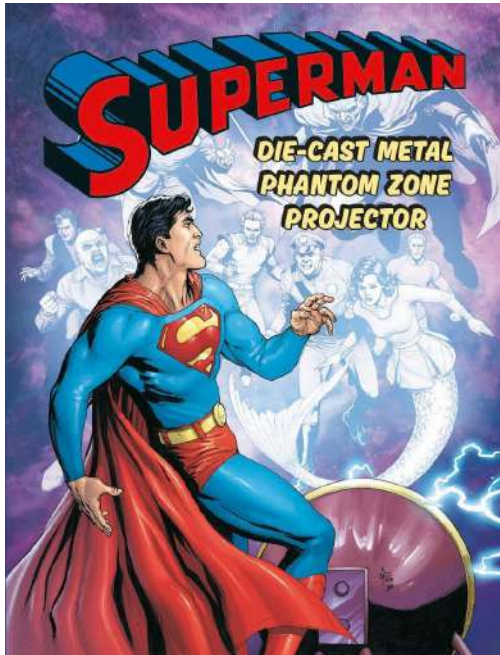
**COLORFUL FEATURES.** This pride marquee has features that are attention grabbing, including the flashing rainbow lights, the pride flag-colored tiles, and the gold-plated frame. This mini marquee feels deluxe, and anyone, regardless of background, will love the brightness of this kit.

**COLORFUL FEATURES.** This pride marquee has features that are attention grabbing, including the flashing rainbow lights, the pride flag-colored tiles, and the gold-plated frame. This mini marquee feels deluxe, and anyone, regardless of background, will love the brightness of this kit.

**Display your pride every day of the year! This celebratory kit includes:**

# Superman: Die-Cast Metal Phantom Zone Projector

George Sami Jarroush



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**40K**

**5/6/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489534

BISAC Category:

Antiques & Collectibles / Comics

Pages:

48

Key Selling Points:

**SUMMER OF SUPERMAN:** With James Gunn's tentpole *Superman* film releasing in July, interest in Superman products will be high all summer long.

**THE LATEST LICENSED PROJECTOR MINI FROM RP:** This all-new officially-licensed Superman mini projector follows other kits with a similar component, including *Batman: Bat-Signal* (464,000 sold) and *Harry Potter: Patronus Mini Projector* (91,000 sold).

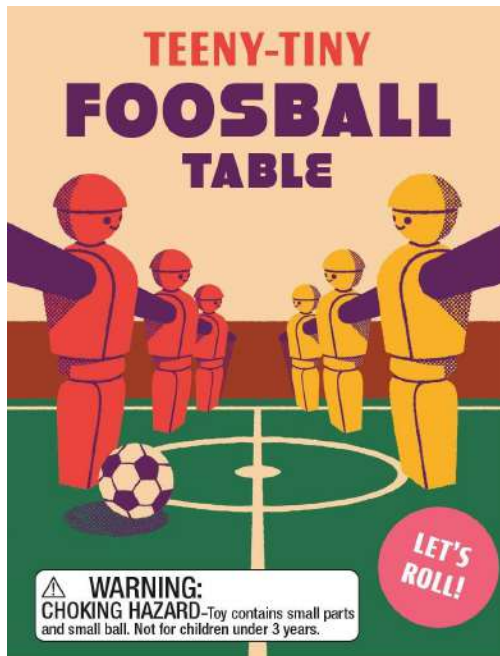
**THE POWER OF DC:** Celebrating its 90th anniversary, DC is more popular than ever with 230M followers across social media platforms and \$5.7B in average consumer sales across all products and merchandise..

**Shine the symbol of truth, justice, and a better tomorrow with this miniature die-cast metal replica of Superman's Phantom Zone Projector.**

- **Deluxe Collectible:** A finely detailed, 3 inch, die-cast metal replica of the Phantom Zone Projector that projects Superman's symbol on a surface up to five feet away

# Teeny-Tiny Foosball Table: Let's Roll!

Matt Klise



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**5/6/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9798894140087

BISAC Category:

Games & Activities / Travel Games

Pages:

32

Key Selling Points:

**LATEST INSTALLMENT IN OUR BESTSELLING DESKTOP GAMES**

**SERIES:** Following the success of installments like *Desktop Mini Golf*, *Desktop Pickleball*, and *Desktop Shuffleboard*, which have sold more than 250k copies combined, *Teeny-Tiny Foosball Table* is poised to fit perfectly into the lineup.

**CATERS TO A WIDE AUDIENCE:** Foosball tables are a hallmark of basements, bars, and arcades around the world, and this mini version is perfect for newcomer kids and adults with years of memories alike.

**TWO-PLAYER COMPETITIVE TWIST:** With score counters on each end and classic opposing sides, this foosball kit is a unique two-player teeny-tiny game encouraging mutual work breaks and family fun.

Grab those handles and prepare to take wild shots on goal in this miniature desktop version of the classic bar and basement game: foosball!

- **Portable size:** The 7-inch, fully functional, fold-out foosball table fits in the palm of your hand

# Drag Queen Magnet Set

Steve Foxe, Vander Von Odd, Illustrated by Cheyne Gallarde



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/22/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487967

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**RP MINIS' MAGNET SETS ARE PROVEN SELLERS.** RP Minis' magnetic kits such as *Trash Animals Magnet Set*, *The Golden Girls: A Magnetic Kit*, and *Bob's Burgers Magnet Set* have been hugely successful. In line with these kits, *Drag Queen Magnet Set* includes magnets featuring six fierce drag performers and plenty of drag-themed accessories, along with a double-sided background featuring a Pride Parade and a stage set for a drag show.

**A CELEBRATORY PRODUCT SUITE OF FIERCE QUEENS, KINGS, AND DRAG ARTISTS.** This magnet set accompanies the *Drag Queen Oracle* on the RP Studio list, and will appeal to fans of *RuPaul's Drag Race* as well as LGBTQIA+ identifying consumers and allies, expanding our offerings to diverse consumers of all ages.

**PUBLISHING IN TIME FOR PRIDE MONTH.** Both the magnet set and oracle deck will be irresistible gift items perfect for Pride Month promotions.

**Celebrate drag culture with a Diva, a Bearded Beauty, a Butch Queen, and more in this bright, flashy, and fun magnet set perfect for unleashing your inner queen, king, or gender-fluid performer!**

# Dungeons & Dragons: Mimic Figurine

Aidan Moher



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**30K**

**4/22/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489701

BISAC Category:

Games & Activities / Role Playing & Fantasy

Pages:

32

Key Selling Points:

**DUNGEONS & DRAGONS IS A TOP BRAND.** The one-of-a-kind tabletop roleplaying game celebrates its 50th anniversary in 2024 with a wide array of new publishing, products, and even a Broadway show! D&D has proven to have stretched beyond the realm of more niche tabletop gaming communities and culture, and has become a well-established brand name with their books and products in accounts like Target and Walmart as well as the local game shop; and partnerships with LEGO, Converse, and even Pop-Tarts.

**EXPANDING OUR D&D PROGRAM.** We are adding two new deluxe mini kits to our current program that are sure to capture the attention of fans, players, and collectors. Our *Mimic Figurine* is a fan-favorite monster and joins our *Beholder Figurine*, which has 75K copies in print, and our *Dragon Dice Tower* (Fall 25) is a fantastic companion to our *Mini Dice Dungeon*, which has sold more than 61K copies.

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# Abbott Elementary Talking Intercom

Eavvon O'Neal



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**20K**

**4/22/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489596

BISAC Category:

Performing Arts / Television

Age Range:

Ages 10 And Up, Grades 5 to 17

Pages:

40

Key Selling Points:

**DEBUT MINI KIT FOR AN INSTANT-CLASSIC SITCOM:** With just three seasons, *Abbott Elementary* has established itself as a critically acclaimed, award-winning, and hilarious series without rival and has already been renewed for a fourth season on ABC. This show's audience is especially strong among people who work in the educational field (Teacher's Appreciation gift!) with a preponderance of married women aged 30+ who are also parents and work outside the home.

**AUDIO CLIPS FROM A FAN-FAVORITE CHARACTER:** Janelle James' Principal Ava Coleman frequently steals the spotlight with her one-liners, eight of which fans can relive with this miniature talking intercom.

**THE LATEST TALKING MINI KIT FROM RP:** This kit follows the success of talking collectible minis for hit sitcoms like *Seinfeld*, *The Office*, *Parks and Recreation*, and *Bob's Burgers*.

**Say "What it do, Baby Boo?" just like Principal Ava Coleman with this miniature replica of her intercom microphone from the award-winning**

# Desktop Drum Kit: With Drumroll and Rimshot Sounds!

Craig Collin



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**4/15/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489329

BISAC Category:

Humor / Topic

Age Range:

Ages 12 And Up, Grades 7 to 17

Pages:

48

Key Selling Points:

**FEATURES ICONIC SOUND EFFECTS IN POP CULTURE:** This mini drum kit replica is a comic take on the "rimshot" and "drumroll" sounds that everyone recognizes. Fans of our humor with sound kits, like *Tiny Violin* and *Sad Trombone* will love to hear this sound come to life in RP Minis' unique packaging and style.

**ONE-OF-A-KIND COMPONENT:** With its snare drum, bass drum, and cymbal, this mini replica recreates the actual effect of playing the iconic sound.

**GREAT GAG GIFT:** A perfect gift for coworkers, friends, and family—especially if they are musically inclined or love a great "bad" joke.

**Punctuate your punchline with this miniature drum kit that plays the iconic "rimshot" sound—ba-dum-tsss—along with other drum sounds.**

- **Plays the Classic Beats:** Recreate the rimshot sound, as well as your own drumroll

# Nails on a Chalkboard: With Screeching Sound!

Eavvon O'Neal



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/8/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489138

BISAC Category: Humor / Topic

Age Range: Ages 12 And Up, Grades 7 to 17

Pages: 32

Key Selling Points:

**THE LATEST HOMEGROWN HUMOR KIT:** Fans of our humorous sound kits, like *Mini Air Horn*, *Desktop Extinguisher*, *Tiny Violin*, and *Sad Trombone* will love making this horrific sound come to life in RP Minis' unique packaging and style.

**ONE-OF-A-KIND COMPONENT:** This kit plays a shrill, scratching sound when the miniature hand connects with the chalkboard.

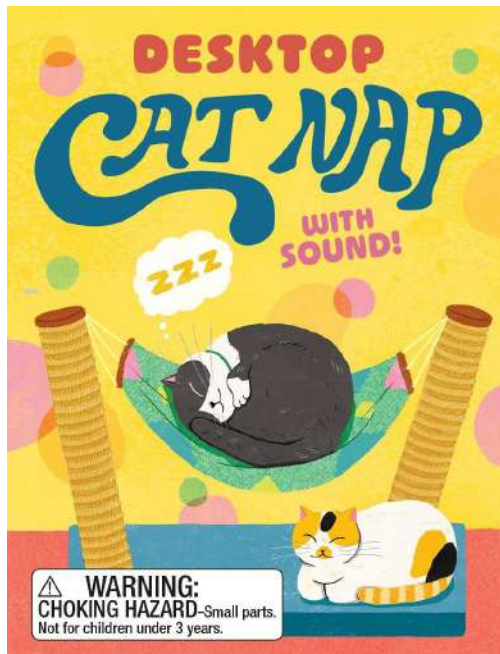
**HUMOROUS STRESSBUSTING:** Sometimes we need a humorous interruption to put things into perspective, and this kit breaks through the stress with a funny noise you can't ignore.

**Brace yourself for one of the shrillest, most annoying sounds in the world with this miniature chalkboard that's ready to be scratched.**

- **Iconic Sound:** Recreate the ear-splitting, hair-raising scratching sound we all dread
- **Fun Size Terror:** Includes a 3 inch replica of a chalkboard and miniature hand

## Desktop Cat Nap: With sound!

Shaun Manning, Illustrated by Yeji Yun



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**4/8/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762489473

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**CAT PRODUCTS ARE ALWAYS POPULAR:** An evergreen theme in the publishing and gift markets, you can't go wrong with cats. Whether it is a book featuring your average bookstore cat or licensed products with iconic cats like Pusheen, cat lovers and owners are always looking for new books and products to celebrate their furry friends.

**A UNIQUE HOMEGROWN COMPONENT:** Our miniature cat tree hammock includes a purring sound element and two mini cats, inspired by the cat hammocks that cat owners buy for their feline friends. This one-of-a-kind collectible taps the audience in a unique way by offering an adorable mini version of a product that they already use.

**JOINS OUR SUCCESSFUL CAT CATEGORY:** The RP Minis list is full of successful, homegrown cat-themed mini kits like *Desktop Cat-Vac* (130K copies sold), *Lucky Cat* (225K copies sold), and Zen Garden Litter Box (362K copies sold). Desktop Cat Nap is a strong addition to that list. This miniature cat hammock stands out in the market with its special features and adorable illustrated package, making it an irresistible gift.

# Desktop Chicken Coop: Build Your Own!

Jessie Oleson Moore



**\$11.95/\$15.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/1/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488841

BISAC Category:

Pets / Birds

Pages:

48

Key Selling Points:

**CHICKENS ARE TRENDY:** Thanks to the pandemic, TikTok, and other social media platforms, chickens have never been more popular. They can be seen dancing to funny songs, wearing sunglasses and costumes, and even being carried around like babies. People love chickens for their aloof, quirky nature and now they can set up their very own chicken coop right at their desk.

**PARALLEL TO TRENDING TOPICS LIKE COTTAGECORE AND FARM LIFE:**

Cottagecore and farm life are both trending topics and lifestyles that are being embraced by older and newer generations. This mini kit will lean into both these trends while also appealing to the rise of people who want to own backyard chickens. There are more than 12 million chicken owners in the U.S. today (American Pet Products Association).

**A NEW FORMAT, A NEW RP MINI HOMEGROWN ORIGINAL:** This kit features a unique "build-your-own" component with a set of 15 pre-cut wooden pieces that consumers can assemble themselves into an adorable 4-inch-tall chicken coop, complete with hay, two mini chickens, and 4 eggs.

# Everyday Numerology: Unlock Your Future through Numbers

Donyae Coles



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**3/4/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488889

BISAC Category:

Body, Mind & Spirit / Numerology

Pages:

48

Key Selling Points:

**LATEST ADDITION TO OUR MINI DECK SERIES.** RP Minis decks are staple backlist titles while frontlist quickly establishes itself. These decks provide a pocket-sized introduction to topics in a gift-worthy package, from our top-selling *Everyday Tarot Mini Deck* (more than 600K copies in print) to the more recent *Daily Magic Deck* (60K copies in print). Ideal gifts for the novice or the expert.

**PERSONALITY TYPING ADJACENT SYSTEMS GAINING POPULARITY.** Much like the Enneagram and Meyers-Briggs personality typing systems, numerology helps individuals discover buried self truths. These systems and practices have continuously gained popularity because they have the unique ability to appeal to both mystical and non-mystical audiences alike.

**MYSTICAL MINIS SELL WELL ACROSS ACCOUNTS.** Magical minis are strong sellers for RP, from mini books (*Crystals, The Witch's Spell Book*) to mini kits featuring magical components (*Tiny Palmistry, Runes*) to other mystical mini deck and book sets (*Everyday Tarot, The Night School*). These minis work beautifully in all kinds of accounts and sell year-round to a range of consumers, from dabblers to more serious enthusiasts.

# PEEPS® Magnet Set

Running Press, Illustrated by Melissa Mathieson



**\$10.95/\$14.50 Can.**

**Paperback**

**20K**

**1/21/2025**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488384

BISAC Category:

Religion / Holidays

Pages:

32

Key Selling Points:

**PEEPS® IS A YEAR-ROUND LICENSING PHENOMENON:** PEEPS® is the most Googled brand in the four weeks leading up to Easter, with 53B media impressions every spring. With a significant year-round licensing business that spikes not only at Easter but at most major holidays, PEEPS®-branded apparel, drinkware, jewelry, Funko Pop! figurines, and more can be found at gift and major department stores. The PEEPS® factory is located in Bethlehem, PA.

**UNIQUE SEASONAL PROMOTION OPPORTUNITIES:** PEEPS® is the most iconic marshmallow treat of spring and is synonymous with Easter. The beloved brand is the #1 non-chocolate candy confection and is adored and enjoyed year-round, making it the perfect gift for holiday basket stuffers and other springtime festivities.

**RUNNING PRESS' MAGNET KITS ARE BESTSELLERS:** Running Press' licensed magnetic mini kits such as *Hello Kitty and Friends Magnet Set*, *Bob's Burgers Magnet Set*, *Golden Girls Magnet Set*, and *Bob Ross: Happy Little Magnets* have been huge successes with half a million copies sold combined. This charming kit will appeal to fans of all ages and will be a wonderful addition to this bestselling category for RP Minis. This kit publishes simultaneously with *Peeps: You're So Sweet: A Fill-In Book* and *Hangin' with My Peeps*.

# Barbie Magnet Set: Mix-and-Match Outfits!

Kara Nesvig



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**25K**

**10/29/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487929

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**BARBIE IS ONE OF THE WORLD'S HOTTEST BRANDS:** The Barbie brand has exploded with the mega-hit film that grossed over one billion dollars during the summer of 2023. It catapulted Barbie into unparalleled levels of popularity, reinvigorating the love for Barbie both in new and older generations. There is no cease in demand for merchandise and the dolls themselves. Barbie's signature pink is everywhere, and with #barbiecore still trending everywhere, along with the potential for future films, the Barbie-mania is here to stay.

**BARBIE'S 65th ANNIVERSARY IS IN 2024:** Mattel is celebrating the 65th anniversary of Barbie in 2024 through promotional activities on social media, new exhibits, merchandise, dolls, events, and more. This kit will publish just in time for the year-long celebration.

**PART OF A NEW EXCITING MATTEL PARTNERSHIP:** This title is part of a brand new licensing partnership with Mattel, and will be released alongside another Barbie title in Fall 2024, the *Barbie IRL (In Real Life)* and *I'm Just Ken* in Winter 2025.

**Be a Barbie stylist with this mix-and-match magnet set. perfect to display**



# M3GAN Bobbling Figurine: With sound!

Running Press



**\$14.95/\$18.50 Can./£11.99 UK**

**Paperback**

**20K**

**10/22/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488438

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

**M3GAN SLAYED AT THE BOX OFFICE:** With a \$30M+ domestic opening weekend, the film had the best opening weekend of January in over a decade. Total global box office was \$176M+, and the sequel was announced soon after. With a June 25, 2025 release planned for *M3GAN 2.0*, our kit is releasing in advance of the much-anticipated sequel and more M3GAN mayhem.

**A NEW HOT PROPERTY FOR RP MINIS:** Even though M3GAN is new to the horror scene we jumped at the chance to add this license to our NBCU agreement with fan-favorite films. The M3GAN costume was popular this past Halloween, and there is apparel at retailers such as Hot Topic, but we will be one of the first to market with a M3GAN licensed collectible—it is sure to be a hit with horror fans and collectors.

**ONE-OF-A-KIND COLLECTIBLE:** Now you can have your very own M3GAN! This officially licensed figurine will be truly unique with her bobbling action that references her iconic dance moves that inspired the wildly popular memes. This special mini collectible will also include a sound button that plays 5 of her most memorable quotes from the film.

# CATAN Screaming Sheep: Baa-AAH!

Matt Klise



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**30K**

**10/22/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486212

BISAC Category:

Games & Activities / Board Games

Pages:

32

Key Selling Points:

**A LICENSED SPIN ON RUNNING PRESS'S #1 SELLING MINI KIT:** The original *The Screaming Goat* mini kit has been Running Press's #1 selling kit for years and inspired *The Screaming Christmas Goat*. Following in their hoof-steps, this sheep from an exciting new licensor will bring the screaming animal fun to the world of tabletop gaming fans.

**HUGELY POPULAR GAME:** CATAN is a massive sensation in the tabletop gaming world: It is available in more than 40 languages; since 1995, more than 40 million games have been sold worldwide. Approximately 20 million people regularly spend time in the CATAN gaming universe.

**A GREAT GAG GIFT:** This hilarious screaming sheep is perfect for gifting to friends and family from your game night crew or even as a self-purchase.

**Baa-AAH! This officially licensed CATAN screaming sheep figurine is the perfect gag gift for your favorite opponent and a great way to add some humor to your own gaming table while honoring the best resource of them all: wool!**

# The Muppets Magnet Set: Welcome Everybody!

Nick Perilli



**\$10.95/\$13.50 Can.**

**Paperback**

**10K**

**10/22/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487394

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**ICONIC CHARACTERS AND LEGACY PROPERTY:** The Muppets are a celebration of what makes each of us special and have been reminding us of this in *The Muppet Show*, The Muppet movies, and their other shows and films since 1955. Kermit the Frog and Miss Piggy are some of the most iconic and recognized characters in pop culture and have been an influential part of generations of fans' childhoods. Our new mini kit will be the first in a fun, new product suite with *The Muppets* which will include a children's picture book adaptation of *The Muppet Movie* and a singing Kermit mini kit to come in 2025.

**SUCCESSFUL NEW ADVENTURE WITH THE ELECTRIC MAYHEM.** In 2023, Disney+ released a new show following Dr. Teeth and the Electric Mayhem which received a 83% rating on *Rotten Tomatoes* and was embraced by Muppet fans of all ages, showing that *The Muppets* audience has reach far beyond a children's audience. With the release of their new album (yes, this Muppet band has a real album), talks of a world tour, a possible second season of the show, and new attractions at Disney World, The Muppets have shown that they are still beloved by fans both young and young at heart.

**PAIRING A STRONG LICENSE WITH SUCCESSFUL FORMAT.** *The Muppets* are a household name and what better way to celebrate these beloved characters than by

# Dream Decoder Deck: 100 Symbols to Interpret the Meaning of Your Dreams

Sara Davis, Tracy Walker



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**10/1/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486489

BISAC Category:

Body, Mind & Spirit / Dreams

Pages:

48

Key Selling Points:

**DREAM MEANINGS ARE EVERGREEN AND UNIVERSAL:** Everyone dreams, and dream meanings are continually one of the highest searched terms on Google year after year—for example, dreams about "teeth falling out" was Googled roughly 81K times each month in 2022. The *Dream Decoder Deck* takes a popular theme and offers a user-friendly, accessible format for those curious about the meanings of their dreams.

**MAGICAL AND MYSTICAL MINIS SELL WELL ACROSS ACCOUNTS:** The refreshed *Dreams* mini book has netted almost 15K copies since 2020 and the original mini book netted over 232K copies. Magical mini kits and mini books are strong sellers for RP, from backlist classics including *Everyday Tarot*, *Runes*, and the *Crystals* mini book to more recent offerings like *Spellwork Dice*, *Mini Magic Bell*, and *Everyday Magic*. This assortment of magical kits and books work beautifully in all kinds of accounts and sell year-round.

**FRESH PACKAGING MAKES IT AN IRRESISTIBLE GIFT:** Featuring newly commissioned, full-color illustrations, and a magnetic closure box that is perfect for on-the-go-use and safe keeping, this package is perfectly in line with today's magic-curious consumer and makes a great gift or self-purchase.

# Back to the Future: Light-Up Flux Capacitor: With Sound!

Adam Beechen



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**15K**

**10/1/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762488001

BISAC Category: Performing Arts / Film

Pages: 40

Key Selling Points:

**FORTY YEARS OF TIME TRAVEL:** 2025 marks the 40th anniversary of the beloved original film, so we are releasing in advance to capture all anniversary celebrations.

**SUCCESS WITH THE *BACK TO THE FUTURE* LICENSE:** Our first *Back to the Future* mini kit has netted over 58k copies.

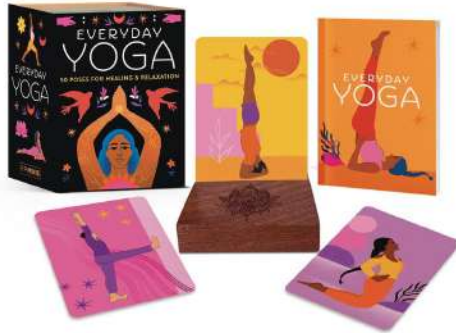
***BACK TO THE FUTURE IS TIMELESS:*** With the current hit Broadway musical adaptation, new generations of fans are discovering the beloved 80s trilogy.

**The future (and past) in the palm of your hands with this miniature replica of Doc Brown's Flux Capacitor from the beloved, blockbuster *Back to the Future* trilogy.**

- **Deluxe Collectible:** A finely detailed, 3 inch replica of Doc Brown's flux capacitor
- **Light-up and Sound Effects:** Equipped with multiple LED lights and sound effects
- **Book Included:** A full-color, 32-page book exploring the mechanics of time

# Everyday Yoga: 50 Poses for Healing & Relaxation

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**10/1/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487813

BISAC Category:

Health & Fitness / Yoga

Pages:

64

Key Selling Points:

**LATEST ADDITION TO OUR SUCCESSFUL MINI DECK SERIES:** This kit joins other mini decks and book sets that offer practical information in an accessible format, such as *Everyday Tarot*, *The Witches' Spell Deck*, and the recent *Daily Magic*.

**BEAUTIFULLY ILLUSTRATED MINI CARDS WITH CLEAR INSTRUCTION:** This deck comes with 50 elegantly illustrated cards with easy-to-follow instructions and a well crafted display stand, all pleasing for the eye, mind, and body.

**YOGA AND DAILY EXERCISE IS POPULAR & ESSENTIAL:** Yoga and exercise are a healthy part of anyone's lifestyle, and this convenient, portable deck is perfect for those looking to add exercise and mindfulness to their routines.

**FOUNDATIONAL & INFORMATIVE:** These 50 yoga poses are great foundational and useful blocks for people of any level, particularly for beginners looking for easy entry into yoga.

**Refresh your body and mind with this portable yoga deck and mini book set**

# Gremlins: Santa Gizmo: With Lights and Sound!

Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**20K**

**9/17/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482436

BISAC Category: Religion / Holidays

Pages:

1

Key Selling Points:

**FORTY YEARS OF MAYHEM:** 2024 marks the 40th anniversary of the beloved original *Gremlins* film.

**MORE MOGWAI ON THE WAY:** The critically acclaimed animated series *Gremlins: Secrets of the Mogwai* (100% approval rating on *Rotten Tomatoes*) has been renewed for a second season on Max. Release date TBD, but Fall 2024 is likely.

**FESTIVE FOR THE HOLIDAYS:** This collectible adorably captures Gizmo wearing a Santa hat in a box decorated by Christmas lights that really work.

**The gift that keeps on giving (if you get it wet) with this officially licensed *Gremlins* collectible!**

- **Deluxe Collectible:** A finely detailed, 3 inch plastic replica of Gizmo
- **Light-up and Sound Effects:** Equipped with multiple LED Christmas lights and audio of Gizmo singing
- **Card Included:** A instruction card features the rules for the care and keeping of your new pet

# Harry Potter Dobby Christmas Stocking: With Sound!

Donald Lemke



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487578

BISAC Category: Religion / Holidays

Pages: 30

Key Selling Points:

**CONTINUES MAGICALLY SUCCESSFUL SERIES:** Over 6 million Wizarding World units sold across the program.

**DOBBY IS A FAN-FAVORITE CHARACTER:** Dobby the house elf is one of the most beloved characters to come out of the series and fans will love this adorable Christmas Dobby. The *Harry Potter Talking Dobby and Collectible Book* mini has sold over 260K copies. This collectible component will have a sound feature with Dobby's famous line "Dobby is free" and will feature flocking on the stocking along with a loop for an option to hang as an ornament.

**TIES IN WITH "CHRISTMAS IN THE WIZARDING WORLD."** This mini connects perfectly with the licensor's annual holiday celebration, which includes new merch, live experiences, brand activations, social media posts, and in-store promotional opportunities. It will sit nicely along our other Harry Potter Christmas-themed offerings, including the *Harry Potter: Christmas Celebrations Gift Set* and the *Harry Potter Hogwarts Light-Up Wreath and Wand Set*.

**NEW HARRY POTTER SERIES COMING:** Fans were thrilled by a major Harry Potter announcement earlier this year: A brand-new series adaptation of the books is in development for WB's streaming platform, Max. It's projected to debut



# Finger Rock Climbing: Climb on!

Matt Stieb, Illustrated by Montse Galbany



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487653

BISAC Category:

Sports & Recreation / Rock Climbing

Pages:

32

Key Selling Points:

**ROCK CLIMBING HAS BECOME AN INCREDIBLY POPULAR SPORT:** As rock climbing gyms have proliferated across the world, rock climbing has become a popular sport and pastime. Rock climbing has also recently been added as an Olympic sport, increasing prominence and visibility.

**ONE-OF-A-KIND COMPONENTS:** The two piece mini rock climbing wall that snaps together, mini color-coded holds, and finger rock climbing shoes are truly unique and are sure to delight rock climbers everywhere, transporting them to their favorite climbing spots right from their desk.

**PART OF OUR SUCCESSFUL DESKTOP SPORTS SERIES:** This kit will be a great addition to our collection of mini desktop sports kits, which sell in a wide range of accounts.

**Put on your mini climbing shoes and get ready to practice your climbing skills anywhere you wish with your very own *Finger Rock Climbing* kit!**

- **Specifications:** A 6-1/2-inch rock climbing "wall" with base, 20 rearrangeable

# Ghostbusters: Light-Up Slimer: With Motion-Activated Sound!

Van Sias



**\$42.00/\$53.00 Can./£35.00 UK**

**Kit**

**15K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

Running Press Adult

ISBN:

9780762486878

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

48

Key Selling Points:

**SUCCESS WITH THE *GHOSTBUSTERS* LICENSE:** Our three *Ghostbusters* mini kits have netted over 200k copies and our picture book has netted 32k.

**?NEW *GHOSTBUSTERS* FILM AND 40TH ANNIVERSARY IN 2024:** Currently scheduled for a March 2024 release, the latest *Ghostbusters* film will feature original cast members and return the action to NYC, with the year also marking 40th anniversary of the first film.

**UNIQUE GIFT ITEM MADE WITH ORIGINAL FILM ASSETS:** This large kit is created from images of the original Slimer prototype seen in the first film, with the original sound effects of its voice.

**Welcome to "slime time" with this officially licensed Slimer collectible featuring light and sound effects!**

- **Deluxe Collectible:** A 5 inch authentic replica of the beloved, gluttonous, green ghoul—Slimer
- **Light-up and Sound Effects:** Equipped with multiple LED lights and a motion

# Guac-a-Mole: An Avocado Smashing Game

Michelle Morgan



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487158

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**AN ORIGINAL MINI GAME "MASH UP":** Inspired by popular whacking games like Whac-a-Mole, this RP Minis version mashes up the concept with the trendy avocado to come up with a pun-tastic name and concept for an original mini game.

**PERFECTLY PORTABLE:** This scaled down version of the traditional whacking game delivers the same satisfying game play, while being small enough to play anytime, anywhere.

**JOINS OUR GROWING MINI DESKTOP GAMES SERIES:** Other mini game kits have extremely strong sales and backlist well (another arcade-inspired mini, *Desktop Skee-ball*, has sold 450k copies to date!). From *Mini Twister* to *Desktop Shuffleboard* to *Cat-a-Pult*, interactive games in our mini format are wildly popular in a variety of accounts, especially in the gift and specialty market. *Guac-a-Mole* is a fun and original addition to the range that will be irresistible to guacamole-loving gamers.

***Guac-a-Mole* is the perfectly portable whacking game! Race to bop the avocado-moles (aka quac-a-moles) when they light up before time runs**

# House of the Dragon: Balerion Light-Up Dragon Skull

Jim McDermott



**\$15.95/\$20.50 Can./£12.99 UK**

**Paperback**

**15K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487264

BISAC Category:

Performing Arts / Television

Pages:

64

Key Selling Points:

**TIMED FOR THE FINALE OF SEASON TWO:** This mini kit will be in stores just as Season 2 of *House of the Dragon* wraps up.

**THE DRAGONS RULE WESTEROS:** The Game of Thrones brand is as strong as ever, with the first season of *House of the Dragon* averaging 29 million viewers per episode and a second prequel series called *The Hedge Knight* just announced.

**THE LATEST HOUSE OF THE DRAGON MINI KIT:** Following our successful series of *Game of Thrones* mini kits (including *The Catspaw Dagger*, released this past fall 2023), which have sold nearly 500,000 units combined, this kit will be the second *House of the Dragon* mini kit, following the *Light-Up Dragon Egg* in Winter 2024.

**Pay tribute to the legendary dragon key to the reign of House Targaryen with this official collectible set!**

- **Deluxe Collectible:** Finely detailed, 3-inch replica of the skull of Balerion the Black Dread, the dragon ridden by Aegon the Conqueror during the War of Conquest and later ridden by King Viserys

# Marvel: Deadpool Talking Bust: Chimichanga!

Robert K. Elder



**\$14.95/\$19.50 Can.**

**Paperback**

**20K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485697

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

48

Key Selling Points:

**STRONG FRANCHISE WITH NEW MOVIE ON THE HORIZON:** Support from fans for the last two Deadpool films has been astonishing and the films have grossed a combined \$1.6B worldwide. *Deadpool 3* set to release in May 2024 and the future has never looked brighter for this character—especially since it will further cement Deadpool in the Marvel Cinematic Universe and pairs him up with another fan favorite character, Wolverine.

**ONE OF MARVEL'S MOST POPULAR SUPER HEROES:** Deadpool is special. More than an anti-hero or classic super hero, Deadpool is the only character that has the ability to break the fourth-wall and travel (almost uninhibited) throughout the Marvel universe. Even before Deadpool entered the the Marvel Cinematic Universe, he was a character that fans knew and loved for his witty (and pretty adult) humor. Deadpool is not just a success on comic book pages or the silver screen; the new manga *Deadpool: Samurai*, which has sold over 112K copies since its publication in 2022. The official Deadpool movie social media accounts have a total of 3.5M followers, all of whom are hungry for more of their favorite Marvel hero.

**TEAMING UP WITH OTHER MARVEL PRODUCTS:** This brazen talking bust joins our marvelous team of Marvel products for 2024 which includes our *Captain America Metal Shield* and *Talking Groot Figurine* (both Winter 24); *Cosplay the Marvel*

# Cat Cafe Magnet Set: Meow!

Alasdair Stuart, Illustrated by Jean Wei



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**25K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486472

BISAC Category:

Pets / Cats

Pages:

48

Key Selling Points:

**CATS STILL REIGN SUPREME:** Whether they are well-known celebrities like Pusheen, Garfield, Grumpy Cat, or an everyday adorable kitty snoozing in a sunbeam, cats are still a hot trend in the publishing and gift markets. It's no secret that cat people love buying everything to do with cats—from puzzles, humor books, calendars, and more, cat owners are always looking for new products and fun ways to celebrate their furry friends.

**PERFECT COMBINATION OF HOMEGROWN IDEA AND SUCCESSFUL**

**FORMAT:** The *Cat Cafe Magnet Set* follows in the footsteps of our successful, homegrown cat-themed mini kits like *Desktop Cat-Vac*, *Lucky Cat*, and *Zen Garden Litter Box* as well as our popular magnetic set format, and is sure to be an enticing gift or purchase for cat lovers of all ages.

**GIFT-WORTHY PACKAGE IN A SUCCESSFUL PROGRAM:** RP Minis has a growing magnet set program which includes top licenses and homegrown ideas based on creative and trending topics in publishing and pop culture. This magnet set is a stand out in the market because of its adorable illustrated package and easy-to-use component, making it the perfect gift.

## Cottagecore Cross-Stitch Kit: Includes 4 patterns

Sosae Caetano, Dennis Caetano



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**10K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487783

BISAC Category:

Crafts & Hobbies / Needlework

Pages:

32

Key Selling Points:

**NEW ADDITION TO OUR SUCCESSFUL MINI CROSS-STITCH LINE.** RP has seen great success with both our licensed and unlicensed cross-stitch mini kits, including *Kawaii Cross-Stitch* with more than 50k copies sold. The cottagecore theme offers a similarly cute aesthetic, appealing to crafters of all ages.

**TRENDING AESTHETIC ON SOCIAL MEDIA AND BEYOND.** The cottagecore aesthetic and lifestyle has gained massive popularity in the past five years. #Cottagecore has 15.5B views (Oct 2023) on TikTok and 5M posts (Oct 2023) on Instagram. People have integrated the cottagecore aesthetic into all aspects of their life and have even adopted a more conscious and slow lifestyle that is synonymous with the word.

**PERFECT FOR CRAFTERS OF ALL SKILL LEVELS.** Cross-stitch is an easy craft for beginners and has a wide audience. This adorable craft kit combines the popular cross-stitch trend with cottagecore-inspired designs and includes an introduction on cottagecore, instructions on the basics of cross-stitch, and four adorable patterns to choose from, as well as everything you need to create cozy cottagecore inspired scenes.

# Everyday Enneagram: A Little Introduction to the Nine Personality Types

Dayo Ajanaku



**\$12.95/\$16.50 Can./£9.99 UK**  
**Paperback**  
**25K**  
**9/3/2024**

Announced 1st Print  
 On Sale

Imprint: RP Minis  
 ISBN: 9780762487400

BISAC Category: Body, Mind & Spirit / Inspiration & Personal Growth  
 Pages: 56

Key Selling Points:  
**LATEST ADDITION TO OUR MINI DECK SERIES.** RP has seen great success with our previously published mini deck and book kits, and adds another mystical-adjacent mini deck and book with *Everyday Enneagram*. This mini deck and book set is a great introduction for readers new to Enneagram but will also appeal to long-time Enneagram fans as well.

**INTEREST IN PERSONALITY TYPING SYSTEMS STRONGER THAN EVER.** People are turning to personality typing systems like the Enneagram of Personality now more than ever to find a deeper connection within themselves and the people in their lives.

**WRITER HAS AUTHORITY ON TOPIC.** Dayo Ajanaku, aka theblackenneagram on social platforms (more than 33k followers on Instagram as of Oct 2023), is a trusted source of Enneagram knowledge. She brings her unique perspective and point of view to the masses, enlightening everyone with her expertise and her creativity. Dayo is also actively working on obtaining an Enneagram certification.



# National Lampoon's Christmas Vacation Light-Up House: With sound!

## Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**30K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484096

BISAC Category: Performing Arts / Film

Pages: 28

Key Selling Points:

**CELEBRATES 35 YEARS OF AN ANNUAL CHRISTMAS TRADITION.** Originally released in 1989, *National Lampoon's Christmas Vacation* continues to be one of the most popular Christmas films that brings holiday laughs and cheer to fans every year. It is a top 5 movie on all cable during the holiday season and has become a Christmas classic.

**A SEASONAL PROPERTY THAT'S HOT FOR HOLIDAY.** NLCV boasts a large consumer products program with 40+ licensees, including ornaments and seasonal decor, apparel, collectibles, drinkware, and more. With its memorable scenes and endlessly quotable lines, the film lends itself to humorous products that are perfect for holiday gifting. Our first mini kit with the property, the *NLCV: Station Wagon and Griswold Family Tree*, has grossed 50k copies since its release in 2022.

**ONE-OF-A-KIND COMPONENT BASED ON ANOTHER ICONIC MOMENT IN THE FILM.** Similar to our first mini kit that celebrated the cutting of the Griswold Family Christmas tree, this officially-licensed collectible commemorates the triumphant moment when Clark is finally able to get the thousands of twinkle lights on his house to illuminate—complete with the audio of the "Hallelujah!" song. This special collectible is sure to be a must-have item for NLCV fans.

# Teeny-Tiny Christmas Turntable: Includes 3 Holiday LPs to Play!

Matt Shiverdecker



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**30K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485437

BISAC Category:

Music / Recording & Reproduction

Pages:

32

Key Selling Points:

**A FESTIVE FOLLOW-UP TO A BACKLIST BESTSELLER:** *Teeny-Tiny Turntable* is one of our most successful homegrown mini kits with more than 230k units sold. This merry Christmas edition is sure to experience similar success with its holiday theme featuring the same adorable mini turntable component in Christmas colors and miniature records that play clips of "Joy to the World," "We Wish You a Merry Christmas," and some smooth, wintry jazz.

**VINYL'S RESURGENCE:** Vinyl is experiencing a cultural renaissance, from old school collectors to younger generations. Records have found their way in a variety of retailers, from Urban Outfitters to Target and Barnes and Noble.

**WRITTEN BY A MUSIC PROFESSIONAL:** Author and audiophile Matt Shiverdecker has curated playlists and programmed for multiple stations and podcasts for decades, and is the proud owner of over 6,000 LPs.

**PERFECTLY FUN-SIZED & ONE OF A KIND SERIES:** With its unique, miniature size, movable components, and iconic finishing touches, the *Teeny-Tiny Christmas Turntable* adds the perfect festive spirit to the home or office, and pairs great with the original *Teeny-Tiny Turntable*.

# UFO Cat Invasion: With light and sound!

Donald Lemke



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487820

BISAC Category: Humor / Topic

Pages: 32

Key Selling Points:

**THE LATEST ADDITION TO OUR GROWING LIST OF CAT-THEMED MINIS.** RP Minis has been ramping up its cat game recently with a slew of new cat-themed minis, all with extremely strong sales. From *Cat-a-Pult* to *Desktop Cat Vac* to *Chonk Cats*, feline-focused kits have been extremely popular at a wide variety of accounts. *UFO Cat Invasion* is sure to be no exception and will appeal to those cat-loving consumers who cannot resist buying humorous products featuring their favorite furry friend.

**Have you ever wondered if your cat is an alien from outer space? *UFO Cat Invasion* just might make you a believer!**

- **Specifications:** 3-inch diameter spaceship with a cat in the cockpit
- **Loads of special effects:** Spaceship features multiple light and sound effects and a magnetic mouse-catching feature (miniature mouse included)
- **Display stand:** a transparent stand allows you to rest and display your spaceship when not in use
- **Miniature book:** an illustrated, 32-page mini book explores the possible extra-t...

# Ugly Christmas Sweater Magnets

Jessie Oleson Moore, Illustrated by Dália Adillon



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**30K**

**9/3/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484706

BISAC Category:

Religion / Holidays

Pages:

32

Key Selling Points:

**HOLIDAY MINI KITS ARE BESTSELLERS:** Running Press has always had a lot of success with our homegrown holiday-themed mini kits, such as *Teeny-Tiny Tinsel Tree*, *Mini Yule Log*, *Wacky Waving Inflatable Tube Elf*, and more. This fun kit is sure to become a new holiday favorite.

**HOLIDAY MINI KITS ARE BESTSELLERS:** Running Press has always had a lot of success with our homegrown holiday-themed mini kits, such as *Teeny-Tiny Tinsel Tree*, *Mini Yule Log*, *Wacky Waving Inflatable Tube Elf*, and more. This fun kit is sure to become a new holiday favorite.

**THE PERFECT HOLIDAY STOCKING STUFFER:** This hilarious and festive kit is perfect for gifting to friends and family during the holiday season. It's a natural choice for Pollyannas and white elephant parties and serves as an excellent stocking stuffer.

**Celebrate the merriest season of all with this set of 10 illustrated ugly Christmas sweater magnets, perfect for any magnetic surface in need of a little holiday flair.**

# Velma Talking Bust and Illustrated Book

Shaenon K. Garrity



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**25K**

**8/20/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486533

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

**VELMA IS ONE OF SCOOPY-DOO'S BIGGEST STARS:** Velma is by far the franchise's standout character, beloved by Gen X, Millennial, and Gen Z women who connected with her in their childhoods and still do today, as seen in her massive popularity as a Halloween costume and fan merchandise for the series. Velma also is having a moment with a solo spinoff animated HBO Max series, which is renewing for Season 2 in 2024, and stars Mindy Kaling as a new version of the character reimagined as a South Asian woman.

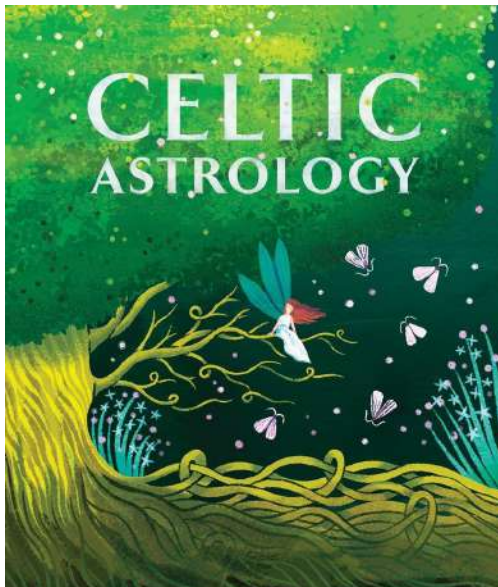
**REACHING KEY SCOOPY DEMOGRAPHICS:** Warner Bros. identifies millennials "celebrating nostalgia" as one of the four core audiences for *Scooby-Doo*, with parents "passing along the fandom" as another. This will be a great kit for nostalgic millennials, while still kid-friendly enough for the newer generations who love *Scooby-Doo* to enjoy.

**NEW ADDITION TO OUR PROGRAM WITH SCOOPY-DOO:** This will be our first mini kit and fourth title with our new Scooby-Doo program, following *What Would Velma Do?* on the adult list and two picture books for RP Kids.

**SUCCESS WITH OUR OTHER LICENSED TALKING MINIS:** This Velma talking bust joins our line of our other licensed talking collectible minis based on

# Celtic Astrology

T. L. Bonaddio, Illustrated by Amy Grimes



**\$7.95/\$10.50 Can./£5.99 UK**

**Hardcover**

**15K**

**8/13/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487615

BISAC Category:

Body, Mind & Spirit / Celtic Spirituality

Pages:

144

Key Selling Points:

**Part of a new line of culturally specific magical mini books.** Along with *Hoodoo* and *Brujería* (both Summer 2024), this refreshed edition of *Celtic Astrology* inaugurates a new line of mystical mini books on regional and culturally specific practices. Readers and accounts have embraced our single subject mini books, and this new line adds a compelling angle that celebrates the diversity of magical practices.

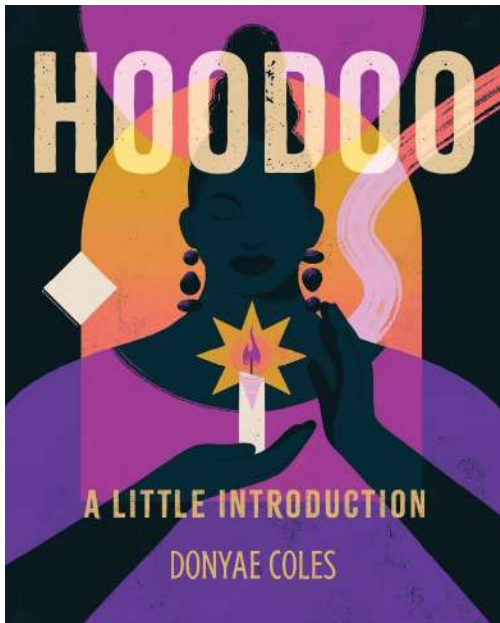
**Mystical minis sell well across accounts!** Magical minis are strong sellers for RP, from mini books (*Crystals*, *The Witch's Spell Book*, *Auras*) to mini kits featuring magical components (*Tiny Palmistry*, *Runes*). These minis work beautifully in all kinds of accounts and sell year-round to a range of consumers, from dabblers to more serious enthusiasts.

**Support from thriving RP Mystic publishing program.** Running Press is known as one of the top publishers of beautiful, accessible books and book products in the Body, Mind & Spirit space. With a robust backlist of titles and a strong consumer and account-facing marketing vertical, these titles receive significant support that builds awareness among the target audience.

**Fresh illustrations and giftable package.** This charmed package will feature

# Hoodoo: A Little Introduction

Donyae Coles



**\$7.95/\$10.50 Can./£5.99 UK**

**Hardcover**

**20K**

**8/13/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485949

BISAC Category:

Body, Mind & Spirit / Spiritualism

Pages:

144

Key Selling Points:

**Part of new line of culturally specific magical mini books.** Along with *Celtic Astrology* and *Brujería* (both Summer 2024), *Hoodoo* inaugurates a new line of mystical mini books on regional and culturally specific practices. Readers and accounts have embraced our single subject mini books, and this new line adds a compelling angle that celebrates the diversity of magical practices.

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**Beautiful illustrations, representing a diverse cultural practice.** The lush, full-color illustrations in this mini book celebrate the vibrant, rich practice of hoodoo

# The Haunted Mansion: Madame Leota Crystal Ball: With light and sound!

Donald Lemke



**\$15.95/\$20.50 Can.**

**Paperback**

**20K**

**8/6/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487585

BISAC Category:

Body, Mind & Spirit / Channeling & Mediumship

Pages:

40

Key Selling Points:

**BASED ON THE ICONIC DISNEY ATTRACTION:** The Haunted Mansion has been a popular Disney theme park staple for more than 50 years. Originally opened in 1969 at Disneyland in California, it now exists in one form or another in nearly every Disney Parks resort around the world. The classic dark ride is spooky instead of scary, and fun for the whole family. This mini kit captures that "spirit" and will captivate The Haunted Mansion fans of all ages.

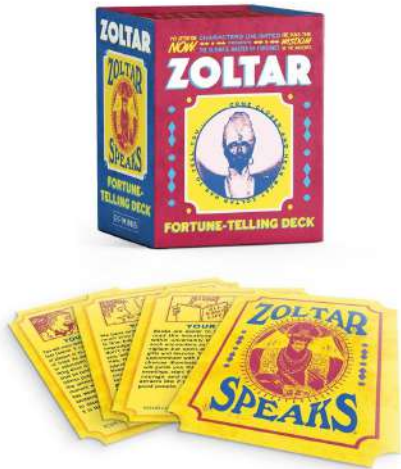
**THE ENDURING POPULARITY OF THE HAUNTED MANSION:** Even though the attraction has been around for more than 50 years, it continues to be popular with both nostalgic guests and new fans, with its perfect blend of spooky and silly fun. An all-new *The Haunted Mansion* is in theaters summer 2023 (the original film was released in 2003), and Disney+ released the Muppets Halloween special *Muppets Haunted Mansion* in October 2021. The brand has been featured in many recent licensed products, including a board game and vinyl figures by Funko (these collectibles did not feature light or sound effects), an official Lego set in 2022, and apparel and accessories collections popular at retailers such as Hot Topic.

**PERFECT FOR SPOOKY SEASON:** This chilling kit will be a great perennial offering for Halloween promotions, but will also sell year round. It joins other successful "spooky" kits that we've licensed with Disney, including *The Nightmare Before*



# Zoltar Fortune-Telling Deck

Sam Stall



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**8/6/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487516

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

100

Key Selling Points:

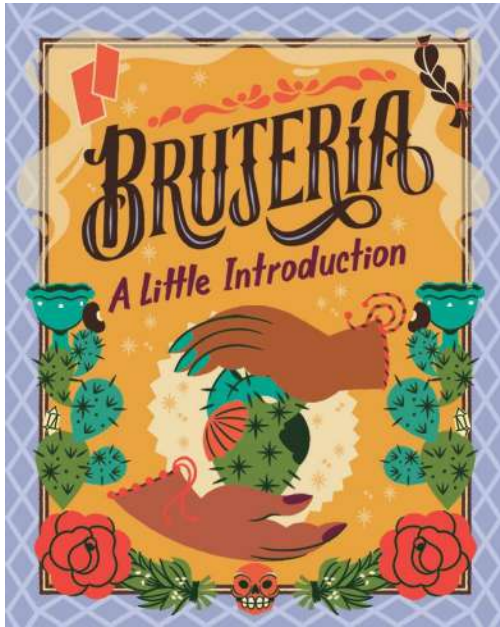
**ZOLTAR INSPIRES NOSTALGIA FOR MODERN AUDIENCES:** Nostalgia for bygone eras draw those young and old alike to Zoltar, who harkens back to one of the most popular films of the '80s (*Big*), as well as to the days of penny arcades, boardwalk amusement parks, and traveling carnivals. Tom Hanks even delighted fans everywhere when he shared a reunion with Zoltar on *The Late Show with Stephen Colbert* where he asked a real-live Zoltar (played by Colbert) if he could be thirty years old again.

**PEOPLE ARE FASCINATED BY FORTUNE-TELLING:** Whether it's a fortune cookie or a deck of cards, people have always been intrigued by having their fortunes told. Magic and mysticism are also having a resurgence right now in popular culture and Zoltar will fit in nicely with the popular trend.

**ZOLTAR MERCHANDISE AND APPEARANCES:** There is a growing list of official Zoltar merchandise including drinkware, keychains, apparel, costumes, candles, jewelry, and even scratch-off lottery tickets (as well as our first Zoltar mini kit). In recent years, Zoltar has made appearances in commercials including Motorola, Toyota, Sprint, Liberty Mutual, and Subway, and has been featured in shows like *Family Guy*, *Breaking Amish*, and *Long Island Medium*.

# Brujería: A Little Introduction

Yvette Montoya



**\$7.95/\$10.50 Can./£5.99 UK**

**Hardcover**

**20K**

**8/6/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485321

BISAC Category:

Art / American

Pages:

152

Key Selling Points:

**PART OF NEW LINE OF CULTURALLY SPECIFIC MAGICAL MINI BOOKS.** Along with *Celtic Astrology* and *Hoodoo* (both Summer 2024), *Brujeria* inaugurates a new line of mystical mini books on regional and culturally specific practices. Readers and accounts have embraced our single subject mini books, and this new line adds a compelling angle that celebrates the diversity of magical practices.

**TAPS INTO HISPANIC/LATINE MYSTIC COMMUNITY.** This mini is a great introduction to the subject of Brujería, which although is accessible to anyone from any culture/background, is primarily aimed at the Hispanic/Latine community. This mini will be released alongside *Mystical Lotería* on the RP Studio list, also written by Yvette Montoya, and appealing to the same audience.

**PERFECT FOR MERCHANDISING OPPORTUNITIES.** This mini book will release in time for the Halloween season, Dia de Los Muertos, and Hispanic Heritage Month, so there are many opportunities for themed merchandising and displays.

**CHARMING PACKAGE.** With full-color illustrations throughout, and a full-color case with metallic ink accents, *Brujería* is a jewel-like book that makes a great gift or self-purchase.

# Harry Potter: Hagrid with Harry’s Birthday Cake (“You’re a Wizard, Harry”): With Sound!

Donald Lemke



**\$15.95/\$20.50 Can./£12.99 UK**

**Paperback**

**25K**

**7/16/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762487561

BISAC Category:

Performing Arts / Film

Pages:

48

Key Selling Points:

**FEATURES THE BELOVED, MEME-WORTHY HAGRID + FAMOUS LINE:** Harry Potter fans LOVE Hagrid, and the scene of him gifting Harry a birthday cake from *Harry Potter and the Sorcerer’s Stone* is iconic. Him saying “You’re a Wizard, Harry” is a popular meme. Our kit features audio of Hagrid himself saying this famous movie quote.

**HARRY’S BIRTHDAY IS NOW A MAJOR EVENT:** Starting in 2024, Harry Potter’s birthday (July 31) will be an annual marketing and PR tentpole for the Wizarding World, featuring online activations, in-store promotions, related merchandise, and more.

**CONTINUES MAGICALLY SUCCESSFUL SERIES IN LARGER MINI BOX:** Over 6 million Wizarding World copies sold across the program. This is also our next title in the Tall and Deep format (2-7/8 x 3-3/4 x 2-7/8 inches). As such, please note that 1 kit fits to a pocket in Mini displays.

**HARRY POTTER FAN BASE AS ACTIVE AS EVER WITH NEW SERIES COMING:** With experiences such as the new series adaptation of the books in development for WB’s streaming platform, Max (projected to debut in 2025), the film series reunion

# For the Love of Tattoos: A Wooden Magnet Set

Verena Hutter, Illustrated by Eric Hinkley



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485987

BISAC Category:

Art / Body Art & Tattooing

Pages:

32

Key Selling Points:

**TATTOOS ARE MORE POPULAR AND ACCEPTED THAN EVER:** 30% of American adults have at least 1 tattoo, an increase of 21% over the last decade as tattoos are continued to be recognized as a form of self-expression. Similarly, estimates of Canadian adults with tattoos range from 20%-30%.

**PART OF A SUCCESSFUL IP PROGRAM AT RUNNING PRESS:** This is the latest in our series "This Is a Book for People Who Love..." and follows in the footsteps of volumes on the National Parks, birds, mushrooms, cats, and dogs. Like the others, this book will publish simultaneously with a book for RP Adult and a puzzle for RP Studio, as well as a sticker book.

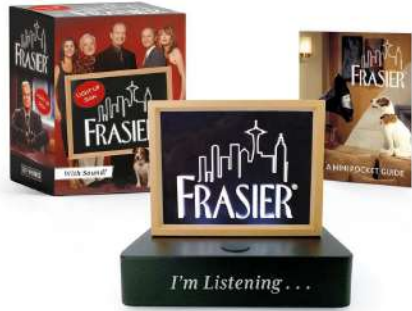
**CHARMING, GIFTABLE MINI KIT:** This gorgeously illustrated set of magnets will appeal to both new and longtime tattoo lovers.

**ENGAGING AUTHOR:** Verena Hutter mixes her love of tattoos with her background as a historical scholar to present a lively backstory of tattoo culture and symbolism.

**Celebrate the artistry of American traditional tattoos with this keepsake set**

# Frasier: Light-Up Sign: With Sound!

Michelle Morgan



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485253

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**A BELOVED SITCOM WITH REBOOT ON THE WAY:** *Frasier* has joined the sitcom ranks of shows like *Friends*, *The Golden Girls*, and *Gilmore Girls*, finding a renaissance on streaming services after more than 13 years after the last episode aired (May 2004). *Frasier* was critically-acclaimed, with the show and cast winning 37 Emmys—a record at the time for a scripted series—including Outstanding Comedy Series for five consecutive years. A revival series is set to air on Paramount+ in October 2023, with Kelsey Grammer set to reprise his role of the titular character.

**NEW ADDITION TO RP'S SUCCESSFUL SITCOM MINIS:** *Frasier: Light-Up Sign* will join our thriving list of TV-themed mini kits including *Gilmore Girls: Stars Hollow Light-Up Sign*, *Seinfeld: Serenity Now! Talking Button*, *Friends: Central Perk Light-Up Sign*, *Golden Girls Magnet Set*, *Golden Girls Talking Button*, *The Office Talking Button*, and *Parks and Recreation Talking Waffle Button*, all of which have combined sales of over 350,000 copies. Publishing simultaneously is *Frasier Trivia Deck and Episode Guide*.

**PROVEN SUCCESS IN MERCHANDISE:** This gift-worthy *Frasier* light-up sign will join the ranks of other successful merchandise in the market including totes, apparel, prints, drinkware, Funko Pops, prayer candles, and more. With officially

# Gudetama Magnet Set

Jenn Fujikawa



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485031

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**GUDETAMA IS A GLOBAL FORCE:** Gudetama is Sanrio's third most profitable character (behind Hello Kitty and My Melody). Gudetama is both popular with teens and adults alike and is beloved by influencers and celebrities around the globe. An animated Gudetama show currently airs on Netflix, with a perfect 100% Rotten Tomatoes score, and there are video games and comics based off the character, proving love for the world's most apathetic egg is stronger than ever.

**PROVEN SUCCESS OF PRINT AND MERCHANDISE:** Gudetama merchandise continues to grow in gift and specialty accounts and in the mass, including apparel, stationery, kitchenware, stickers, plushies, and more. There is also a growing list of Gudetama books, including *Gudetama's Guide to Life*, *Eggsistential Thoughts by Gudetama*, *Gudetama Mad Libs*, *Gudetama Love for the Lazy*, and *Gudetama Coloring Book*, among many others.

**RUNNING PRESS' MAGNET KITS ARE BESTSELLERS:** Running Press' licensed magnetic mini kits such as *Pusheen: A Magnetic Kit*, *Bob's Burgers Magnet Set*, *Golden Girls Magnet Set*, *Bob Ross: Happy Little Magnets*, and *Sushi Cats Magnet Set* have been huge successes with close to 700,000 combined sales. This charming kit will appeal to fans of all ages and will be a wonderful addition to this bestselling category for RP Minis.

# Hello Kitty and Friends Cross-Stitch Kit

Sosae Caetano, Dennis Caetano



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483303

BISAC Category:

Crafts & Hobbies / Needlework

Pages:

32

Key Selling Points:

**GLOBAL POP CULTURE ICON WITH A MILESTONE ANNIVERSARY:** This kit publishes in time for Hello Kitty's 50th anniversary in 2024. Hello Kitty is a widely recognized and lovable global pop culture phenomenon, with a presence in 70 countries worldwide. It's one of the top-growing media franchises of all time, as well as Sanrio's fastest-growing property. Today, you can find Hello Kitty theme parks, restaurants, cafés, and Hello Kitty Cons around the world. Hello Kitty has 3.1M Instagram followers and 12M Facebook followers; Hello Kitty and Friends has 770K Instagram followers.

**A BRAND WITH WIDE AGE APPEAL:** Originally targeted to pre-teen girls, Hello Kitty's dedicated fans have grown over the years to include everyone from toddlers to adults. Even celebrities such as Katy Perry, Lady Gaga, Avril Lavigne, and Mariah Carey have been open about their love for all things Hello Kitty. With its adorable characters and universal messages of happiness and friendship, Hello Kitty and Friends is a beloved brand that appeals to all ages.

**HUGE MERCHANDISING SUCCESS:** Sales of Hello Kitty merchandise has recently reached \$630 billion. You can find Hello Kitty on everything from high-end goods to more affordable items like apparel, toys, games, accessories, and more. Today, more than 50K Hello Kitty product lines are available in over 130 countries.

# Game of Thrones Cross-Stitch Kit

Running Press



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**30K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486953

BISAC Category: Crafts & Hobbies / Needlework

Pages: 32

Key Selling Points:

**A SUCCESSFUL MINI KIT FORMAT JOINS OUR GROWING GOT SERIES:** Our licensing program with *Game of Thrones* and *House of the Dragon* is ever-expanding with kits, decks, and RP Studio products, and this foray adds our super successful cross-stitch kit format to the list.

**CRAFTY ALL-IN-ONE KIT FOR ENTHUSIASTS:** This crafty kit will appeal to the dedicated GOT fan. The patterns are accessible and simple enough for all skill levels and the kit includes all the materials needed to get stitching.

**TIMED FOR THE DEBUT OF *HOTD* SEASON TWO:** This kit will be in stores in advance of *House of the Dragon* season 2, which is set to debut in the summer of 2024.

**THE FRANCHISE'S REIGN CONTINUES:** The *Game of Thrones* brand is as strong as ever, with the first season of *House of the Dragon* averaging 29 million viewers per episode and a second prequel series just announced.

**Conquer five cross-stitch designs from the world of *Game of Thrones* with**



# Pull My Finger: Tells 15 Dad Jokes!

Derby Hawkins



**\$11.95/\$15.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484713

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

40

Key Selling Points:

**DAD JOKES MEET RP MINIS!** Dad joke books continue to be some of the most popular humor books in the marketplace, with multiple titles on the subject enjoying a spike in sales each year leading up to Father's Day. This RP Minis twist on the concept with a unique component including sound is sure to deliver the laughs in a fresh new way.

**HOMEGROWN HUMOR KITS SELL WELL:** Our humorous mini kits are strong sellers in a wide variety of accounts, and paired with a hysterical sound feature, the fun has been taken to the next level. *Pull My Finger* is a natural fit for our growing humor category.

**UNIQUE COMPONENT:** We have created a truly one-of-a-kind component with a retractable finger on a base that can be displayed at work or at home so you can listen to a dad joke anytime you need a laugh.

**GIFT FOR DADS:** This kit is the perfect present or add-on gift for dads on Father's Day, birthdays, or anytime and will backlist well as a key offering for Father's Day promotions year after year.

# Desktop Pickleball: Your Serve!

Running Press, Illustrated by Alyssa Nassner



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/7/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484720

BISAC Category: Sports & Recreation / Racket Sports

Pages: 32

Key Selling Points:

**PICKLEBALL IS ULTRA-POPULAR:** Pickleball has become one of the fastest growing sports in the United States and around the world. During the pandemic, this sport was a safe, easy way to play outdoors and keep distance. With pickleball courts popping up all over, its popularity continues to rise and it has tremendous staying power.

**PERFECT FOR SUMMER PROMOTIONS:** Pickleball, although possible to be played year-round, is a popular summer sport played outdoors and this kit will be released at the perfect time for summer sports and Father's Day promotions.

**PART OF A GROWING AND SUCCESSFUL SERIES.** Other original RP mini desktop sports kits with their mini-sized (but playable) components, such as the summery *Desktop Cornhole*, have strong sales and continue to sell year after year.

**GREAT GIFT FOR ALL RACKET SPORT LOVERS:** This will be a great gift for every fan of racket sports, not just pickleball, but also tennis, Ping-Pong, squash, badminton, etc.

Also Available:

# Friends: Framed Photo: With Sound!

Michelle Morgan



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484089

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**A BELOVED BRAND MEETS RUNNING PRESS' POPULAR "TALKING BUTTON"**

**FORMAT:** Running Press has had a lot of success with other licensed mini kits that feature a rounded button or molded collectible featuring audio clips from popular TV shows (see comp grid). This kit is sure to stand out from other peephole frames in the market with its unique sound element, which plays 10 signature phrases from all your favorite characters on *Friends*.

**SUCCESSFUL LICENSE FOR RP WITH SUSTAINED, YEARS-LONG SALES**

**TRACK:** Since late 2017, our *Friends* mini book (first published in 2012) has seen a huge spike in sales at Urban Outfitters, Box Lunch, and other retailers. The success has continued with subsequent titles we've published with the brand: *Friends: The One About You: A Fill-in Book*, *Friends Central Perk Light-up Sign*, *Friends: A to Z Guide and Trivia Deck*, *Friendsgiving*, *Friends Holiday Armadillo*, *Friends: You're My Lobster: A Fill-in Book*, *Friends: Desktop Central Perk*, and *The Friends Book of Lists*. Upcoming for 2023 is *Friends: The One Where Everyone Is Hiding*.

**POWER AND CONSUMER ENTHUSIASM:** *Friends* has always been a nostalgic favorite, but with all episodes available to stream on HBO Max, legions of new fans are discovering the show and continuing its decades-long popularity. Social engagement is high—the brand boasts 11.7M Instagram followers and nearly 20M

# Bob Ross Happy Little Zen Garden

Robb Pearlman, Bob Ross, Illustrated by Alex Fine



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483051

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

**CONTINUING ROBUST BOB ROSS PROGRAM:** We've sold more than 2 million units across our titles in the series, which encompasses a broad range of books, stationery, mini kits, and children's titles. More than 1.5 million of those sales have been mini kits, so this 6th Bob Ross mini is sure to continue the success of our Bob series.

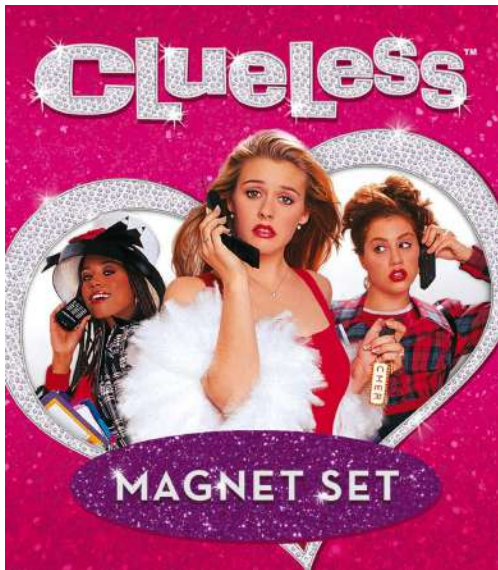
**TWO TWO-MILLION BESTSELLING FORMATS MEET:** This kit is a winning pairing of the world's favorite painter with another series for us that has sold two million copies: Zen gardening. It also carries the spirit of our popular mind/body/spirit minis—perfect for our customers looking for products that promote calmness and relaxation, with a dose of humor!

**STRONG LICENSOR SUPPORT:** They are happy to help promote via social media and other creative avenues, including *The Joy of Bob Ross*, their first official podcast.

**BOB ROSS HAS PROVEN STAYING POWER:** The *Joy of Painting* star's fan base of kids, gamers, Gen Z, Millennials, and up watch him on streaming platforms as well as a dedicated 24-hour Bob Ross channel. Bob merch sells everywhere from B&N to Hot Topic, Spencer's, Urban Outfitters, Blick's, Cost Plus, Target, and more.

# Clueless Magnet Set

Lauren Emily Whalen



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483693

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

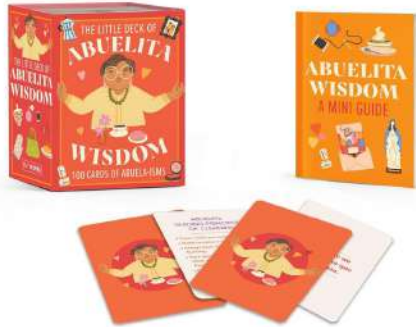
**MAJOR CULTURAL RELEVANCE TODAY:** Whether it's re-watched by millennials and Gen Xers or being discovered for the first time by Gen Z, *Clueless* is constantly reinventing itself in fashion and in the social media world, with BuzzFeed listicles, YouTube tributes, Fashion Week presence, and more. Most recently, Alicia Silverstone reprised her role as Cher in a 2023 Super Bowl ad for online cash-back platform Rakuten. Young tastemakers, like Kylie Jenner and Bella Hadid, have also been spotted out and about wearing *Clueless*-inspired outfits.

**?AN ICONIC AND SUCCESSFUL MOVIE:** *Clueless* is one of the most beloved '90s films in pop culture history and was the 12th highest-grossing high-school comedy of all time. *Entertainment Weekly* named it one of the top 25 comedies and the movie has been featured on multiple best film lists.

**HUGE MERCHANDISING SUCCESS:** More than 27 years since *Clueless* was in theaters, there is still a lot of love and consumer enthusiasm for this brand. Popular licensed product and merchandise includes *Clueless* comic books, tons of apparel at both big box stores and specialty accounts, Funko Pops, fashion, a makeup line, and more. This mini kit joins our growing *Clueless* program, following a successful picture book and mini book. Publishing simultaneously is *Clueless: The Official Cookbook* and forthcoming products include a fill-in book and trivia deck.

# The Little Deck of Abuelita Wisdom: 100 Cards of Abuela-isms

Raven Ishak



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484218

BISAC Category:

Art / American

Pages:

48

Key Selling Points:

**BELOVED, PERENNIAL SUBJECT MATTER.** *Abuelita* is an endearing term for “Grandmother” in Spanish. Many Latinos bond over shared experiences with their grandmothers. This uplifting gift deck and mini book is a perfect way to keep grandmothers close in an age of distances. This inclusive mini deck and book highlights that abuelitas take care of everyone, no matter where you come from, Spanish speaker, Hispanic/Latine, or not.

**A GIFT DECK AND BOOK SET FOR THE LATINX/E COMMUNITY.** As our first bilingual mini deck aimed at the Hispanic/Latine community, *The Little Deck of Abuelita Wisdom* will reach new audiences that have previously been underserved and is a perfect, inclusive gift. Even for someone who is not part of the community, it is still a heart-warming and uplifting mini deck to give or receive, that anyone can enjoy.

**ADORABLE PACKAGING MAKES IT A PERFECT GIFT.** Like abuelita, this mini deck comes in adorable packaging with charming full-color illustrations, and a magnetic closure box that is portable and perfect for safe keeping. The deck is coming out just in time for graduations and Mother’s day, and makes a great any-time self-purchase as well.

# The Screaming Possum: With sound!

Alexander Schneider, By (artist) Yeji Yun



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484331

BISAC Category:

Humor / Topic

Pages:

40

Key Selling Points:

**A TRASHY PRODUCT SUITE OF ADORABLY QUIRKY ANIMALS.** *The Screaming Possum* mini kit joins the Trash Animals product suite, which includes the *Trash Animal Magnet Set* and *I Love You More Than Trash* fill-in book (both publishing in October 2023), and a trash animal-themed oracle deck, also coming in Winter 2024. Along with the rest of the suite, this hilarious mini is sure to appeal to millennials, Gen Z, and trash animal fans of all stripes.

**HOT TREND: TRASH ANIMALS.** Whether it is a trash panda (raccoon), trash cats (possums), bin chickens (pigeon), or just your local pizza rat, animals that spend their time digging in your trash and causing mischief are the source of countless popular memes, internet trends, and merchandise—including apparel, home goods, and art.

**NEW ADDITION TO OUR HUMOROUS ANIMAL-THEMED MINIS.** Joining the ranks of *The Screaming Goat*, *Cat-a-Pult*, *Mini Sub-WOOFer*, and *Chonk Cats*, this humorous mini kit brings a playful twist to a popular garbage creature with an irresistible component and package.

# This Is Fine Talking Figurine: With Light and Sound!

KC Green



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484843

BISAC Category:

Humor / Topic

Age Range:

Ages 12 And Up, Grades 7 to 17

Pages:

32

Key Selling Points:

**NEW TRICKS FOR AN OLD DOG:** Despite first debuting in 2013, this comic strip remains a relevant icon of our age and now fans can hold Question Hound and actually hear him talk. There are other "This Is Fine" collectibles in the marketplace, but none that feature both sound AND light-up effects.

**?GLOBALLY RECOGNIZED COMIC STRIP CHARACTER:** With just three words, Question Hound captivated audiences around the world, tapping into an immediately relatable feeling of what The Washington Post dubbed "stiff-lipped acceptance or wide-eyed denial.

**BEYOND THE MEME:** The first two panels of KC Green's "On Fire" comic strip have been shared and parodied an incalculable number of times, but the strip itself had four more panels, which will be presented in the accompanying book along with other strips that showcase Green's unique brand of humor.

**JOINS SUCCESSFUL LIST OF LICENSED MINIS FEATURING SOUND:** Our mini replicas with an audio feature have extremely strong sales, appealing to casual fans and collectors alike.



# Pusheen by the Numbers: A Little Painting Kit

Claire Belton



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485017

BISAC Category: Crafts & Hobbies / Painting

Pages: 16

Key Selling Points:

**ROBUST CONSUMER ENTHUSIASM FOR PUSHEEN:** Pusheen has more than 9.4M Facebook fans, 2.2M Instagram followers, and 201K Twitter followers, and hundreds of thousands of unique visitors per month to Pusheen.com. The Pusheen Facebook Messenger emoticons were launched in 2013 and are now used more than 14M times per day. Today, the Pusheen brand is a global phenomenon with a growing cast of characters, tens of millions of fans worldwide, and licensed merchandise available in more than 60 countries.

**PROVEN SUCCESS IN PRINT:** *I Am Pusheen the Cat*, *The Many Lives of Pusheen the Cat*, and *Pusheen the Cat's Guide to Everything* have sold more than 223K combined copies and have been translated into at least 14 languages. This new painting kit will also appeal to crafty consumers who enjoyed the wildly successful *Pusheen Coloring Book* and *Mini Pusheen Coloring Book*, which have sold more than 350K copies to date.

**CUTE CRAFT KIT WITH CROSSOVER APPEAL:** *Bob Ross by the Numbers* has grossed over 500K copies since Fall 2018. Our second licensed kit in this winning format, *Pusheen by the Numbers* will appeal to Pusheen fans of all ages, anyone who loves craft kits, or newbies ready to discover the joy of painting for the first time.

# Marvel: Talking Groot: I Am Groot!

Robert K. Elder



**\$14.95/\$19.50 Can.**

**Paperback**

**30K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485673

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

48

Key Selling Points:

**A FAN FAVORITE CHARACTER IN BOOKS AND SPIN-OFF SHOWS.** As one of the stand-out favorite characters of the MCU, Groot has also been the center of an animated short series on Disney+ that premiered in 2022, as well as a four-book picture book series called *The Adventures of Groot and Rocket*. There is no better time to share our unique talking collectible with Groot fans.

**JOINS OUR SUCCESSFUL MARVEL MINIVERSE.** This is our 8th mini kit in our growing Marvel mini line. Previous kits have featured Thor, Black Panther, Captain Marvel, Iron Man, the Hulk, Spider-Man, and a Captain America kit, which is also releasing in Winter 24.

**COLOSSAL FANDOM AND FOLLOWING.** With the next film in the Guardians of the Galaxy trilogy releasing in 2023, Groot is once again going to be at the forefront of Marvel fans' minds. Marvel films consistently put up huge box-office numbers, which have grossed a combined \$2B+ worldwide. Marvel has 66.3M Instagram followers; 34M Facebook fans, and 15.8M Twitter followers.

**Show your love for Groot with this one-of-a-kind, officially licensed talking**

# Marvel: Captain America Metal Shield: With Vibranium Sound Effect

Robert K. Elder



**\$14.95/\$19.50 Can.**

**Paperback**

**30K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485680

BISAC Category: Antiques & Collectibles / Figurines

Pages: 48

Key Selling Points:

**JOINING OUR SUCCESSFUL MARVEL MINIVERSE.** This is our 7th mini kit in our popular, growing Marvel mini line. Previous kits have featured Thor, Black Panther, Captain Marvel, Iron Man, the Hulk, and Spider-Man—Captain America is a natural addition as the leader of Earth's Mightiest Heroes.

**COLOSSAL FANDOM AND FOLLOWING.** Marvel films continue to put up huge box-office numbers, which have grossed a combined \$2B+ worldwide, and this unique mini kit is perfectly timed with the release of the new film *Captain America: New World Order* which is releasing in Summer 2024. Marvel also has a powerful social media base with 66.3M Instagram followers; 34M Facebook fans, and 15.8M Twitter followers.

**ONE-OF-A-KIND COLLECTIBLE FOR SUPERHERO FANS.** Collectible set includes a mini metal replica of Cap's shield with a unique sound effect, sure to appeal to comic book and superhero fans who are always searching for more collectible items based on their favorite characters.

**Celebrate one of the world's mightiest heroes with this one-of-a-kind.**

# Sad Trombone: Womp, Womp!

Analisa Devoe



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486366

BISAC Category:

Music / Musical Instruments

Pages:

32

Key Selling Points:

**AN ICONIC SOUND IN POP CULTURE.** This mini trombone replica is a comic take on the “womp-womp” dramatic fail sound that everyone recognizes. Fans of our humor with sound kits, like *Mini Air Horn*, *Desktop Extinguisher*, and *Tiny Violin*, will love to hear this sound come to life in RP Minis' unique packaging and style.

**UNIQUE SOUND ELEMENT.** This kit plays a fail “womp-womp” sound when it is tilted on its base, setting it apart from other small instrument replicas on the market.

**HUMOROUS STRESSBUSTING.** With our increased stress levels, sometimes we need a humorous interruption to put things into perspective, and this kit could do just that. If you find yourself or others ruminating, *Sad Trombone* is a perfect way to remind yourself or others that “it is going to be okay.”

**GREAT GAG GIFT.** A perfect gift for coworkers, friends, and family—especially if they are musically inclined.

# House of the Dragon: Light-Up Dragon Egg

Jim McDermott



**\$15.95/\$20.50 Can./£12.99 UK**

**Paperback**

**15K**

**4/2/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762486908

BISAC Category: Performing Arts / Television

Pages: 32

Key Selling Points:

**TIMED FOR THE DEBUT OF SEASON TWO:** This mini kit will be in stores in advance of *House of the Dragon* Season 2, which is set to debut in the summer of 2024.

**THE DRAGONS RULE WESTEROS:** The Game of Thrones brand is as strong as ever, with the first season of *House of the Dragon* averaging 29 million viewers per episode and a second prequel series just announced.

**DEBUT HOUSE OF THE DRAGON MINI KIT:** Following our seven *Game of Thrones* mini kits (including *The Catspaw Dagger*, on sale Sept 2023), which have sold nearly 500,000 units combined, this exciting new kit will kick off the *House of the Dragon* brand in mini format. This is in our new Tall and Deep format (2-7/8 x 3-3/4 x 2-7/8 inches). As such, please note that 1 kit fits to a pocket in Mini displays.

**JOINS SUCCESSFUL LIST OF LICENSED LIGHT-UP MINIS:** Our mini replicas of iconic items from popular tv shows and movies featuring a light-up element have extremely strong sales, appealing to casual fans and collectors alike.

# Tea Lover's Box Set

Jessie Oleson Moore, Illustrated by Jessie Ford



**\$14.95/\$19.50 Can./£12.99 UK**

**Hardcover**

**10K**

**3/5/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485154

BISAC Category:

Cooking / Beverages

Pages:

384

Key Selling Points:

**TEA HAS WORLDWIDE APPEAL:** According to the Tea Association of America, it is estimated that more than three billion cups of tea are consumed daily. It is the second most popular beverage in the world—only after water! Humans have a long history of drinking and enjoying tea, and there is still huge interest in this comforting and universal drink today.

**ACCESSIBLE MATERIAL:** Perfect for tea drinkers around the world, this all-in-one resource includes three brand-new mini books (not sold separately) and is packed with essential information about the history, customs, and etiquette of tea, as well as descriptions of more than 200 tea flavors and types, from Earl Greys, Breakfast Teas, and Matcha Teas to more exotic flavors like Corn Tea, Kelp Tea, or Pickled Tea.

**A PERFECT GIFT FOR CHILLY MARCH AND YEAR-ROUND:** Perfectly timed for chilly March leading into the spring season and Mother's Day, *Tea Lover's Box Set* will make a warm and thoughtful gift or self-purchase and will delight tea lovers any season or day of the year.

**FRESH ILLUSTRATIONS AND GIFTABLE PACKAGE:** The charming package features modern illustrations from artist Jessie Ford in crisp, bright, and bold colors, while the jacketless hardcover bindings align with today's package-forward

# Harry Potter Cross-Stitch Kit

Warner Bros. Consumer Products Inc., Running Press



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**2/6/2024**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484195

BISAC Category:

Crafts & Hobbies / Needlework

Pages:

32

Key Selling Points:

**A SUCCESSFUL MINI KIT FORMAT JOINS OUR MAGICAL SERIES:** We now have more than twenty Wizarding World Mini Kits in our ever-expanding program, and this foray adds our super successful cross-stitch kit format to the list.

**CRAFTY ALL-IN-ONE KIT FOR ENTHUSIASTS:** This crafty kit will appeal to the dedicated HP fan. The patterns are accessible and simple enough for all ages and the kit includes all the materials needed to get stitching.

**HARRY POTTER FAN BASE AS ACTIVE AS EVER:** With new experiences such as a major new series adaptation of the books in development for Max, the film series reunion, the Fantastic Beasts films, video and digital games, Universal's Wizarding World, stage plays, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans continues to immerse itself in product and experiences, and love for the Wizarding World continues to be passed down through generations.

**INTERNATIONAL SALES TRACK:** The UK, Asia, and Latin America, among others, have all seen great success with our Harry Potter program.

# The Practical Witch's Love Spell Deck: 100 Spells for Passion, Romance, and Desire

Cerridwen Greenleaf, Illustrated by Mara Penny



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**12/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483068

BISAC Category: Body, Mind & Spirit / Witchcraft

Pages: 48

Key Selling Points:

**WITCHES AND MYSTICISM ARE TRENDING.** Once considered evil and black magic, witches and witchcraft have recently been reclaimed as a source of wisdom, healing, and self-love, with ties to the earth and moon. Magic, witches, mysticism, and spells are receiving positive attention and enthusiasm in popular culture, and are prominently featured at a wide range of gift and specialty accounts.

**RUNNING PRESS' MYSTICAL KITS SELL WELL.** From backlist favorites like *Runes* and *Practical Magic*, *The Practical Witch's Spell Deck*, and *Everyday Tarot*, mystical mini kits consistently sell well, appealing both year-round, during Halloween promotions. This deck will publish in time for Valentine's Day and new year, new you promotions.

**THE WITCHES' SPELL BOOK SERIES IS A HIT.** Running Press's successful witchcraft kits and books by Cerridwen Greenleaf have grossed close to 145K copies combined. Consumers love the miniature editions, and they will love the inviting format of spells printed on cards and housed in a beautiful magnetic closure format.

**AUTHOR HAS A PRESENCE IN THE SPACE.** Cerridwen Greenleaf (aka Brenda Knight) has written numerous books in the magic and mysticism space including



# Peacemaker Light-Up Metal Helmet

Frank Pittarese



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**25K**

**10/10/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484645

BISAC Category:

Comics & Graphic Novels / Superheroes

Pages:

48

Key Selling Points:

**PEACEMAKER IS A GLOBAL PHENOMENON:** After the character debuted in the 2021 film, *The Suicide Squad*, he earned his own HBO Max series, which unexpectedly became the most in-demand streaming series in the world, topping the latest offerings from Netflix and Disney+.

**THE LATEST OFFICIAL DC MINI FROM RP:** This all-new Mini will follow the top-selling DC minis including the *Batman: Bat Signal* and the *Joker and Wonder Woman Talking Busts*.

**DC IS HERE TO STAY:** With three theatrical films planned and a new season of *Peacemaker*, 2023 is going to be a big year for DC Comics.

**Make room for Peacemaker with this one-of-a-kind, officially licensed DC mini collectible!**

- **Deluxe Collectible:** Features a 2-inch replica of Peacemaker's now-iconic helmet on a display stand
- **Light-Up Effect:** The helmet features a glowing emblem

# Gentle Chaos Pocket Oracle Deck

Tyler Gaca



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**10/3/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482030

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

64

Key Selling Points:

**FORMIDABLE TIKTOK PLATFORM:** Tyler has more than 3 million highly engaged followers on the platform and has emerged as one of the “main characters” of TikTok, even featuring in TikTok’s own nationwide advertising campaign alongside Martha Stewart. His fans love him in a deep and deeply personal way and have followed him to Instagram (381K), Twitter (248K), and beyond.

**MINI ORACLE DECK AS PART OF RP PRODUCT SUITE:** Like *The Night School* by Maia Toll's *Moonlit Magic Deck* and *The Practical Witch's Spell Book* by Cerridwen Greenleaf's *Practical Witch's Spell Deck*, this will be a perfect miniature deck companion to a magical book on the RP Adult list, offering readers another way to engage more deeply with the suite.

**GORGEOUS PACKAGE:** These luxe cards spotlight the most mystical and magical imagery from *Gentle Chaos*, recontextualizing them as oracles to be used for divination and inspiration.

**PERFECT SUBJECT MATTER FOR RUNNING PRESS:** Tyler’s work is especially concentrated on magic and queerness, two themes that have been well represented by strong projects for RP Inspires.

# The Big Lebowski Talking Bowling Pin: The Dude Abides

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

## Other Merchandise

**25K**

Announced 1st Print

**10/3/2023**

On Sale

Imprint:

RP Minis

ISBN:

9780762484256

BISAC Category:

Performing Arts / Film

Pages:

16

Key Selling Points:

**25TH ANNIVERSARY IN 2023:** The cult classic film will be celebrating its 25th anniversary in 2023, and what better way to commemorate this milestone and delight fans (aka Achievers) everywhere than with this officially licensed and unique collectible featuring The Dude's voice!

**A CULT CLASSIC WITH A DEVOTED FOLLOWING:** The Coen Brothers' *The Big Lebowski* grossed \$46.7M worldwide and was one of the top ten films of 1998, quickly solidifying itself as a staple in pop culture. The film has become a cult favorite, noted for its eccentric characters, comedic dream sequences, idiosyncratic dialogue, and eclectic soundtrack. There is even an annual festival, Lebowski Fest, that began in Louisville, KY in 2002 and has since expanded to festivals in New York, Los Angeles, Chicago, Las Vegas, Austin, Seattle, London, and Edinburgh.

**ONE-OF-A-KIND, HIGH-QUALITY COLLECTIBLE:** The Dude's voice is now immortalized in this spring-loaded bowling pin replica that dispenses The Dude's wit and wisdom when the bowling pin is knocked over. There isn't anything like this out in the marketplace.

**JOINS OUR GROWING SERIES OF MINI KITS LICENSED WITH NOSTALGIC MOVIES:** This mini fits in perfectly with RP Minis's line of kits with nostalgic films,

## Trash Animals Magnet Set: Live Free, Eat Trash!

Alexander Schneider, Illustrated by Yeji Yun



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**10/3/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484317

BISAC Category: Humor / Topic

Pages: 48

Key Selling Points:

**A TRASHY PRODUCT SUITE OF ADORABLY QUIRKY ANIMALS.** Launching in Fall 23, the Trash Animals product suite will include the *Trash Animal Magnet Set* and *I Love You More Than Trash* fill-in book, followed by an trash animal-themed oracle deck and *Screaming Possum* mini kit in Winter 2024, and is sure to appeal to millennials, Gen Z, and trash animal fans of all stripes.

**HOT TREND: TRASH ANIMALS.** Whether it is a trash panda (raccoon), trash cats (possums), bin chickens (pigeon), or just your local pizza rat, animals that spend their time digging in your trash and causing mischief are the source of countless popular memes, internet trends, and even merchandise—including apparel, home goods, and art.

**NEW ADDITION TO OUR HUMOROUS ANIMAL-THEMED MINIS.** Joining the ranks of *Zen Garden Litter Box*, *Cat-a-Pult*, *Mini Sub-WOOFer*, and *Chonk Cats*, this humorous mini kit brings a playful twist to popular garbage creatures with an irresistible component and package.

# Marvel: Hulk Smash Button: With Smashing Sound Effect

Robert K. Elder



**\$13.95/\$18.50 Can.**

**Paperback**

**30K**

**10/3/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762484379

BISAC Category: Antiques & Collectibles / Figurines

Pages: 48

Key Selling Points:

**JOINS THE MARVEL MINIVERSE.** In 2022 we released all-new officially-licensed Marvel mini kits: *Light-Up Black Panther*, *Thor Mjolnir*, *Iron Man Light-Up Helmet*, and *Captain Marvel Enamel Pin and Magnets* set.

**COLOSSAL FANDOM AND FOLLOWING.** 2019's *Avengers: Endgame* was the highest-grossing movie of all time with a box office of *\$2.8 billion* worldwide, and Marvel films consistently put up huge box-office numbers, which have grossed a combined \$2B+ worldwide. Marvel has 66.3M Instagram followers; 34M Facebook fans, and 15.8M Twitter followers.

**EXPANDING SUCCESSFUL SUPERHERO LINE:** In the tradition of bestselling DC Comics kits like the *Wonder Woman Talking Figure*, *Batman Bat Signal*, *Joker Talking Bust*, and others, this kit will appeal to comic book and superhero fans who are always searching for more collectible items based on their favorite characters.

**Take home this one-of-a-kind, officially licensed Hulk smash button and fist collectible!**

# Pusheen: A Christmas Cross-Stitch Kit

Claire Belton, Sosae Caetano, Dennis Caetano



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**30K**

**10/3/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762485000

BISAC Category:

Religion / Holidays

Pages:

32

Key Selling Points:

**ROBUST CONSUMER ENTHUSIASM FOR PUSHEEN:** Pusheen has a huge presence online with 8.5M Facebook fans, 2.2M Instagram followers, and 201K Twitter followers, and hundreds of thousands of unique visitors per month to Pusheen.com. Pusheen product continues to fly off shelves and can currently be found at H&M, JCPenney, Hot Topic, Target, and ASOS, including apparel, plush, figurines, and multiple apps featuring or based on Pusheen. The Pusheen Facebook Messenger emoticons were launched in 2013 and are now used more than 14M times per day.

**CUTE, CRAFTY KIT WITH CROSSOVER APPEAL:** This crafty kit will appeal to Pusheen's core demographic—women ages 13 to 25—as well as general cat lovers and enthusiasts of all things small and cute. The patterns are accessible and simple enough for all ages and there is no age cap for loving tiny depictions of adorable kitties.

**PART OF A GROWING, STRONG-SELLING PRODUCT SUITE:** This adorable Christmas-inspired cross-stitch kit is our second cross-stitch kit with Pusheen and our ninth title in the suite. It follows strong sellers such as *Pusheen: A Magnetic Kit* (155K gross since Fall 2017) and *Pusheen: A Cross-Stitch Kit* (155K gross since Spring 2018).

# The Mystical Journaling Kit: Tools for Everyday Magic

Maia Toll, Illustrated by Jon Carling



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/26/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482849

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

48

Key Selling Points:

**MYSTICAL KITS ARE A HIT WITH ACCOUNTS!** From collectible objects like *Tiny Palmistry*, *Runes*, and *Potions Mini Mortar and Pestle* to mini decks like *The Night School Moonlit Magic Deck* and *The Practical Witch's Spell Deck*, mystical mini kits are consistent sellers across accounts, appealing year-round and getting an extra boost during Halloween and holiday promotions.

**STRONG AUTHOR TRACK AND PLATFORM IN THE SPACE.** Maia Toll has established herself as an authority in the magical/mystical space, with her *Wild Wisdom* series (Storey) and her book *The Night School* and its accompanying deck and journal. Beyond her books, Maia owns a successful shop (Herbiary) with two locations (Asheville, Philadelphia), has a very engaged platform on Instagram (30K on her personal, 62K on her account for Herbiary), runs regularly sold-out retreats and an online program (Witch Camp), and boasts a newsletter and text lists with robust open rates. She is deeply engaged with her fans, as well as other mystical influencers, and brings that full strength to the promotion of each of her products.

**PART OF THRIVING RP MYSTIC PROGRAM!** Across imprints, magical and mystical publishing is a core category for RP, supported by a robust consumer-facing marketing vertical, RP Mystic. This kit, from an established author in the space with a track of selling non-book product, offers a unique and useful addition to product

# Harry Potter Wizard Chess Set

Donald Lemke



**\$16.95/\$22.50 Can./£12.99 UK**

**Paperback**

**30K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483983

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

40

Key Selling Points:

**NEW FORMAT FOR OUR MAGICALLY SUCCESSFUL SERIES.** This is our 21st Wizarding World mini kit in our ever-expanding program, and our most deluxe in our new Tall and Deep format (2-7/8 x 3-3/4 x 2-7/8 inches). As such, please note that 1 kit fits to a pocket in Mini displays.

**BASED ON AN ICONIC SCENE FROM THE HARRY POTTER FILMS.** The scene in *Harry Potter and the Sorcerer's Stone*, the first film in the franchise, where Ron sacrifices himself in the life-size game in order to save Harry, remains memorable and meaningful to fans. They will no doubt enjoy a small playable replica of the enchanted chess set.

**HARRY POTTER FANS AS ENGAGED AS EVER.** With new experiences such as illustrated editions of the original books, a stage play, *Fantastic Beasts* movies, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans spanning all ages continue to immerse themselves in product and experiences.

**INTERNATIONAL SALES TRACK:** The UK, Asia, and Latin America, among others, have all seen great success with our Harry Potter program.



# Elf: Talking Narwhal

Running Press, Warner Bros. Consumer Products Inc.



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482993

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

**CELEBRATING ITS 20TH ANNIVERSARY IN 2023.** In the 20 years since its initial theatrical release, *Elf* is as popular as ever. It is the #6 highest grossing holiday film worldwide, it's been voted the #3 Christmas movie on Movieweb, and it made over \$220M at the box office worldwide. *Elf* has 9M followers on Facebook.

**HEADED FOR REPEAT SUCCESS.** Running Press's *Elf Snow Globe* (2014, now OP) and *Elf Talking Buddy-in-a-Box* (2016) have grossed over 138K and 124K copies respectively, and the *Elf Spirit Clausometer* has just released for holiday 2022 to very strong sales. Our fourth *Elf* kit is sure to meet similar success as a new holiday backlist bestseller for RP Minis.

**ELF IS EVERYWHERE.** The successful movie spawned a musical, animated special, and video game, and it's Warner Home Video's #3 holiday title. In addition, viewers love to watch *Elf* at home with over 17 million DVD/Blu-Rays sold worldwide. There is a large consumer products program with the brand, including a wide range of bestselling merchandise such ornaments, greeting cards, mugs, apparel, costumes, children's book, and more.

**FOCUSES ON FAN FAVORITE, MR. NARWHAL:** This one-of-kind kit pays tribute to one of the most beloved characters, Mr. Narwhal. The Funko Pop! collectible of

# Bob Ross: Happy Little Christmas Wreath: Lights Up!

Bob Ross



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483655

BISAC Category:

Religion / Holidays

Pages:

16

Key Selling Points:

**OUR FIRST HOLIDAY-THEMED BOB ROSS MINI KIT:** Licensed Christmas mini kits are also longtime bestsellers, so this one-of-a-kind holiday-themed kit is sure to continue the success of our Bob Ross Minis series (our 5th Bob Mini Kit!).

**CONTINUING ROBUST BOB ROSS PROGRAM:** We've sold more than 2 million units across our titles in the series, which encompasses a broad range of books, stationery, mini kits, and children's titles—with more to come!

**UNIQUE LIGHT-UP ORNAMENT:** This is a one-of-a-kind Bob Ross Christmas ornament with lights, similar to our *Harry Potter Hogwarts Christmas Wreath and Wand Set*, a perennial bestseller.

**BOB ROSS HAS PROVEN STAYING POWER:** 20 titles in, our publishing program with the *Joy of Painting* star is still going strong. His fan base of kids, gamers, Gen Z, Millennials, and up watch him on streaming platforms as well as a dedicated 24-hour Bob Ross channel. Bob merch sells everywhere from B&N to Hot Topic, Spencer's, Urban Outfitters, Blick's, Cost Plus, Target, and more.

# The Screaming Christmas Goat: Ahhhhh!

Lauren Emily Whalen, Illustrated by Lee Hodges



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**30K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482894

BISAC Category: Religion / Holidays

Pages: 48

Key Selling Points:

**A UNIQUE SPIN ON RUNNING RPRESS'S #1 SELLING MINI KIT:** The original *The Screaming Goat* mini kit has been Running Press's #1 selling kit (more than one million sold!) for the last few years and was the #1 bestseller in all of books on Amazon in December 2021. Following in the original screaming goat's footsteps, this holiday goat with a very merry twist comes decked out with a Christmas sweater, jingle bell collar, and Santa hat.

**A HUGELY POPULAR INTERNET SENSATION:** Since going viral on YouTube several years ago, the screaming goat video has accumulated over 42M views and has been reblogged by *Slate*, *BuzzFeed*, *Mashable*, *Urban Dictionary*, the *New York Daily News*, and more. The screaming goats have been remixed and parodied across the board from TV commercials to parody versions of famous songs, as well as with screaming goat ringtones for your cell phone.

**A GREAT HOLIDAY GAG GIFT:** This hilarious Christmas screaming goat is perfect for gifting to friends and family or even as a self-purchase. It's also a great gag gift for family Pollyannas and office white elephant parties and serves as an excellent stocking stuffer.

**HOLIDAY MINI KITS ARE BESTSELLERS:** Running Press has always had a lot of

# Seinfeld: The Miniature Coffee Table Book of Coffee Tables

Cosmo Kramer



**\$11.95/\$15.50 Can./£9.99 UK**

**Paperback**

**10K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482948

BISAC Category:

Performing Arts / Film

Pages:

48

Key Selling Points:

**A TIMELESS CLASSIC:** *Seinfeld* remains one of the greatest and most influential sitcoms of all time. New fans continue to discover it on streaming outlets and traditional tv syndication every day.

**PART OF THE GROWING OFFICIAL SEINFELD SUITE FOR RP:** We have seen great success with the *Festivus Celebration Kit* and the *Serenity Now! Talking Button*, with the *Seinfeld A-Z Guide and Trivia Deck* on sale May 30, 2023.

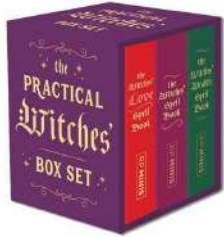
**ICONIC PIECE SEINFELD HISTORY:** Kramer's coffee table book is one of the show's most remembered items and fans will cherish owning a miniature version of it.

**BONUS COASTERS INCLUDED:** The kit also includes 4 full-color coasters featuring the show's lead characters.

**Bring home Kramer's greatest invention from the quintessentially modern sitcom, *Seinfeld*—a coffee table book about coffee tables that turns into a coffee table—in miniature form.**

# The Practical Witches' Box Set

Cerridwen Greenleaf



**\$14.95/\$19.50 Can./£12.99 UK**

**Hardcover**

**10K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483006

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

504

Key Selling Points:

**MYSTICAL MINIS SELL WELL ACROSS ACCOUNTS:** The box set includes three previously published mini books that have sold tremendously well: *The Witches' Spell Book* (150 K), *The Witches' Love Spell Book* (60 K), *The Witches' Wealth Spell Book* (10K). Other mystical minis like *Crystals*, *Divination*, and *Palm Reading*, have also been strong sellers in our growing mystical series.

**OUR MYSTICAL MINI BOOK PROGRAM IS EXPANDING:** Because of the success of our mystical minis, there has been a demand for more. This is the second magical box set (*Mystical Box Set* published Fall 2022).

**AUTHOR WITH GREAT TRACK RECORD:** Cerridwen Greenleaf, in addition to the three mini books in the box, has also published other successful titles with us: *The Practical Witch's Spell Book* (Over 50K copies sold), *The Practical Witch's Love Spell Book*, *The Practical Witch's Spell Book Mini Deck*, *Essential Oils*, and *Dream On*, an RP Kids title published Fall 2022.

**FRESH LOOK AND GIFTABLE, VALUE-PRICED PACKAGE:** This box will give these books a fresh new look while adhering to their unique and signature design, and look attractive in this new giftable package. It's also a great value at \$14.95 (each book retails individually for \$6.95)

# The Goonies: Die-Cast Metal Skeleton Key

Running Press, Warner Bros. Consumer Products Inc.



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483013

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

**A CULT CLASSIC WITH A DEVOTED FOLLOWING:** *The Goonies* grossed \$125M worldwide and was one of the top ten highest-grossing films of 1985, quickly solidifying itself as a staple in pop culture. The film was nominated for best adventure motion picture and several of the film's actors won awards for their character portrayals. *The Goonies* is currently available for streaming (HBO Max and Peacock) and the city of Astoria attracts thousands of tourists a year. In 2020, the cast got together for a virtual reunion on Zoom to raise money for the Covid-19 pandemic.

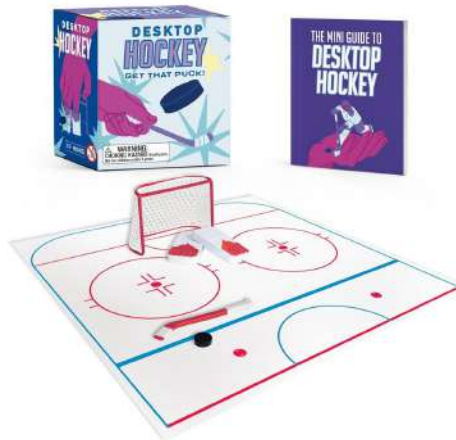
**UNIQUE, HIGH-QUALITY COLLECTIBLE:** The skeleton key is arguably the most iconic artifact from the movie. Fans will love this one-of-a-kind collectible of the die-cast metal skeleton key that comes packaged in a flocced black tray and in a keepsake magnetic closure box, along with a 32-page mini book with favorite quotes and full-color images from the movie.

**JOINS OUR GROWING SERIES OF MINI KITS LICENSED WITH NOSTALGIC**

**MOVIES:** This mini fits in perfectly with RP Minis line of kits with nostalgic films, including *Jaws*, *Alien*, *Back to the Future*, *Die Hard*, *The Princess Bride*, *Ghostbusters*, *National Lampoon's Christmas Vacation*, *E.T.* and *Beetlejuice* (upcoming, summer 2023), which have netted a combined 355K units.

# Desktop Hockey: Get that puck!

Dwight Evan Young



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**10K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483020

BISAC Category:

Sports & Recreation / Winter Sports

Pages:

48

Key Selling Points:

**HOCKEY IS ONE OF THE WORLD'S FAVORITE SPORTS.** With over 2 billion fans worldwide, hockey is most popular in the US, Canada, and Europe. Olympic hockey matches draw an average live-audience of 3.54 million viewers while National Hockey League matches average 4.5 million people tuning in from home.

**PART OF RP MINIS BACKLIST INITIATIVE.** We are selectively refreshing packages of mini kits that are in need of updating with fresh new designs and illustrations to keep them relevant and appealing to today's consumer. The updated *Desktop Hockey* kit has an updated package and all-new mini book, but the same great components, and will replace the original *Finger Hockey* kit (which will go OP).

**PERFECT ON-THE-GO GIFT FOR MILLIONS OF HOCKEY FANS OF ALL AGES.** The mini-sized components make this kit very portable, but it's also highly playable, making it a fun office distraction.

**PART OF A GROWING AND SUCCESSFUL SERIES.** Other original RP mini desktop sports kits with their mini-sized (but playable) components have strong sales and continue to sell year after year.

# The Hanukkah Llama: Plays Music!

Sara Beth Berman , Illustrated by Eve Gentilhomme



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483334

BISAC Category:

Religion / Holidays

Pages:

32

Key Selling Points:

**A ONE-OF-A-KIND COLLECTIBLE:** *The Hanukkah Llama* is both cute to look at and fun to listen to! When the llama is pressed down, a cool song with a fun Hanukkah beat plays, creating a truly festive atmosphere anywhere it goes. *The Hanukkah Llama* is the only mini-size Hanukkah llama currently on the market with sound.

**CUTE ANIMALS ARE ALWAYS POPULAR:** Running Press is no stranger to finding success in products that feature cute animals. From *Chonk Cats Nesting Dolls* and *Phrenology Cat*, to *Cats on Catnip* and *The Screaming Goat*, audiences will always be captivated by cute animals.

**TIMED RELEASE FOR HOLIDAY GIFT BUYING:** This really cool llama goes on sale in Fall 2023, making it ideal for holiday gift-giving and buying and just in time for the 2023 Hanukkah season (December 7-15). Anyone who celebrates Hanukkah will love having this unique and cute collectible for holiday gatherings and white elephant parties.

**HOLIDAY MINI KITS ARE BESTSELLERS:** Running Press has always had a lot of success with our homegrown Christmas-themed mini kits, such as *Teeny-Tiny Tinsel Tree*, *Mini Yule Log*, *Wacky Waving Inflatable Tube Elf*, and more. *The Hanukkah Llama* will diversify our holiday offerings and is sure to become a new favorite, along



# Spellwork Dice: Mix Up Your Magic

Sophie Saint Thomas, Illustrated by Lively Scout



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483402

BISAC Category: Body, Mind & Spirit / Witchcraft

Pages: 48

Key Selling Points:

**UNIQUE NEW FORMAT:** Featuring a beautiful set of 4 colorful wooden dice, housed within our magnetic closure box, this new format (along with *Everyday Adventure Dice*) combines the playful randomness of rolling a die to help make decisions with the quirkiness and fun associated with RP Minis and the magic of RP Mystic.

**FILLING A HOLE IN THE MARKET:** While dice sets are available to help the user decide everything from a recipe to a date night and achieve everything from sequencing yoga poses to telling their future, there has yet to be a dice set for the rapidly growing community interested in performing spells.

**SPECIAL GIFT OR SELF-PURCHASE:** The dice set format is easy to use and offers almost unlimited ideas and comes in a bright, eye-catching package that is sure to stand out online and in store. Use just a single die or a combination of die to customize the spells you cast and get the divine inspiration you need.

**GREAT VALUE COMPARED TO OTHER DICE SETS:** Similar dice sets from other publishers including Chronicle's *Yoga Dice*, *Fitness Dice*, and *Date Night Dice* retail for \$15.95 to \$18.95 or more. Ours offers as much fun for a friendlier price.

# Everyday Adventure Dice: Shake Up Your Day

Brenna Dinon, Illustrated by Ethan Carroll



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**10K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483419

BISAC Category:

Games & Activities / Board Games

Pages:

48

Key Selling Points:

**UNIQUE NEW FORMAT.** Featuring a beautiful set of 4 colorful wooden dice, housed within our magnetic closure box, this new format combines the playful randomness of rolling a die to help make decisions with the quirkiness and fun associated with RP Minis.

**FILLING A HOLE IN THE MARKET.** While it is common to hear of people rolling a 20-sided die to help them make decisions or to roll a set of wooden dice to decide what type of meal or drink to make, other wooden sets in the marketplace lack the sense of playfulness and eye-catching aesthetic that this unique dice set offers. The competition also retails for a much higher price, upwards of \$18.95—our new dice format is a great value at \$13.95.

**PRACTICAL AND FUN.** Dice can be used by individuals or groups for a unique way to create spontaneous adventures.

**Shake up your daily routine or add a little adventure to your weekend plans with this fun, portable dice set that will help you get up, get out, and try something new.**

# Game of Thrones: Catspaw Collectible Dagger

Jim McDermott



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483433

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

48

Key Selling Points:

**THE DRAGONS REIGN:** With the debut of *House of the Dragons*, which is averaging 29 million viewers per episode, the *Game of Thrones* brand is as strong as ever.

**NEW ADDITION TO THE GROWING OFFICIALLY LICENSED GAME OF THRONES SUITE FOR RP:** We have seen great success with our Game of Thrones Minis, including *The Oathkeeper*, *Longclaw Sword*, *Hound's Helmet*, *Three-Eyed Raven*, *Stark Direwolf*, and *Hand of the King Wax Seal Kit* Minis, which have sold more than 573,000 copies combined.

**ARYA STARK'S FULL STORY:** 48-page mini book chronicles Arya Stark's incredible story from the first episode to the last, offering fans an unique point of view on one of the most popular characters.

**Relive the Long Night with this official collectible set.**

- **Deluxe Collectible:** Finely detailed, 3-1/2 inch metal replica of the Catspaw dagger wielded by Arya Stark in her fateful confrontation with the Night King

# Zen Garden Snow Day: A Little Time to Play

Hannah K. Jones, Illustrated by Marina Muun



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**9/5/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483952

BISAC Category:

Body, Mind & Spirit / Mindfulness & Meditation

Pages:

32

Key Selling Points:

**A FUN TWIST ON OUR BESTSELLING ZEN GARDENING FORMAT.** *The Mini Zen Gardening Kit*, our first mini kit and one of our most successful with 1.7 million copies sold, gets the snowy treatment with *Zen Garden Snow Day*. *Zen Garden Litter Box*-another kit that also took a fun take on the format-has also been very successful, which inspired us to see what else we could pair with this winning format. We're releasing *Zen Garden Beach Day* in Spring 2023 in this new seasonal "mini series," with the snow day edition as a natural follow up.

**PART OF A GROWING CATEGORY FOR RP MINIS.** Our mind/body/spirit minis list continues to grow and this kit is the perfect offering for RP Minis consumers looking for products that promote calmness and relaxation—with a dose of humor!

**IRRESISTIBLE COMPONENTS:** This mini zen gardening set comes complete with everything you need to assemble a small-scale winter setting so you can escape to the snow anytime you need a little time to relax and play. It's the perfect desktop accessory for home or the office.

# For the Love of Cats: A Wooden Magnet Set

Eliza Berkowitz



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**10K**

**8/22/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483105

BISAC Category:

Pets / Cats

Pages:

40

Key Selling Points:

**PETS ARE EVERGREEN.** There are more pet-owners than ever before, with more than 23 million American households—nearly 1 in 5 nationwide—adopting a pet during the pandemic according to the ASPCA.

**PART OF A SUCCESSFUL IP PROGRAM AT RUNNING PRESS.** This is the sixth in our series "This Is a Book for People Who Love..." and follows in the footsteps of volumes on the National Parks, British royal family, and birds, as well as the upcoming installment on mushrooms. Like the other projects in the series, this magnet set will publish simultaneously with a puzzle on the RP Studio list and a book on RP Adult.

**CAT-THEMED MINIS SELL WELL!** This charming, illustrated kit will appeal to the same audience who has purchased the *Sushi Cats Magnet Set*, *Phrenology Cat*, and *Cat-a-Pult*.

**Celebrate the majesty and charms of cats in your home or office with this keepsake set of illustrated wooden magnets, fold-out poster, sticker sheets, and mini breeds guidebook.**

# Harry Potter Golden Snitch Kit (Revised and Upgraded): Revised Edition

Donald Lemke



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**30K**

**8/8/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482429

BISAC Category:

Performing Arts / Film

Pages:

48

Key Selling Points:

**UPGRADING OUR BESTSELLING HARRY POTTER TITLE EVER:** The original *Harry Potter Golden Snitch Sticker Kit* (2006), has netted over 1 million copies. This upgrade comes with enough improvements to capture the same buyers again: The snitch will now be gold-plated, the wings will be a more accurate gold instead of silver, the base will now feature the Harry Potter logo, and now fans will get an actual book instead of stickers. **Please note:** this new kit will replace the old edition, which will go out of print when this kit releases.

**MAGICALLY SUCCESSFUL SERIES:** Nearly 6 million Wizarding World copies in print across the program.

**QUIDDITCH-RELATED ITEMS A BIG SUCCESS:** A look at the comps will show the popularity of titles related to Quidditch, a sport that also has a vibrant life apart from the Wizarding World too, with leagues around the world.

**HARRY POTTER FANS AS ENGAGED AS EVER:** With new experiences such as illustrated editions of the original books, a stage play, *Fantastic Beasts* movies, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans spanning all ages continue to immerse themselves in product and experiences.

# Beetlejuice: Framed Photo: With Sound!

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

## Other Merchandise

**15K**

Announced 1st Print

**8/8/2023**

On Sale

Imprint:

RP Minis

ISBN:

9780762480814

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Pages:

1

Key Selling Points:

**NOSTALGIC MOVIE WITH CULT FOLLOWING:** A critical and commercial success when it released in 1988, *Beetlejuice* (starring Michael Keaton, Alec Baldwin, Geena Davis, Winona Ryder) grossed \$74.2M at the box office and remains as popular today as it did 35 ago when it first premiered. *Beetlejuice* has a whopping 2.9M+ followers on Facebook and the Broadway musical has over 223K followers. The film was nominated for several Academy Awards, including 8 Tonys for the 2018 musical adaptation.

### **TIMED TO COINCIDE WITH THE 35TH ANNIVERSARY AND CURRENT**

**REVIVALS:** This officially licensed mini kit is perfectly timed to coincide with the movie's 35th anniversary in 2023. The original movie spawned many spin-offs, including an animated series, video games, and an ultra-successful musical, which re-opened on Broadway in April 2022.

**ONE-OF-A-KIND COLLECTIBLE FOR FANS:** There is a ton of merchandise for *Beetlejuice* on the market, including apparel, Halloween costumes, key chains, totes, and more. Fans will enjoy this unique picture frame collectible that plays several iconic Betelgeuse phrases with the press of a button.

### **JOINS OUR GROWING SERIES OF LICENSED MINI KITS WITH NOSTALGIC**

# Hello Kitty and Friends Magnet Set

Merrill Hagan, Kristen Tafoya Humphrey, Sanrio



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**10K**

**8/8/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483327

BISAC Category:

Comics & Graphic Novels / Media Tie-In

Pages:

32

Key Selling Points:

**GLOBAL POP CULTURE ICON:** Hello Kitty is a widely recognized and lovable global pop culture phenomenon, with a presence in 70 countries worldwide. Hello Kitty and Friends is one of the top-growing media franchises of all time, as well as Sanrio's fastest-growing property for the past two years. There's been several TV series over the years, including an animated series that currently streams on YouTube. Today, you can find Hello Kitty theme parks, restaurants, cafés, and Hello Kitty Cons around the world. Hello Kitty has 2.2M Instagram followers and 12M Facebook followers; Hello Kitty and Friends has 547K Instagram followers.

**WIDE AGE APPEAL:** Although originally targeted to pre-teen girls, Hello Kitty's dedicated fans have grown to include everyone from toddlers to adults. Even celebrities such as Katy Perry, Lady Gaga, Avril Lavigne, and Mariah Carey have been open about their love for all things Hello Kitty. With its adorable characters and universal messages of happiness and friendship, Hello Kitty and Friends is a beloved brand that appeals to all ages.

**HUGE MERCHANDISING SUCCESS:** Sales of Hello Kitty merchandise has recently reached \$630 billion and has since become one of the highest-grossing media franchises of all time. You can find Hello Kitty on everything from high-end goods to more affordable items like apparel, toys, games, accessories, and more. Today,



# Constellations: A Wooden Magnet Set: With glow-in-the dark poster!

Christina Rosso-Schneider



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**10K**

**8/8/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482450

BISAC Category:

Nature / Sky Observation

Pages:

40

Key Selling Points:

**CONSTELLATIONS ARE HUGELY POPULAR.** Constellations and astrology have always been popular topics, but interest has really soared in recent years due to growing interest in astrology and the magical arts. Seasoned and amateur star gazers are hungry for books, merchandise, and activities that celebrate their fascination with the stars.

**SCIENCE AND NATURE-THEMED MINIS SELL WELL!** This charming, illustrated kit will appeal to the same science and nature enthusiasts who have flocked to *Tiny Planetarium*, *National Parks: A Magnet Set*, and *Birds: A Magnet Set*.

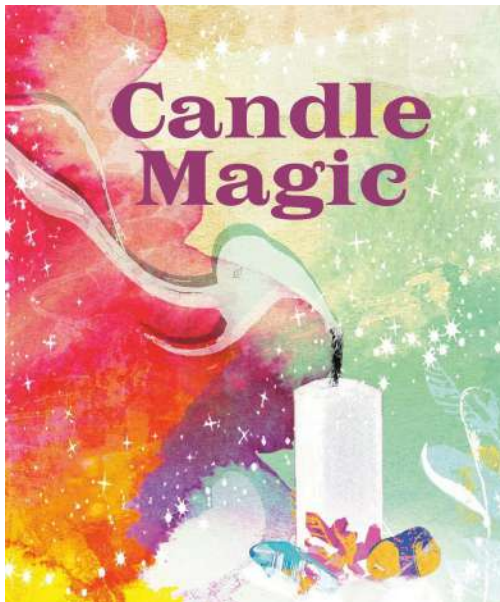
**CHARMING PACKAGE THAT IS PERFECT FOR GIFTING.** With a rich, modern illustration style and unique wooden, glow-in-the-dark magnets, this mini is tailor-made for gift-giving and themed merchandising opportunities.

**Gaze at the stars no matter where you are with this breathtaking constellation magnet set!**

- **Deluxe Wooden Magnets:** This set includes 8 illustrated, glow-in-

# Candle Magic

Mikaila Adriance, Illustrated by Marianna Gefen



**\$7.95/\$10.50 Can./£5.99 UK**

**Hardcover**

**15K**

**8/1/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483730

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

160

Key Selling Points:

**MYSTICAL MINIS SELL.** Mystical books are sought after by accounts and consumers, with candle magic representing a popular and accessible entry point into the space. This tiny book is a perfect introduction, and complements others in the series, like the bestselling *Crystals*.

**GREAT FOR MERCHANDISING.** With its focus on candle-based magic, this mini book is ideally suited for displays with ceremonial and scented candles, matches, incense holders, and more.

**A PERFECT IMPULSE PURCHASE.** With a small trim size—perfect for merchandising— and accessible \$6.95 price point, *Candle Magic* is an ideal gift or self-purchase for the magic-curious consumer who isn't ready to commit to a higher-priced, full-length book.

**STUNNING ILLUSTRATED PACKAGE.** With full color illustrations throughout, and a full color case with metallic ink accents, *Candle Magic* is a jewel-like book that will stand out in displays, on shelves, and online.

# Daily Magic: A Deck of Mystical Inspiration for Your Everyday Life

Maia Toll, Illustrated by Susan Burghart



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**6/27/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480425

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

32

Key Selling Points:

**MYSTICAL MINI DECKS PERFORM WELL!** Staples like *Everyday Tarot Mini Tarot Deck* and *The Practical Witch's Spell Deck*, as well as recent decks like *The Night School Moonlit Magic Deck* and *Signs & Skymates Astrological Compatibility Deck*, show that mystical mini decks are consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.

**STRONG AUTHOR TRACK AND PLATFORM IN THE SPACE.** Maia Toll has established herself as an authority in the magical/mystical space, with her best selling *Wild Wisdom* series (Storey) and her forthcoming *The Night School* suite (RP, August 2022). Beyond her books, Maia owns a successful shop (Herbiary) with two locations (Asheville, Philadelphia), a modest but very engaged platform on Instagram (30K on her personal, 62K on her account for Herbiary), and newsletter and text lists with robust open rates.

**PART OF THRIVING RP MYSTIC PROGRAM.** Across imprints, magical and mystical publishing is a core category for RP. This mini deck, with its crossover appeal to inspiration and wellness-minded consumers, adds another dimension to that program.

**NEW MAGICAL DECK SERIES FOR RP MINIS.** *Daily Magic* will be the first in a

# Harry Potter Time-Turner Kit (Revised, All-Metal Construction)

Donald Lemke



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**5/30/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482412

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**MAGICALLY SUCCESSFUL SERIES.** 5.5 million Wizarding World copies in print across the program.

**A BELOVED DEVICE FROM THE SERIES IN A MODERN, REFRESHED**

**PACKAGE.** Our previous time turner mini kit, *Harry Potter Time Turner Sticker Kit* (2007), has netted over 820K copies. Designed in fine detail to replicate the time turner featured in the third Harry Potter movie, this product is perfect to have for wearing or display. With an improved component made of metal, and addition of a mini book, this updated package is still a great value at its new price point of \$11.95. **Please note:** this new kit will replace the old edition, which will go out of print when this kit releases.

**HARRY POTTER FANS AS ENGAGED AS EVER.** With new experiences such as illustrated editions of the original books, a stage play, *Fantastic Beasts* movies, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans spanning all ages continue to immerse themselves in product and experiences.

**INTERNATIONAL SALES TRACK:** The UK, Asia, and Latin America, among others, have all seen great success with our Harry Potter program.

# Queer Eye: Talking Button

Lauren Emily Whalen



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**5/2/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482665

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**SUCCESSFUL REVIVAL OF AN ICONIC SHOW:** Since premiering in February 2018, the Netflix relaunch of *Queer Eye* has become a cultural phenomenon, spreading messages of positivity, acceptance, and self-love. The relaunch is currently in its 6th season, which premiered in December 2021, and a 7th season is in the works. The series has also expanded internationally, with *Queer Eye* Germany and *Queer Eye* Brazil premiering in 2022.

**HUGE VIEWERSHIP AND MEDIA FOLLOWING:** The popular and Emmy Award-winning *Queer Eye* franchise has a large following, both in the US and internationally. The show has 2M Instagram followers, 470K Twitter followers, and 340K Facebook followers. YouTube videos by or about *Queer Eye* have amassed 84M video views and over 2M engagements. The individual members of the Fab Five also have huge social media followings, books, and brand partnerships.

**SUCCESSFUL RETAIL PROGRAM AND STRONG BRAND PRESENCE:** *Queer Eye* launched in Walmart in Q3 2020 and became one of their top performing brands in the furniture category; the collection has received rave press reviews and continues to sell out as they've exceeded initial projected sales. Walmart has committed to an ongoing program, soon to expand to top international markets. Elsewhere, the official *Queer Eye* book (Clarkson Potter, 2018) has sold over 30K copies to date.

# American Ninja Warrior: Warped Wall: With Sound!

Chip Carter



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**5/2/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482702

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**LONG-RUNNING SHOW WITH LARGE FANBASE:** The popular game show—inspired by a Japanese show with the same obstacle-course based premise—is currently in its 13th season and has received numerous awards over the years from Director's Guild of America, to People's Choice, Primetime Emmys, and more. *American Ninja Warrior* has 3M+ multi-platform views, is the #1 show in its time period, and is the fifth most social show on NBC. The official Instagram page has 455K followers and the Facebook page has over 3.8M likes.

**WIDE APPEAL:** The popularity of shows like *American Ninja Warrior* has translated to real-life courses popping up all over the country. In fact, *American Ninja Warrior* theme parks have already started rolling out with the intention of opening 100 parks over the next five years. This kit will appeal to both *ANW* fans as well as those in the Cross-Fit community and enthusiasts of rock gyms and gym culture in general.

**DESKTOP SPORTS SUCCESS:** Sales of our desktop sports mini kits are stronger than ever and continue to sell well in a variety of accounts. This component combines two of our most successful categories—desktop sports with a successful and recognized TV show.

**PERFECT FOR FATHER'S DAY PROMOTIONS:** This kit releases just in time for

# Bubble Tea Magnets: With Moving Boba Pearls!

Melissa Maxwell



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**10K**

**5/2/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762483563

BISAC Category:

Humor

Pages:

48

Key Selling Points:

**BUBBLE TEA IS A HUGE TREND, ESPECIALLY AMONG GEN Z AND MILLENNIALS.**

Known for its bright tea colors and playful packaging, it's no wonder that bubble tea has a devoted fanbase that skews young. According to statistics from 2019, bubble tea drinkers are much more likely to be 20-34 years old than any other age. This demographic is largely responsible for how bubble tea became a trend in the first place: thanks to posts and viral content of the aesthetically-pleasing drink on social media. This eager young audience will enjoy having another way to express their obsession with bubble tea.

**FILLS A HOLE IN THE MARKETPLACE.** Despite bubble tea's meteoric rise in popularity over the last ten years, there is very little merchandise around it. A gift set like this is unique and long overdue in giving bubble tea drinkers another way to display their love of this beverage!

**APPEALS TO A DIVERSE AUDIENCE, WHICH HAS BEEN A BOON FOR RP MINIS IN THE PAST.** Bubble tea, a beverage that originated in Taiwan and remains incredibly popular across Asia where it first rose in prominence, is especially beloved by Asians and Asian Americans. Like our *Lucky Cat* (2016, 130K+ copies), *Mini Bonsai Kit* (2001, 2.5 million+ copies), *Itty Bitty Buddha* (2002, refreshed in 2016, 60K+ copies of the refresh, 389K+ copies of original), and *Stone*

# Friends: Desktop Central Perk

Michelle Morgan



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480616

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**A BRAND WITH UNBELIEVABLE STAYING POWER AND CONSUMER**

**ENTHUSIASM:** *Friends* has always been a nostalgic favorite, but with all episodes available to stream on HBO Max, legions of new fans are discovering the show and continuing its decades-long popularity. Social engagement is high—the brand boasts 11.7M Instagram followers and nearly 20M Facebook fans. The show currently airs in 200 countries and was the #1 watched show in the US during the 2020 pandemic, 16 years after the show ended. HBO Max's 2021 *Friends: The Reunion* was watched by an estimated 29 percent of all streaming households in the US, showing consumer hunger for new *Friends* experiences.

**SUCCESSFUL LICENSE FOR RP WITH SUSTAINED, YEARS-LONG SALES**

**TRACK:** Since late 2017, our *Friends* mini book (first published in 2012) has seen a huge spike in sales. The success has continued with *Friends: The One About You: A Fill-in Book*, *Friends Central Perk Light-up Sign*, *Friends: A to Z Guide and Trivia Deck*, and *Friendsgiving*. Upcoming titles include *Friends Holiday Armadillo*, *Friends: You're My Lobster: A Fill-in Book*, and *Friends Book of Lists*. Having a variety of *Friends* products offers ample opportunity for assorting seasonally and thematically.

**INCLUDES THE ICONIC SET FROM CENTRAL PERK:** Central Perk is one of the most recognizable and beloved sets from *Friends*, where many of the funniest and



# Harry Potter: Hedwig Owl Figurine: With Sound!

Warner Bros. Consumer Products, Inc.



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**15K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479832

BISAC Category:

Antiques & Collectibles / Popular Culture

Age Range:

Ages 10 And Up, Grades 5 to 17

Pages:

16

Key Selling Points:

**MAGICALLY SUCCESSFUL SERIES.** 5.5 million Wizarding World copies in print across the program.

**A BELOVED CHARACTER FROM THE SERIES, NOW WITH SOUND.** Designed in fine detail and with a button that plays different Hedwig sounds from the movies, this product is perfect to have at home or in the office. Our previous mini kit with Hedwig, *Harry Potter Hedwig Owl Kit and Sticker Book*, has netted over 255K copies. **Please note:** this new kit will replace the old edition, which will go out of print when this kit releases.

**HARRY POTTER FANS AS ENGAGED AS EVER.** With new experiences such as illustrated editions of the original books, a stage play, *Fantastic Beasts* movies, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans spanning all ages continue to immerse themselves in product and experiences.

**INTERNATIONAL SALES TRACK:** The UK, Asia, and Latin America, among others, have all seen great success with our Harry Potter program.

# Rick and Morty Talking Rick Sanchez Bust

Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**20K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482399

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

**ICONIC ANIMATED CHARACTER.** From Super Bowl commercials to partnerships with Pringles, Wendy's, and countless apparel brands, everyone knows (or at least recognizes) this loud, irreverent blue-haired grandpa. Now we are taking on one of the most iconic characters in adult animation and making him into a bust--with sound!--which is a unique feature that no other figurines in the market have.

**NEW ADDITION TO OUR RICK AND MORTY PROGRAM.** This kit joins our *Rick and Morty Book of Gadgets and Inventions*, mini kits *Talking Pickle Rick*, which continues to be one of our bestselling kits since it published in 2019, and our *Inflatable Mr. Meeseeks* (Summer 22).

**MORE SEASONS ON THE WAY!** With Season 5 recently completed in Fall 2021, fans are eager to continue to see what will happen next and what new characters will be revealed. *Rick and Morty* was the #1 comedy across all of television in 2017 with millennials and has become a multi-platform sensation not just on television, but across digital, gaming, livestreaming, retail, and fan experiences.

**A MERCHANDISING POWERHOUSE.** Licensed products include everything from apparel to watches, jewelry, plush, electronics, toys, and games. *Rick and Morty* has the kind of passionate fan base that engages in related experiences, products, and

# Moon Magic

Nikki Van De Car



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**10K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482269

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

144

Key Selling Points:

**MYSTICAL MINIS SELL.** Mystical books are sought after by accounts and consumers, with the moon and lunar magic representing one of the most popular topic areas in the space. This tiny book is a perfect introduction, and complements others in the series, like the bestselling *Crystals*.

**AUTHOR WITH A PROVEN TRACK.** *Moon Magic* joins other books by Nikki Van De Car, author of *Practical Magic*, *The Junior Witch's Handbook*, *Crystals*, and others. Nikki is an authority in the category, and is respected by readers and accounts.

**A PERFECT IMPULSE PURCHASE.** With a small trim size—perfect for merchandising— and accessible \$6.95 price point, *Moon Magic* is an ideal gift or self-purchase for the magic-curious consumer who isn't ready to commit to a higher-priced, full-length book.

**STUNNING ILLUSTRATED PACKAGE.** With full color illustrations throughout, and a full color case with metallic ink accents, *Moon Magic* is a jewel-like book that will stand out in displays, on shelves, and online.

# Tiny Violin: Soundtrack for Your Sob Story

Sarah Royal



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482290

BISAC Category: Humor / Topic

Pages: 32

Key Selling Points:

**A RIFF OFF OF A POPULAR SAYING.** This tiny violin is a comic take on the popular saying "Let me play you the world's smallest violin," made popular by hit TV show *M\*A\*S\*H* and even more popular by Mr. Krabs in *SpongeBob SquarePants*. Fans of our humor kits will love to see this hilarious phrase brought to life in RP Minis' special packaging and style.

**UNIQUE SOUND ELEMENT.** This kit plays a sad song when its molded strings are pressed down, setting it apart from all other small violins on the market.

**HUMOROUS STRESSBUSTING.** With increased stress-levels, sometimes we need a humorous interruption to put things into perspective, and this kit could do just that, if you find yourself or others ruminating, it could be a perfect way to indicate to yourself or others that "it is going to be okay."

**GREAT GAG GIFT.** A perfect gift for coworkers, friends, and family--especially if they are musically inclined.

# Plant Lover's Box Set

Jessie Oleson Moore



**\$14.95/\$19.50 Can./£11.99 UK**

**Hardcover**

**10K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482283

BISAC Category: Gardening / House Plants & Indoor

Pages: 384

Key Selling Points:

**PLANTS AND GARDENING ARE EVERYWHERE!** In the age of Instagram and TikTok, indoor and patio gardening in particular have become hugely popular. With increased time spent at home and plants proven to increase happiness and wellbeing, there has been a consistent and growing interest in plants.

**ACCESSIBLE MATERIAL:** Perfect for plant devotees of all ages and skill levels, this all-in-one-resource includes three brand-new mini books (not sold separately) and is packed with essential information. The three books include *Indoor Plants* (a practical guide to 100 indoor plants), *Outdoor Plants* (a practical guide to 100 outdoor plants), and *Plant Care* (a practical guide to plant-growing success).

**A PERFECT GIFT FOR MOTHER'S DAY AND YEAR-ROUND:** Perfectly timed for the spring season, *Plant Lover's Box Set* makes a natural gift for Mother's Day or any time of year.

**FRESH ILLUSTRATIONS AND GIFTABLE PACKAGE:** The charming package features newly commissioned, modern illustrations in bright and bold colors, while the jacketless hardcover bindings align with today's package-forward consumers.

# Desktop Cycling Class: Spin Your Stress Away!

Eliza Berkowitz



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482153

BISAC Category: Humor / Topic

Pages: 48

Key Selling Points:

**STATIONARY CYCLING IS A MASSIVE CRAZE.** Stationary cycling through classes like SoulCycle was already growing in popularity before the pandemic, and during lockdown brands like Peloton exploded. Stationary cyclists are passionate devotees of the workouts, instructors (who often have millions of followers), and equipment, and this will be the perfect desktop accessory for them.

**PART OF A SUCCESSFUL DESKTOP WORKOUT LINE.** *Desktop Cycling Class* complements our very successful workout Minis including *Finger Yoga*, *Finger Weightlifting*, *Desktop Boxing*, and the upcoming *Teeny Tiny Trampoline* to form a delightful tiny gym setup.

**PERFECT GIFT FOR THE CYCLING NUT IN ANYONE'S LIFE.** Because stationary cyclists are so dedicated, this will make the perfect office gift or stocking stuffer they can enjoy from wherever they are.

**WITH THREE FUN MUSICAL TRACKS.** Part of the appeal of stationary cycling classes is the heavy beats of the music they use to inspire each ride, and this kit plays three different songs to suit any workout mood: pop, rock, and hip-hop.

# Zen Garden Beach Day: A Little Time to Relax

Hannah K. Jones



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**10K**

**4/4/2023**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762482405

BISAC Category:

Body, Mind & Spirit / Mindfulness & Meditation

Pages:

32

Key Selling Points:

**·A FUN TWIST ON OUR BESTSELLING ZEN GARDENING FORMAT.** *The Mini Zen Gardening Kit*, our first mini kit and one of our most successful with 1.6 million copies sold, meets the surf with *Zen Garden Beach Day*. *Zen Garden Litter Box*-another kit that also took a fun take on the format-has also been very successful, which inspired us to see what else we could pair with this winning format. We're excited to continue the series with this beach-themed kit, with plans to also release a snow day edition in Fall 2023.

**PART OF A GROWING CATEGORY FOR RP MINIS.** Our mind/body/spirit minis list continues to grow and this kit is the perfect offering for RP Minis' consumers looking for products that promote calmness and relaxation--with a dose of humor!

**IRRESISTIBLE COMPONENTS:** This mini zen gardening set comes complete with everything you need to assemble a small-scale beach setting so you can escape to the beach anytime you need a little time to relax. It's the perfect desktop accessory for home or the office.

**Bring the calm of a day at the beach to your desktop anytime of year with**

# Signs & Skymates Astrological Compatibility Deck

Dossé-Via Trenou, Illustrated by Neka King



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**30K**

**12/6/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762478026

BISAC Category:

Body, Mind & Spirit / Astrology

Pages:

88

Key Selling Points:

**A FRESH, BIPOC VOICE IN THE ZODIAC SPACE.** Dossé-Via Trenou is a star astrologer, who brings a new, multicultural perspective to the world of astrology. Her work fills a massive hole in the largely white world of astrology publishing, and she incorporates West African and indigenous traditions into her readings and explanations of the zodiac to provide nuance and context for readers.

**STRONG, MULTI-FACETED PLATFORM TO DRIVE SALES.** Dossé-Via has a combined 1 million followers across her social accounts, with a primary demo of women 25–34 in the US, Canada, and the UK, perfectly aligning her with target consumers for this publishing category. Her reach and engagement are powerful (website receives 33K unique monthly visitors, newsletter of 60K subscribers boasts a 35% open rate), and she continues to deepen her connection with fans/potential readers through her podcast, app (KnowtheZodiac), and columns for SexZodiac and Refinery29.

**MYSTICAL MINI DECKS AND KITS SELL WELL.** Accounts and consumers love our mystical minis decks, including *Everyday Tarot Mini Tarot Deck* (301K+ sold), *The Practical Witch's Spell Deck* (68K+ sold), and *BuzzFeed Oracle Cards* (12.5K sold). This deck builds on the success of that list, while also tapping into the perennial popularity of astrology and romance.



# The Chinese Zodiac Wooden Magnet Set

Aaron Hwang



**\$11.95/\$14.50 Can./£8.99 UK**

**Paperback**

**10K**

**12/6/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480456

BISAC Category:

Body, Mind & Spirit / Astrology

Pages:

48

Key Selling Points:

**RP MYSTICAL MINIS HAVE BEEN INCREDIBLY SUCCESSFUL.** Recent mini kits in this high-interest category have sold tremendously well, like the *Practical Witch's Spell Deck* (2019, 70K+ copies sold), *Stone Stacking* (2020, 40K+ copies sold), and *Tiny Palmistry* (2020, 35K+ copies sold).

**PERFECT HOLIDAY TIE-IN WITH LUNAR NEW YEAR.** Celebrated by more than 1.5 billion people around the world, the Lunar New Year is a special holiday for Asian immigrant communities across the US. With Chinatowns in every major city, the holiday has grown in prominence over the years to include many who do not share the heritage but partake in the festivities. Giving gifts is an important aspect of the holiday, and what better way to express, "Happy New Year!" than with this adorable magnet set! The Lunar New Year falls on January 22 in 2023, the Year of the Rabbit.

**APPEALS TO A DIVERSE AUDIENCE, WHICH HAS BEEN A BOON FOR RP MINIS IN THE PAST.** Like our *Lucky Cat* (2016, 130,000+ copies), *Mini Bonsai Kit* (2001, 2.5 million+ copies; being reissued in 2022), *Itty Bitty Buddha* (2016, 65,000+ copies), and *Stone Stacking* (38,000+ copies), RP Minis that have distinct cultural appeal have sold exceptionally well.

# Avatar: The Last Airbender Appa Figurine: With Sound!

Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**20K**

**11/1/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480531

BISAC Category: Performing Arts / Animation

Pages: 32

Key Selling Points:

**PARTNERING WITH LBYR ON PRODUCT SUITE.** Our *Avatar* program will include our miniature kit and two children's picture books on the LBYR list—a unique offering for fans of all ages.

**Yip yip! An officially-licensed collectible figurine of Appa the flying bison from *Avatar: the Last Airbender*.**

"Appa, yip yip!" Show off your love and appreciation for the Aang's adorable and loyal sky bison with this "flying" Appa collectible figurine.

- **Unique "flying" figurine:** 3-inch Appa figurine with translucent plastic support post and base to make it appear that he is flying above his cloud base
- **Includes sound feature:** Figurine plays Appa's growl
- **Illustrated mini book included:** Learn ab...

## Marketing Plans

# Desktop Soapbox: You Have a Lot to Say

Mollie Thomas



**\$8.95/\$11.50 Can./£6.99 UK**

**Paperback**

**12K**

**10/18/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762481279

BISAC Category: Humor / Topic

Pages: 32

Key Selling Points:

**HUMOROUS STRESS-RELIEVING KITS SELL WELL.** Other homegrown humor kits with a stress-relief angle (*Desktop Boxing*, *Brain Fart*) have strong sales. This category is also growing with the addition of *Take a Number*, *Office Answer Wheel*, and *Desktop Fire Extinguisher*. This kit is a fun addition and should backlist well with stress management a perennial topic.

**ONE-OF-A-KIND COMPONENT READY FOR SOCIAL MEDIA.** There is nothing like this desktop soapbox on the market. In a world with internet and social media, everyone can have a voice. This cute little soapbox brings a popular and common phrase to life and includes a mini megaphone that would look great on video platforms like Instagram reels or Tiktok, popular platforms people use to express their opinions.

**CUSTOMIZABLE COMPONENT.** This mini kit includes a sheet of stickers with 2 stickers, which can be used to customize the mini soapbox.

**A GREAT GAG GIFT.** It's the perfect gift or stocking stuffer for co-workers, friends, family, or holiday gift exchanges.

# Friends Holiday Armadillo

Warner Bros. Consumer Products, Inc., Michelle Morgan



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**10/11/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479825

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**A BRAND WITH UNBELIEVABLE STAYING POWER AND CONSUMER**

**ENTHUSIASM:** *Friends* has always been a nostalgic favorite, but with all episodes available to stream (HBO Max), legions of new fans are discovering the show and continuing its decades-long popularity. Social engagement is high -- the brand boasts **11.7 million Instagram followers** and nearly **20 million Facebook fans**. The show currently airs in 200 countries and was the *#1 watched show in the U.S.* during the 2020 pandemic, 16 years after the show ended. HBO Max's 2021 *Friends: The Reunion* was watched by an estimated 29 percent of all streaming households in the U.S., showing consumer hunger for new *Friends* experiences.

**SUCCESSFUL LICENSE FOR RP WITH SUSTAINED, YEARS-LONG SALES**

**TRACK:** Since late 2017, our *Friends* mini book (first published in 2012) has seen a huge spike in sales at Urban Outfitters, Box Lunch, and other retailers. The success has continued with a fill-in book, Central Perk-themed mini kit, trivia deck, and *Friendsgiving* recipe book and party-planning guide. For Fall 2022, we're adding this holiday mini kit, a fan guide-in-lists, and a love-themed fill-in book, offering ample opportunity for assorting seasonally and thematically.

**UNIQUE COLLECTIBLE FOR FANS:** The Holiday Armadillo is an iconic, memorable, and favorite "character" from the show, and fans new and old will delight in this

# E.T. Talking Figurine: With Light and Sound!

Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**25K**

**9/27/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480272

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

**SUCCESSFUL MOVIE FRANCHISE.** Steven Spielberg's smash hit *E.T.* was the #1 movie of 1982 and the #7 top-grossing film of all time. It generated a total of over \$2.5B in gross box office sales, won four Academy Awards, and sold over 22M copies worldwide. *E.T.*'s popularity has led the movie to become a staple in pop culture, and lines from the movie are instantly recognizable. *E.T.* is currently available for streaming (Netflix and Peacock), so fans both old and new can discover this timeless classic.

**PERFECTLY TIMED TO COINCIDE WITH THE 40TH ANNIVERSARY OF E.T.** The last two major *E.T.* anniversaries for the movie both resulted in buzz and increase in gross sales from new editions (Blu-ray, DVD, etc.) and merchandise. To mark the 40th anniversary of *E.T.* in 2022, NBCU will release special screenings of the movie and launch a digital and social media campaign. This officially licensed kit is perfectly timed for promotions and fans looking to display their love for the original movie.

**ONE-OF-A-KIND E.T. COLLECTIBLE.** Since its release, *E.T.* has generated more than \$1B in merchandise sales, including items like shirts and apparel, key chains, stickers, phone cases, socks, and more. Other forthcoming products timed to coincide with the 40th anniversary include plush, puzzles, toys, and apparel. Fans

# Marvel: Iron Man Light-Up Metal Helmet: With Glowing Eyes

Matthew K. Manning



**\$14.95/\$19.50 Can.**

**Paperback**

**50K**

**9/20/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762475742

BISAC Category: Antiques & Collectibles / Popular Culture

Pages: 48

Key Selling Points:

**JOINS THE MARVEL MINIVERSE.** In Winter 2022 we are releasing all-new officially-licensed Marvel mini kits: *Light-Up Black Panther* and *Thor Mjolnir*. Our *Iron Man Light-Up Helmet* and *Captain Marvel Enamel Pin and Magnets* set join this exciting new series, sure to delight Marvel comic book and cinematic fans who are always eager for more Marvel merch.

**COLOSSAL FANDOM AND FOLLOWING.** 2019's *Avengers: Endgame* was the highest-grossing movie of all time with a box office of *\$2.8 billion* worldwide, and Marvel films consistently put up huge box-office numbers, including Iron Man's titular films, which have grossed a combined \$2B+ worldwide. Marvel has 55.8M Instagram followers; 32M Facebook fans, and 12.3M Twitter followers.

**EXPANDING SUCCESSFUL SUPERHERO LINE:** In the tradition of bestselling DC Comics kits like the *Wonder Woman Talking Figure*, *Batman Bat Signal*, *Joker Talking Bust*, and others, this kit will appeal to comic book and superhero fans who are always searching for more collectible items based on their favorite characters.

Also Available:

# Marvel: Captain Marvel Enamel Pin and Magnets

Robert K. Elder



**\$12.95/\$16.50 Can.**

**Paperback**

**30K**

**9/20/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479993

BISAC Category:

Antiques & Collectibles / Comics

Pages:

80

Key Selling Points:

**TIMED WITH HIGHLY ANTICIPATED RELEASE OF *THE MARVELS*.** Our mini kit will publish amid buzz and excitement for the Captain Marvel sequel film starring Brie Larson, Teyonah Parris, Park Seo-joon, and Iman Vellani, now slated to hit theaters in November 2022.

**JOINS THE MARVEL MINIVERSE.** In Winter 2022 we are releasing all-new officially-licensed Marvel mini kits: *Light-Up Black Panther* and *Thor Mjolnir*. Our *Iron Man Light-Up Helmet* and *Captain Marvel Enamel Pin and Magnets* set join this exciting new series, sure to delight Marvel comic book and cinematic fans who are always eager for more Marvel merch.

**COLOSSAL FANDOM AND FOLLOWING.** 2019's *Avengers: Endgame* was the highest-grossing movie of all time with a box office of *\$2.8 billion* worldwide, and Marvel films consistently put up huge box-office numbers, including Captain Marvel's titular film, which grossed *\$1.12B* worldwide. Marvel has 55.8M Instagram followers; 32M Facebook fans, and 12.3M Twitter followers.

**Higher, further, faster, babv! Showcase your love for Captain Marvel with**

# It: Pennywise Talking Bobble Bust

Running Press, Warner Bros. Consumer Products



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**30K**

**9/20/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480500

BISAC Category: Performing Arts / Film

Pages: 48

Key Selling Points:

**HORROR'S MOST RECOGNIZABLE AND SCARIEST CLOWN:** Stephen King's 1986 bestselling novel *It* generated a cult following like no other, spinning off into a 1990 miniseries and two movies in 2017 and 2019. Pennywise the clown has inspired artists, writers, moviemakers, haunted houses, and general fans of horror, and has been voted the scariest clown in pop culture multiple times.

**SMASH HIT MOVIE FRANCHISE WITH DEVOTED FANS:** *It* broke box office records, becoming the highest grossing R-rated horror movie of all time in 2017, generating \$700M+ at the box office. To date, *It* remains #1 for the largest opening weekend for the month of September. The franchise has 2M Facebook fans, 1.4M Instagram followers, and 200K Twitter followers.

**LARGE COLLECTORS' MARKET.** Stephen King fans are always looking for new merchandise to pay tribute to their favorite creepy clown, with a wide range of merchandise currently available on the market including apparel, mugs, keychains, figurines, Halloween costumes, and more. Fans will love adding this officially licensed, one-of-a-kind talking Pennywise bobble bust to their collection.

**TIMED TO COINCIDE WITH HALLOWEEN PROMOTIONS:** This kit is sure to be a favorite at Halloween time with its creepy theme, but will also sell well year round.



# Desktop Snowboarding: Shred Some Powder!

Donald Lemke



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**12K**

**9/20/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762481347

BISAC Category:

Sports & Recreation / Winter Sports

Pages:

48

Key Selling Points:

**POPULAR WINTER SPORT.** With over 7 million snowboarders in the US, snowboarding is a popular and accessible sport. Snowboarding was added to the Winter Olympics in 1998 and continues to be a favorite, with veteran stars like Shaun White (3-time gold medalist) who remain in mainstream media, and new stars like Chloe Kim, youngest woman to win a half-pipe gold metal during the 2018 Olympics. The annual Winter X Games also keeps interest and engagement high.

**ONE-OF-A-KIND MINI COMPONENTS.** Two mini mountain pieces snap together to form a jump ramp and downhill slope with attached rail, flocked to imitate powdery snow. The mini snowboard has two boots "strapped in" for your fingers-get some "big air" off the jump ramp and grind down the rail with this portable set!

**PROVIDES YEAR-ROUND SNOWBOARDING FUN.** Although snowboarding is a seasonal sport, *Desktop Snowboarding* will provide the chance to experience it at any time of year. Anyone who enjoys winter, the sport, and the slopes can continue the fun after the snow has melted with a miniature snowboarding scene at your desk. Makes a fun office distraction!

**LATEST ADDITION TO OUR GROWING AND SUCCESSFUL SERIES.** Other original RP mini desktop sports kits with their mini-sized (but playable) components

# Lucky Dog: Bearer of Good Fortune

Victoria Potenza



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479795

BISAC Category: Antiques & Collectibles / Figurines

Pages: 32

Key Selling Points:

**Lucky Dog Lore:** Similar to the Lucky Cat (also known as maneki-neko), which originated in Japanese culture, the Lucky Dog (or maneki-inu) has become regarded as a charm that will bring good fortune to its owner. There are many variations—some say the raised right arm brings luck and wealth, while the raised left arm brings customers and success in business—but in whichever form and adornment this dog is found, it is a welcome talisman.

**Companion kit to popular *Lucky Cat* mini.** The *Lucky Cat* kit has sold over 120K copies since 2016 in a wide range of accounts. *Lucky Dog* brings the same kawaii-vibe and good fortune and is perfect for dog lovers or anyone who needs an extra bit of luck in their life.

**New dog-themed mini.** Following in the footsteps of other humorous dog-themed kits like *Desktop Dog Park*, *Phrenology Dog*, and *Mini Sub-WOOFer*, this mini kit takes another popular dog breed--shiba inu--and brings it to the mini list with an irresistible component and package.

**Give the gift of luck and good fortune to yourself--or someone you**

# Teeny-Tiny Trampoline: Let's Bounce!

Mollie Thomas



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**10K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479900

BISAC Category: Humor / Topic

Pages: 40

Key Selling Points:

**In the tradition of bestselling finger-sport kits** such as *Finger Weightlifting*, *Desktop Boxing*, *Finger Yoga*, *Finger Soccer*, and more.

**Wide appeal:** With a humorous bent and an irresistible component, this mini is perfect for beating stress at the office or library, letting out some energy, or providing a fun distraction any time, anywhere.

**"Rebounding" is hot!** Trampoline workouts and exercise classes have become popular as people look for alternate, low-impact exercises and turn to nostalgic ways to play. This mini is perfect for everyone who loves "rebounding" for fun or for exercise.

**Give those fingers a much-needed break (or some rigorous training) and jump around on your very own *Teeny-Tiny Trampoline!***

- LET'S BOUNCE! Slip the two "legwarmers" onto your fingers and hop onto the 2-7/8" mini trampoline
- INCLUDES MINI BOOK: Box also includes a 32-page, 2-1/2" x 3" guide on fun,

## Elf: Spirit Clausometer: Lights Up!

Running Press, Warner Bros. Consumer Products



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**20K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479801

BISAC Category:

Performing Arts / Film

Pages:

1

Key Selling Points:

**ELF IS A HOLIDAY CLASSIC.** In the eighteen years since its initial theatrical release, *Elf* has become a TV staple around the holidays. It is the #6 highest grossing holiday film worldwide, it's been voted the #3 Christmas movie on Movieweb, and it made over \$220M at the box office worldwide. *Elf* has 9M followers on Facebook.

**ELF IS EVERYWHERE.** The successful movie spawned a musical, animated special, and video game, and it's Warner Home Video's #3 holiday title. In addition, viewers love to watch *Elf* at home with over 17 million DVD/Blu-Rays sold worldwide. There is also tons of merchandise in the market, including ornaments, greeting cards, mugs, apparel, costumes, and more.

**HEADED FOR REPEAT SUCCESS.** Running Press's *Elf Snow Globe* (2014) and *Elf Talking Buddy-in-a-Box* (2016) have grossed over 138K and 112K copies respectively. This third kit in the series is sure to meet similar success, featuring a unique mini replica of the iconic spirit clausometer that fans will immediately recognize from the movie.

**UNIQUE COMPONENT.** This one-of-a-kind spirit clausometer looks exactly like the one from the movie and is the only mini replica like it in the market. With a special

# Mystical Box Set

Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Hardcover**

**10K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479979

BISAC Category:

Body, Mind & Spirit / Crystals

Pages:

472

Key Selling Points:

**PART OF A RENEWED PUSH FOR MINI-BOOKS.** We've ramped up our mini-book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This mystical box set is a great addition to our thriving magical list.

**MYSTICAL MINIS SELL WELL ACROSS ACCOUNTS!** The original editions of *Dreams* (1998) and *Palm Reading* (1995) have sold over 263K and 320K, respectively. Recent successes include *Mindfulness Box Set* (over 13K net) and *Crystals* (over 43K net), which was written by in-house powerhouse Nikki Van de Car. These minis work beautifully in all kinds of accounts and sell year-round.

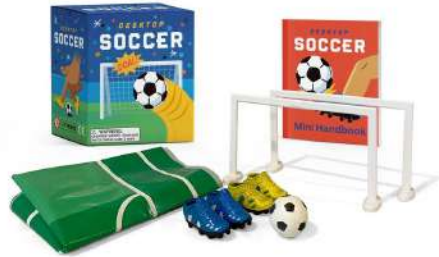
**FRESH ILLUSTRATIONS AND GIFTABLE PACKAGE.** This charmed package will feature newly commissioned, modern artwork. The jacketless hardcover binding of each mini book perfectly aligns with today's magic-curious consumer.

Also Available:

- NEW YEAR NEW YOU EXPANDED MYSTIC COLLECTION 12-copy mini kit counter display/prepack: buy 10 get 2 free

# Desktop Soccer: Goal!

Christina Rosso-Schneider



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**12K**

**9/13/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479962

BISAC Category: Games & Activities / Travel Games

Pages: 40

Key Selling Points:

**SOCCER IS THE WORLD'S FAVORITE SPORT.** The third most popular sport in the US, following football and baseball, and the most popular sport in the UK. World Cup soccer matches draw in an estimated 1.1 billion people, tuning in from home, and an average live-audience of 517 million viewers—according to 2018 FIFA records.

**WORLD CUP IN 2022.** Scheduled to take place in Qatar from late November to early December, this is a strong promotional opportunity to connect with enthusiastic soccer fans.

**PART OF RP MINIS BACKLIST INITIATIVE.** We are selectively refreshing packages of mini kits that are in need of updating with fresh new designs and illustrations to keep them relevant and appealing to today's consumer. The updated Desktop Soccer has an updated package and mini book, but the same great components, and will replace the original *Finger Soccer* kit (which will go OP).

**PERFECT ON-THE-GO GIFT FOR MILLIONS OF SOCCER FANS OF ALL AGES.** The mini-sized components make this kit very portable, but it's also highly playable, making for a fun office distraction or at home pick-me-up.

# National Lampoon's Christmas Vacation: Station Wagon and Griswold Family Tree: With sound!

Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**50K**

**9/6/2022**

Announced 1st Print  
On Sale

Imprint:

RP Minis

ISBN:

9780762479818

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**A FULL-BLOWN, FOUR-ALARM HOLIDAY CLASSIC!** Originally released in 1989 as the third installment in the *National Lampoon's Vacation* series written by John Hughes, *National Lampoon's Christmas Vacation* grossed \$71M at the box office and has 10M+ DVDs and Blu-Rays sold. It is a top 5 movie on all cable during the holiday season and has become a Christmas classic.

**A SEASONAL PROPERTY THAT'S HOT FOR HOLIDAY.** *National Lampoon's Christmas Vacation* boasts a large consumer products program with 40+ licensees, including ornaments and seasonal décor, apparel, collectibles, drinkware, and more. With its memorable scenes and quotable lines, the film lends itself to humorous products that are perfect for holiday gifting.

**INCLUDES SOUND!** There are other collectibles/ornaments in the marketplace featuring the iconic station wagon and tree but none with a sound element. Our station wagon with Griswold Family Tree collectible will play 5 iconic sound clips from the beloved film.

**CHRISTMAS-THEMED RP MINIS ARE BESTSELLERS.** From our mini kits with other Christmas movie classics *Elf* and *A Christmas Story* to *Beanyboy*, *A Charlie*

# The Big Bang Theory Talking Button: Bazinga!

Bryan Young



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**9/6/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762481200

BISAC Category: Antiques & Collectibles / Popular Culture

Pages: 48

Key Selling Points:

**15TH ANNIVERSARY IN SEPTEMBER 2022.** Beloved by critics and audiences alike, and with 12 seasons and over 270 episodes, *The Big Bang Theory* is celebrating its 15th anniversary in 2022, and what could be a better way to celebrate than with a "Bazinga!" button. There is also likely to be strong promotional opportunities around the show's anniversary.

**ICONIC AND BELOVED SHOW.** With a dedicated fan base and an audience larger than any sitcom since *Friends*, this show has proven to be a long-lasting cornerstone of pop culture and still has over 37 million followers across all of their social media platforms. By the end of its twelve-season run, viewers had tuned in 84 million times and the season finale had 23.4 million viewers watching. The show is still in syndication and all of the episodes are also available on HBO Max.

**BOOK AND MINI KIT PRODUCT SUITE.** *The Big Bang Theory Talking Button* will also be joined by the *The Big Bang Theory Book of Lists* in Fall 2022, making this the perfect geeky gift set for fans of the show.

Also Available:



# Hocus Pocus Cross-Stitch Kit

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**50K**

**8/9/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480968

BISAC Category:

Crafts & Hobbies / Needlework

Pages:

32

Key Selling Points:

**Hocus Pocus returns to the screen in 2022!** Bette Midler, Sarah Jessica Parker, Kathy Najimy, and other original cast members reprise their iconic roles in a Disney+ sequel releasing for Halloween 2022. Our kit leverages nostalgia to highlight beloved moments from the original film and capitalizes on excitement surrounding the long-awaited new release.

**Cross-stitch spells success!** Our *Pusheen: A Cross-Stitch Kit* has grossed 125K copies to date, and our *Nightmare Before Christmas Cross-Stitch Kit* has grossed 41K copies in under a year, proving there's a market for nostalgic, crafty items that celebrate these widely appealing properties. Highlighting iconic items and quotes from the film, this kit will entice *Hocus Pocus* fans new and old!

**Proven success in print.** Disney's 2018 *Hocus Pocus and the All-New Sequel* novelization has Bookscanned 286K copies, proving fans are always searching for new content from this franchise. Disney is releasing an *Art of Coloring* book for the property in Summer 2022 (adding to its successful series that includes *Art of Coloring: Nightmare Before Christmas*, *Art of Coloring: Disney Villains*, *Art of Coloring, Golden Girls*, and more), among other *Hocus Pocus* publishing activations timed with the new film. Our mini kit will assort well with these titles but stand out as a unique novelty/craft item for fans.

# The Night School: Moonlit Magic Deck

Maia Toll, Illustrated by Lucille Clerc



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**8/9/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474271

BISAC Category:

Body, Mind & Spirit / Astrology

Pages:

48

Key Selling Points:

**Mystical Kits Perform Well!** Recent releases, like *Tiny Palmistry* and the *Everyday Tarot Mini Tarot Deck*, as well as backlist favorites like *Itty Bitty Buddha* and *The Practical Witch's Spell Deck*, show that mystical mini kits are consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.

**Strong Author Track and Platform in the Space:** Maia Toll has established herself as an authority in the magical/mystical space, with her instant classic *The Illustrated Herbiary* and its follow-ups, *The Illustrated Bestiary* and *The Illustrated Crystallary*. Beyond her books, Maia owns a successful shop (Herbiary) with two locations (Asheville, Philadelphia), a modest but very engaged platform on Instagram (30K on her personal, 62K on her account for Herbiary), and newsletter and text lists with robust open rates. She also has a very wide net of friends and influencers in the space, who have been called on in the past for book launches and will be enlisted for this publication.

**Part of the Thriving RP Mystic Program!** Across imprints, magical and mystical publishing is a core category for RP. This kit adds another dimension to that program.

# Cuphead Bobbling Figurine: With Sound!

StudioMDHR Entertainment Inc.



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**7/5/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479313

BISAC Category: Games & Activities / Video & Mobile

Pages: 48

Key Selling Points:

**Highly successful, award-winning video game.** Created by independent developer Studio MDHR, *Cuphead* is a classic run-and-gun action game heavily focused on boss battles. It released on September 29, 2017 and went platinum with 1+ Million units sold within two weeks of launch, with current sales of 6+ Million. Inspired by cartoons of the 1930s, the game features visuals and audio painstakingly created with the same techniques of the era, such as traditional hand-drawn animation, watercolor backgrounds, and original jazz recordings. *Cuphead* has won over 20 major awards, including Special Achievement in Animation at the 45th Annual Annie Awards, Xbox One's Game of the Year, and the BAFTA Games award for Music. It is available on all major platforms including Xbox One, Windows 10, Steam, GOG (PC & Mac), Nintendo Switch, and PlayStation 4.

**Robust consumer products program.** The *Cuphead* licensing program appeals to all ages and spans across more than 15 product categories, including vinyl figures, plush, apparel, backpacks, housewares, domestics, costumes, limited edition art prints, bedding, and publishing (including the successful *The Art of Cuphead* and graphic novels from Dark Horse and two middle-grade novels published by LBYP). Merchandise is widely available at mass retailers, national accounts, and specialty stores.

# The Office Cross-Stitch Kit

Running Press, Illustrated by Natali Rudenko



**\$9.95/\$12.50 Can.**

**Paperback**

**50K**

**5/31/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479221

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

**The Office is hotter than ever.** *The Office* is arguably more popular now than ever before, achieving cult-status in both its initial broadcast run and in the streaming era with fans of all ages. It's a show that epitomizes pop culture and even resonates with audiences too young for the workforce. Peacock will be the new home of *The Office* as of Jan 1, 2021, and it's also available on Comedy Central, Paramount Network, and Cozi TV, and on Amazon Prime internationally.

**Social engagement is at an all-time high.** Between brand-owned social and fan accounts and video compilations on YouTube, *The Office* has 1.2M followers on Instagram, 9.6M followers on Facebook, and 277M views on YouTube. With the Office Ladies and Dunder Mifflin Clips on Instagram and the Oral History of The Office podcast that launched in Sept. 2020, the amazing cast is doing their part to tell the backstory, keeping fans engaged.

**The Office merchandise sells well.** The Office consumer products program continues to grow and includes collectibles, games, apparel (it's the #1 license at major department stores), home accessories, stationery products, publishing, and more.

**Part of a larger *The Office* program.** *The Office Cross-Stitch Kit* joins our growing

# Dungeons & Dragons: Beholder Figurine: With glowing eye!

Aidan Moher



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**20K**

**5/31/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762478866

BISAC Category: Games & Activities / Role Playing & Fantasy

Pages: 32

Key Selling Points:

**Upcoming D&D movie!** This new film, based on the iconic tabletop game created by Gary Gygax, is expected to release in March 2023, making this a perfect opportunity to promote our fantastic D&D mini kits, book, and poster book.

**A new exciting license for Running Press.** *Dungeons & Dragons* is the most well-known table-top role-playing game with millions of players and a global reach. *D&D* is a staple at all major pop culture conventions like San Diego Comic Con and New York Comic Con and regularly host competitions and other events world-wide.

**Tons of D&D merchandise in the market.** Aside from the bestselling Player's Guides and Handbooks for the tabletop game, and new books like the official art book *Art & Arcana* and the *NYT* bestselling cookbook *Heroes Feast*, there is a lot of merchandise (both licensed and non-licensed) ranging from apparel to home goods, stationery products, puzzles, board games, and more that sell well across all channels. Our mini kits will be a great complement to the range.

**A unique RP x D&D product suite.** Our *D&D* program will include miniature kits—*Bag of Holding Magnet Set* (Fall 21), *Mini Dice Dungeon* (Fall 21), and the *Beholder* figurine (Winter 22)—as well as a poster book (Winter 22) and an adult gift book (Summer 2022), a unique offering for fans and collectors of all things *D&D*.

# Rick and Morty Wacky Waving Inflatable Mr. Meeseeks

Victoria Potenza



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**20K**

**5/31/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479894

BISAC Category:

Performing Arts / Animation

Pages:

32

Key Selling Points:

**Our first licensed Tube Guy!** Fan favorite *Rick and Morty* character Mr. Meeseeks meets *Wacky Waving Inflatable Tube Guy* with this one-of-kind collectible that is sure to be must-have for fans of the wildly popular show.

**New addition to our *Rick and Morty* program.** This kit joins our *Rick and Morty Book of Gadgets and Inventions* and first mini kit, *Talking Pickle Rick*, which continues to be one of our bestselling kits since it published in 2019.

**More seasons on the way!** With Season 5 recently completed in Fall 2021, fans are eager to continue to see what will happen next and what new characters will be revealed. *Rick and Morty* was the #1 comedy across all of television in 2017 with millennials and has become a multi-platform sensation not just on television, but across digital, gaming, livestreaming, retail, and fan experiences.

**A merchandising powerhouse:** Licensed products include everything from apparel to watches, jewelry, plush, electronics, toys, and games. *Rick and Morty* has the kind of passionate fan base that engages in related experiences, products, and collectibles already at B&N, Hot Topic, Think Geek, Target, BAM, Spencer's, Game Stop, Kohl's, F.Y.E. etc. Our miniature kit will be a nice addition to the range.

## Desktop Door Slam: With sound!

Donald Lemke



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/31/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479924

BISAC Category: Humor

Pages: 40

Key Selling Points:

**Humorous stress-relieving kits sell well.** Other homegrown humor kits with a stress-relief angle (*Desktop Boxing*, *Brain Fart*) have strong sales. This kit is a fun addition to the category and should backlist well with stress management a perennial topic.

**A unique desktop accessory that is needed now more than ever.** The mini *Desktop Door Slam* component is a must-have item for desks and cubicles everywhere, now more than ever with open office floor plans rendering doors almost non-existent. The satisfying SLAM is a great stand-in for the real thing when you need it.

**A great gag gift.** It's the perfect gift for new graduates entering the workforce and White Elephant gift exchanges at the office.

**Release your aggression with *Desktop Door Slam*--the perfect desk accessory for fun yet effective stress relief.**

- UNIQUE DESKTOP ACCESSORY: Includes a 3" spring-loaded "door" that's ready

# Marvel: Light-Up Black Panther

Marvel, Robert K. Elder



**\$13.95/\$18.50 Can.**

**Paperback**

**50K**

**5/17/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762478675

BISAC Category:

Antiques & Collectibles / Comics

Pages:

48

Key Selling Points:

**Marvel mini kits!:** As part of the renewal of our Disney license, we are adding pop-culture behemoth Marvel to our minis pipeline with plans for four collectible, officially licensed kits (Thor and Black Panther in Winter 2022; Captain Marvel and Iron Man in Fall 2022).

**Colossal fandom and following:** 2019's *Avengers: Endgame* was the highest-grossing movie of all time with a box office of *\$2.8 billion* worldwide, and Marvel films consistently put up huge box-office numbers. *Black Panther* grossed *\$1.29 billion* worldwide (the third-highest grossing film in North America ever) and became a pop-culture juggernaut along the way. Marvel has 49M Instagram followers; 32M Facebook fans, and 9.6M Twitter followers.

**Black Panther 2 planned for July 2022:** Director Ryan Coogler will helm the highly anticipated second film in the Black Panther franchise, which will purportedly delve deeper into the characters and culture of Wakanda.

**Expanding successful superhero line:** In the tradition of bestselling DC Comics kits like the *Wonder Woman Talking Figure*, *Batman Bat Signal*, *Joker Talking Bust*, and others, this kit will appeal to comic book and superhero fans who are always searching for more collectible items based on their favorite characters.



# Marvel: Thor Mjolnir: With Thunder and Lightning Effect

Robert K. Elder



**\$14.95/\$19.50 Can.**

**Paperback**

**50K**

**5/10/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762475711

BISAC Category:

Antiques & Collectibles / Comics

Pages:

48

Key Selling Points:

**Marvel mini kits!:** As part of the renewal of our Disney license, we are adding pop-culture behemoth Marvel to our minis pipeline with plans for four collectible, officially licensed kits (Thor and Black Panther in Winter 2022; Captain Marvel and Iron Man in Fall 2022).

**Colossal fandom and following:** 2019's *Avengers: Endgame* was the highest-grossing movie of all time with a box office of *\$2.8 billion* worldwide, and Marvel films consistently put up huge box-office numbers (including Thor's titular films, which have grossed a combined \$1.9B worldwide). Marvel has 49M Instagram followers; 32M Facebook fans, and 9.6M Twitter followers.

**Thor hits theaters again in 2022:** Chris Hemsworth, Natalie Portman, and Tessa Thompson reprise their roles and Christian Bale makes his Marvel debut in *Thor: Love and Thunder*, the highly anticipated fourth installment in the Thor cinematic saga.

**Expanding successful superhero line:** In the tradition of bestselling DC Comics kits like the *Wonder Woman Talking Figure*, *Batman Bat Signal*, *Joker Talking Bust*, and others, this kit will appeal to comic book and superhero fans who are always searching for more collectible items based on their favorite characters.

# Desktop Cat Vac

Brenna Dinon



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**5/3/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762478712

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**Combines two popular mini categories.** Cat-themed kits are terrific sellers for Running Press, as are our humorous home-grown mini kits.

**Inspired by popular internet meme: Roomba Cat!** Like our *Screaming Goat*, *Desktop Cat Vac* captures the humor and playfulness of the popular internet video (meme) and brings it to life—and to your desk.

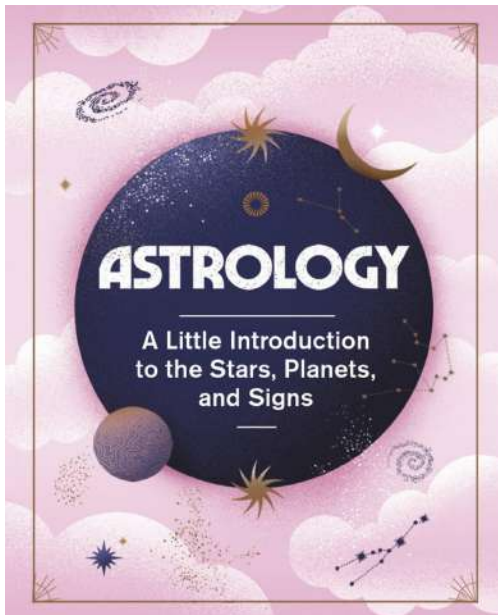
**Cat people love buying cat things.** It's no secret that cat people are a little crazy when it comes to buying things about cats—the funnier the better. From cat humor books to cat calendars, cat owners are always looking for new products to celebrate their felines and let everyone know how much they love their kitty.

**Push all of your worries to the side with the *Desktop Cat Vac*!**

- **ONE-OF-A-KIND COLLECTIBLE:** Inspired by the hilarious and popular internet cat meme
- **WIND-UP ACTIVATED:** No batteries needed; just wind-up and watch it go
- **BOOK INCLUDED:** Learn about the special bond between cats and vacuums,

# Astrology: A Little Introduction to the Stars, Planets, and Signs

Ivy O'Neil, Illustrated by Bárbara Malagoli



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**25K**

**4/26/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474769

BISAC Category:

Body, Mind & Spirit / Astrology

Pages:

136

Key Selling Points:

**Mini Book on a Popular Topic, by a Respected Magical Author.** Horoscopes and signs of the zodiac are among the most popular magical topics, for both novices and experienced readers. This compact mini book, written by acclaimed witch, tarot reader, and author Ivy O'Neil, is a perfect introduction to the zodiac for the magic-curious.

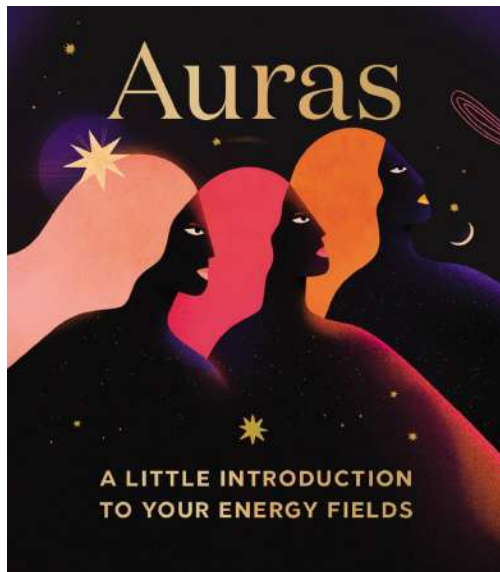
**Mystical Minis Sell Well across Accounts!** Magical minis are strong sellers for RP, from backlist classics (the *Dreams* mini book, *Runes*) to recent hits (*Everyday Tarot Mini Tarot Deck*, *Tiny Palmistry*). These minis work beautifully in all kinds of accounts and sell year-round.

**Part of New Line of Mystical Mini Books.** We've ramped up our mini book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This book joins other mystical minis that are part of this initiative (*Dreams*, *Crystals*, *Palm Reading*, *Chakras*, *Divination*, and the forthcoming *Auras*), as well as our thriving cross-imprint magical list.

**Fresh illustrations and giftable package.** This charmed package will feature fresh, modern artwork and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

# Auras: A Little Introduction to Your Energy Fields

Nikki Van De Car, Illustrated by Barbara Taminlin



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**4/26/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474752

BISAC Category:

Body, Mind & Spirit / Healing

Pages:

160

Key Selling Points:

**Mini Book on a Popular Topic, by a Powerhouse Magical Author.** Mystical books and products are hot, with auras representing an area of longstanding interest in the category. This tiny book is a perfect introduction, and is written by Nikki Van De Car -- author of *Practical Magic*, *Wellness Witch*, and other successful books in the category.

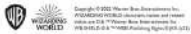
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**Fresh illustrations and giftable package.** This charmed package will feature fresh, modern artwork and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

# Fantastic Beasts: Niffler: With Sound!

Warner Bros. Consumer Products, Inc.



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**4/26/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474660

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

1

Key Selling Points:

- **Magically successful series:** Well over 4 million in net sales across Running Press's Wizarding World titles.
- **Fantastic Beasts returns:** The third installment of the Harry Potter prequel series is one of the most anxiously awaited releases of 2022. After multiple delays, it will finally hit theaters on July 15, 2022.
- **Follow-up to success:** Our first kit spotlighting one of the "fantastic beasts," the Bendable Bowtruckle, was one of our fastest-selling titles of 2018. The mischievous but adorable Niffler is arguably even more popular than the Bowtruckle.

**One-of-a-kind collectible:** This kit will be more deluxe than the Bowtruckle, with the addition of sound and a base. It will be a unique and special gift or self-purchase for fans or collectors of the Wizarding World.

**Officially licensed, collectible figure of the beloved Niffler from *Fantastic***

# Gilmore Girls: Stars Hollow Light-Up Sign

Michelle Morgan



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/26/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762480128

BISAC Category:

Performing Arts / Comedy

Pages:

48

**Transport yourself to the lovable northeastern town of Stars Hollow with this special kit that celebrates *Gilmore Girls*.**

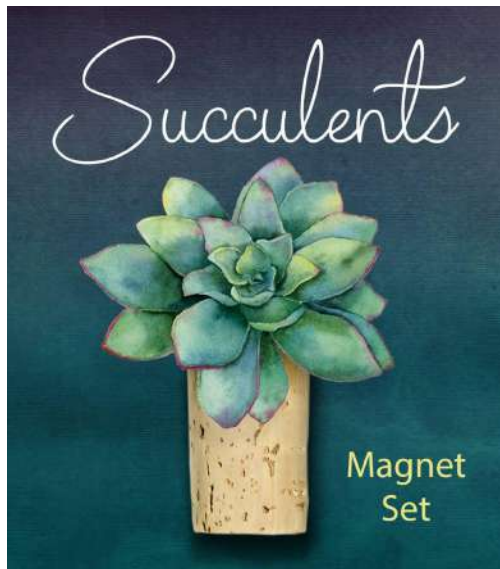
- **Specifications:** 3-1/2 x 3-inch light-up Stars Hollow sign with display stand
- **Book included:** 48-page book filled with essential information on Stars Hollow and featuring full-color photos from the show throughout
- **Perfect Gift:** Must-have gift item for fans of *Gilmore Girls*
- **For Your Desktop:** Small size allows for fun anytime, anywhere and is perfect for a mantle or desktop
- **Officially...**

## Marketing Plans

- Cross-promotional pitching with other Gilmore Girls products
- Holiday Gift Guide Round-Ups
- Social Media Campaign
- Promotion at Comic Cons
- Inclusion in Mother's Day Marketing Campaign

# Succulents Magnet Set

Jessie Oleson Moore



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/26/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762479160

BISAC Category:

Nature / Plants

Pages:

32

Key Selling Points:

**Succulents and Gardening Are Everywhere!** In the age of Instagram, indoor gardening in general has become hugely popular, with succulents leading the charge. These tiny plants are featured everywhere, from Pinterest boards to design blogs, and are beloved for their tiny, charming appearance. This kit brings the joy of succulents to the home or office, without the ongoing commitment of a real plant.

**An easy, on-trend DIY kit.** Perfect for crafters of all ages and skill levels, the easy instructions and popular subject matter make this an ideal kit for fans of the Etsy aesthetic.

**A Perfect Gift for Mother's Day and Year-Round.** The spring release and gardening subject matter make this a natural fit for Mother's Day promotions, but it's also a great anytime gift for succulent lovers.

**In our popular magnetic format.** Both practical and fun, our magnetic mini kits are among our bestselling mini kits, and this kit brings a unique 3-dimensional, DIY twist with a gardening theme, perfect for gifting.

# Desktop Skatepark: Crush your daily grind!

Donald Lemke



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/5/2022**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762475292

BISAC Category:

Sports & Recreation / Skateboarding

Pages:

56

Key Selling Points:

**A popular "mini" sport = natural fit for RP Minis.** Finger skateboarding or "fingerboarding" has been around since the mid-1980s as a way for skateboarders to practice tricks and maneuvers, and became more popular along with the enormous widespread popularity of skateboarding in the 1990s. Toy companies began making miniature skateboards with accessories and logos and branding inspired by full-size skateboards--the inspiration for our kit! Fingerboarding continues to be a popular mini sport, which is also evidenced by the thousands of videos of fingerboarders on YouTube.

**Irresistible, one-of-a-kind components.** This kit comes with everything you need to set up a skate park right at your desk to practice all your fingerboarding moves. The mini quarter pipe and funbox--including a bank ramp, stair set, grind rail, and wave ramp--have been custom designed for this unique, miniature set.

**Latest addition to our growing and successful series.** Other original RP mini desktop sports kits with their mini-sized (but playable) components have strong sales and continue to sell year after year.



# Harry Potter Divination Crystal Ball: Lights Up!

Donald Lemke



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**11/16/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474905

BISAC Category:

Performing Arts / Film

Age Range:

Ages 8 And Up

Pages:

48

Key Selling Points:

- **An officially licensed light-up gift:** This mini prop replica from Hogwarts' divination class, designed in fine detail, makes a beautiful light-up adornment. It's a perfect gift or self-purchase for the Potter collector.
- **Brand keeping fans engaged:** With experiences such as digital games, Universal's Wizarding World attraction, the Harry Potter film concert series, the *Cursed Child* stage play, *Fantastic Beasts* films, and new flagship store opening in New York, brand engagement with all things Harry Potter remains strong. Passionate fans continue to immerse themselves in product and experiences.
- **Family of fans keeps growing:** the fan base spans generations, including parents introducing the magical universe to their little ones.
- **Magically successful series:** Over 4 million in net sales across Running Press's Harry Potter titles. 3.5 million of that in Mini Kits like this one!

**This officially licensed, finely detailed light-up collectible replica of the crystal ball from Hogwarts School of Witchcraft and Wizardry's divination class is a perfect gift for fans of the Wizarding World.**

# The Princess Bride Inigo Montoya Talking Bust

Princess Bride Ltd, Gary Sundt



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**11/9/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474400

BISAC Category:

Performing Arts / Film

Pages:

48

Key Selling Points:

- **An iconic film with contemporary relevance.** After celebrating its 30th anniversary in 2017, *The Princess Bride* has remained in the pop culture spotlight. During the coronavirus pandemic of 2020 a surprise cast reunion and table read drew another wave of media adulation.
- **Devoted, "cult" following.** *The Princess Bride* is a cult classic, with devoted fans both young and old. Fans continue to engage with the property, which has 2.5 million Facebook fans and a new generation of enthusiasts thanks to placement on streaming services like Disney+. Fans have also shown a commitment to buying *Princess Bride* products, including the 2014 title *As You Wish* by the movie's star Carey Elwes (159K copies in HC, 49K in PB).
- **A unique component, featuring beloved quotes.** Known as much for its iconic lines as its far-ranging plot, *The Princess Bride* is one of the most quotable movies of all time. This collectible bust is distinctive in the market, as it features 7 unique sound clips of Inigo Montoya (actor Mandy Patinkin) saying some of the film's most notable lines.
- **Part of an RP product suite.** RP's *Princess Bride Talking Book* mini kit has netted nearly 36K copies since 2017, and pops every year at holiday. Building on this success, we will publish this mini kit, as well as two stationery products (*Princess Bride Poster Book* and *Princess Bride Journal*) in Fall 2021.



# Take a Number!: A Tiny Ticket Dispenser

Mollie Thomas



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**11/2/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473755

BISAC Category: Humor / Topic

Pages: 40

Key Selling Points:

**Latest installment in our office humor series.** This teeny-tiny ticket dispenser joins successful kits like *Desktop Boxing* and *Brain Fart*, which offer humorous distractions from the everyday annoyances of modern life at the office or at home.

**A fun addition to any home or office.** Tell your coworkers, underlings, students, and children to *get in line* with this miniature version of a butcher counter-style number system and an accompanying digital number board -- which you can choose to sync up with the paper numbers or leave at a high number no one will ever reach (to give yourself some much-deserved peace and quiet).

**Caters to a wide audience.** Whether it's a coworker up to their eyeballs in emails, a boss who can't get a moment to themselves, an overworked teacher, or a harried parent sick of being badgered with questions and demands, everyone could use a break sometimes. This kit is the perfect White Elephant gift, stocking stuffer, or gift when it's too rude to say "hey, you look tired."

**Next time you're up to your neck in nagging requests, emails, and meeting invites, give your coworkers a (not-so-subtle) hint: *Take a Number!***

# BuzzFeed Magnets

Jessie O Moore, BuzzFeed



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**10/5/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473953

BISAC Category:

Humor / Topic

Pages:

56

Key Selling Points:

**BuzzFeed's global reach is huge.** With over 19.7M YouTube subscribers, 5.1M Instagram followers, 6.5M Twitter followers, and 12M followers on Facebook, BuzzFeed is the leading independent digital media company delivering news and entertainment to millions of people around the world. Their original content generates more than 9B global monthly views and has a reach of over 790M people across the globe. This authorized kit will be fully supported by BuzzFeed and their marketing team.

**A unique, giftable format.** For years BuzzFeed's iconic yellow badges have made their rounds on social media and are recognized worldwide. Now their fun and super shareable badges paired up with BuzzFeed's trademark wit and humor will be turned into a magnet set featuring words like OMG, WTF, LOL, GOAT, basic, extra, fam, thirsty, squad, and more. The small size makes it perfect for gift-giving and stocking stuffers.

**The magnetic kit is a bestselling format.** Running Press's licensed magnetic kits sell well including *Pusheen: A Magnetic Kit*, *emoji: A Magnetic Set*, *The Golden Girls Magnets Set*, *The Nightmare Before Christmas Magnet Set*, *Bob Ross Happy Little Magnets*, and *Mean Girls Magnets* (see comp grid). *BuzzFeed Magnets* will sit nicely alongside these magnetic kit favorites and will appeal to teens, tweens, and

# Die Hard Christmas Ornament: Lights Up!

Running Press



**\$12.95/\$16.50 Can.**

**Paperback**

**50K**

**10/5/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474868

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

- **Certified Christmas movie classic:** For years a debate has cropped up each holiday season: Is *Die Hard* a Christmas movie? The debate is over; the film has become traditional viewing for millions each holiday season.
- **Officially licensed, one-of-a-kind ornament:** Our original design that includes a light feature will be unique in the market.
- **Already a hit in publishing:** *A Die Hard Christmas: The Illustrated Holiday Classic* has sold more than 70K net (Bookscan) and spawned a gift set sold with a John McClane doll that was seen in many kinds of accounts over the holidays. Bookscan reports 7K net.

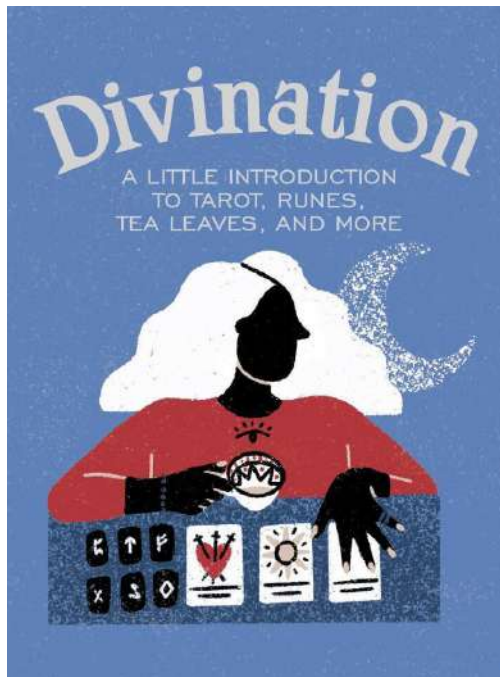
Also Available:

- HOLIDAY CHEER 12-copy mini kit counter display/prepack: by 10 get 2 free

**Celebrate the holidays with this officially licensed *Die Hard* light-up ornament featuring John McClane**

# Divination: A Little Introduction to Tarot, Runes, Tea Leaves, and More

Ivy O'Neil



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**10/5/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473298

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

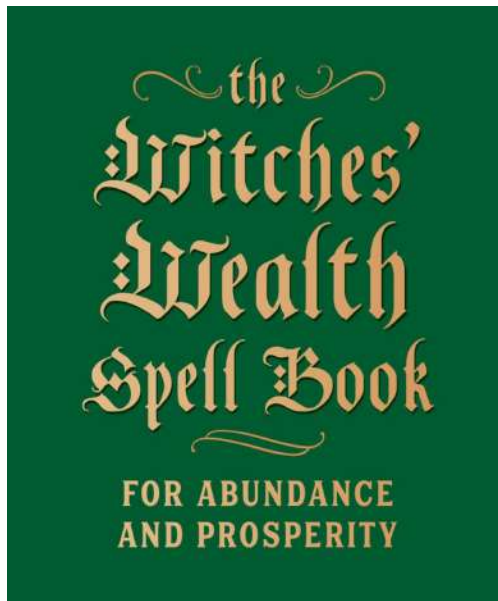
128

Key Selling Points:

- **Mini-book on a popular topic, by a respected magical author.** Fortune-telling, including tarot, tea leaves, runes, and playing cards, is among the most popular areas of the magical world. This compact mini book, written by acclaimed witch and author of *Revolutionary Witchcraft* Sarah Lyons, is a perfect introduction to all areas of divination for the magic-curious.
- **Mystical minis sell well across accounts!** Magical minis are strong sellers for RP, from backlist classics (the *Dreams* mini book, *Runes*) to recent hits (*Everyday Tarot Mini Tarot Deck*, *Himalayan Mood Lamp*). These minis work beautifully in all kinds of accounts and sell year-round.
- **Part of a renewed push for mini-books.** We've ramped up our mini-book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This book joins other mystical minis that are part of this initiative (*Dreams*, *Crystals*, *Palm Reading*, and the forthcoming *Chakras*), as well as our thriving cross-imprint magical list.
- **Fresh illustrations and giftable package.** This charmed package will feature fresh, modern artwork and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

# The Witches' Wealth Spell Book: For Abundance and Prosperity

Cerridwen Greenleaf



**\$7.95/\$10.50 Can./£5.99 UK**

**Hardcover**

**15K**

**10/5/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499434

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

160

Key Selling Points:

- **Witchcraft is popular.** Since its inception in the early 20th century, witchcraft has continued to be popular and has moved into the mainstream. Whether you are a curious onlooker or a high priest, this book will appeal to you. Magic, witchcraft, mysticism, and spells have been receiving positive attention and enthusiasm in popular culture, and many books and products on these subjects are featured at a wide range of gift and specialty accounts.
- **Part of a growing series.** *The Witches' Wealth Spell Book* joins *The Witches' Spell Book* and *The Witches' Love Spell Book* series, which are already big sellers for Running Press. Other witchcraft and magic minis have done well for Running Press including *The Practical Witch's Spell Deck*, *Everyday Tarot Mini Tarot Deck*, *Practical Magic*, and more (see comp grid).
- **Charming and giftable package.** *The Witches' Wealth Spell Book* will be made with quality materials including thicker stock and gilded gold edges and packaged in an attractive flocked emerald-green velvet. Simple black-and-white line drawings will complement the spells throughout.
- **Author Cerridwen Greenleaf is a practicing witch and astrologer.** Cerridwen Greenleaf (aka Brenda Knight) has written numerous books in the magic and mysticism space including *Moon Spell Magic*, *The Magic of Crystals and Gems*, *The Book of Kitchen Witchery*, and Running Press's own *Practical*



# Cat-a-Pult: They Fly!

Sarah Royal



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**10/5/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473724

BISAC Category:

Pets / Cats

Pages:

32

Key Selling Points:

**RP cat kits sell well.** *Cat-a-Pult* follows in the footsteps of other Running Press bestselling cat kits such as *Cats on Catnip: A Grow-Your-Own Catnip Kit*, *Lucky Cat*, *Phrenology Cat*, *Zen Garden Litter Box*, and of course, our two *Pusheen* kits.

**A fun gag gift and game.** Gather your fellow cat lovers for a rousing game of *Cat-a-pult*, the mini kit that allows one to three players to take turns launching flying cats into the air and land them on a bullseye. Perfect for your home or the office, cat enthusiasts everywhere will love this one-of-a-kind desktop game

**Cat people love buying cat things.** It's no secret that cat people love buying everything having to do with cats -- the sillier the better. From cat humor books to cat calendars and now cat desktop games, cat owners are always looking for new products and fun ways to celebrate their furry friends.

**Launch mini cats into the air with this fun desktop game with a cat lover's twist!**

- SPECIFICATIONS: Includes a 3-1/2 x 1-1/2 inch mini cat-a-pult, 3 1-inch cats,

# The Golden Girls: Stylized Finger Puppets

Michelle Morgan, Disney Publishing Worldwide



**\$14.95/\$19.50 Can.**

**Paperback**

**75K**

**9/28/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762471317

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

48

Key Selling Points:

- **The Golden Girls is beloved:** *The Golden Girls* airs in syndication on Logo TV, the Hallmark Channel, and TV Land, and streams on Hulu, where it has found new audiences and spanned generations. A pop-culture mainstay with regular coverage in the media, the show has more than 1.8M followers on Facebook.
- **Big at retail:** *Golden Girls* licensing has been blasting off and there is no sign of slowing down. This giftable finger puppets kit will sit nicely next to other successful products in print including the *New York Times* bestseller *Golden Girls Forever*, *Art of Coloring: Golden Girls*, *The Golden Girls Mad Libs*, and our very own successful *The Golden Girls Magnet Set* (213k gross!). Popular merchandise includes *Golden Girls Clue*, *Golden Girls Monopoly*, Funko Pop dolls, shirts, mugs, blankets, drinkware, and more.

**Part of Running Press' growing Golden Girls program:** *The Golden Girls* is a hot property for Running Press -- our expanding product suite includes 8 additional GG titles.

# Christmas with Elvis Bobblehead: With music!

Robert K. Elder



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**75K**

**9/28/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469758

BISAC Category:

Music / Genres & Styles

Pages:

48

Key Selling Points:

**Elvis Presley continues to be king among consumers and music lovers.**

Forty-four years since Elvis' death, Elvis continues to be a household name. The king of rock-n-roll has 14.3M global fans across social media, Elvis.com has 400K unique visitors per month, 40K newsletter subscribers, and 350K e-newsletter subscribers. Every year thousands of fans travel to Graceland, which has been named the #1 iconic American attraction.

**Promotional support from the licensor.** ABG and the Elvis estate will help support the *Christmas with Elvis* book and mini kit with social posts; dedicated/shared emails; retail push through Elvis.com; Graceland will do a promotion on-site and in their gift shops; and ABG will work with SiriusXM to support the book and kit on Elvis radio.

**Huge collector's market.** Elvis fanatics love collecting Elvis merchandise and memorabilia. There are other Elvis bobbleheads in the market but this is the only one that plays music--and none are in our adorable mini size.

**Releasing in advance of an upcoming movie about Elvis Presley.** A

biographical film on the life and career of Elvis, produced by Warner Bros., directed by Baz Luhrmann, and starring Austin Butler and Tom Hanks, is scheduled for a June

# Harry Potter Screaming Mandrake: With Sound!

Donald Lemke



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**9/21/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474776

BISAC Category:

Performing Arts / Film

Age Range:

Ages 8 And Up

Pages:

2

Key Selling Points:

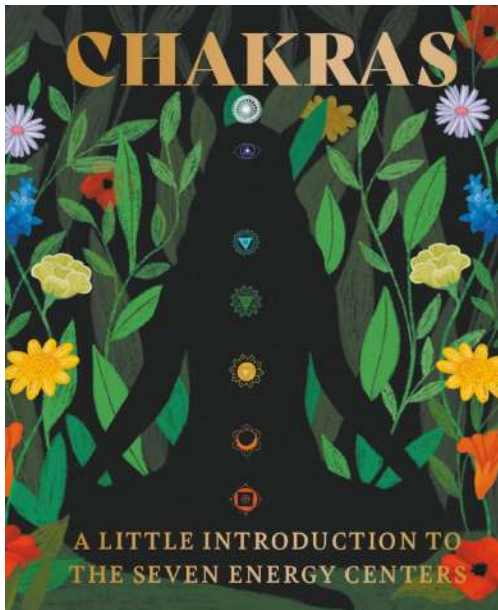
- **An officially licensed, one-of-a-kind gift -- with sound:** This deluxe mini replica of one of the most memorable magical creatures from the films makes a perfect gift or self-purchase for the Potter collector.
- **Brand keeping fans engaged:** With experiences such as digital games, Universal's Wizarding World attraction, the Harry Potter film concert series, the *Cursed Child* stage play, *Fantastic Beasts* films, and new flagship store opening in New York, brand engagement with all things Harry Potter remains strong. Passionate fans continue to immerse themselves in product and experiences.
- **Family of fans keeps growing:** the fan base spans generations, including parents introducing the magical universe to their little ones.
- **Magically successful series:** Over 4 million in net sales across Running Press's Harry Potter titles. 3.5 million of that in Mini Kits like this one!

**An officially licensed collectible replica of the unforgettable mandrake root from Hogwarts School of Witchcraft and Wizardry's herbology class.**

Complete with sound of the plant's cry, this is a perfect gift for fans of the

# Chakras: A Little Introduction to the Seven Energy Centers

Nikki Van De Car



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**9/21/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473304

BISAC Category:

Body, Mind & Spirit / Mysticism

Pages:

128

Key Selling Points:

- **Mini-book on a popular topic, by a powerhouse magical author.** Mystical books and products are hot, with chakras representing an area of longstanding interest in the category. This tiny book is a perfect introduction, and is written by Nikki Van De Car -- author of *Practical Magic*, *Wellness Witch*, and other successful books in the category.
- **Mystical minis sell well across accounts!** Magical minis are strong sellers for RP, from backlist classics (the *Dreams* mini book, *Runes*) to recent hits (*Everyday Tarot Mini Tarot Deck*, *Himalayan Mood Lamp*). These minis work beautifully in all kinds of accounts and sell year-round.
- **Part of a renewed push for mini-books.** We've ramped up our mini-book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This book joins other mystical minis that are part of this initiative (*Dreams*, *Crystals*, *Palm Reading*, and the forthcoming *Divination*), as well as our thriving cross-imprint magical list.
- **Fresh illustrations and giftable package.** This charmed package will feature fresh, modern artwork and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

# Richard Simmons Talking Bobblehead: With Sound!

Robb Pearlman



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**9/14/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762475384

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **In the spirit of Bob Ross:** What Bob did for painting, Richard Simmons did for fitness. His reassuring manner and exuberance makes getting in shape stress-free and a whole lot more fun.
- **Not forgotten:** Awareness of the fitness guru remains very high. He was the subject of the most downloaded podcast of 2017, *Missing Richard Simmons*, which introduced him to a whole new generation.
- **Target is a key supporter:** In Q4 2020 they took in Richard Simmons product including a Chia pet, Funko doll, and game.
- **Primed for relaunch:** Currently in development: a TV series and stage show based on Richard's life. His fitness videos will soon be coming to a streaming platform (details to come). Products include action figures, costumes, and apparel.
- **There's also a gift book:** Our two-part Simmons suite also includes an inspirational gift book.
- **\$1.6 billion in consumer products sales:** Richard is the best-selling fitness video franchise of all time. Other brand extensions over the years have included the multi-million selling Deal-A-Meal plan; Slimmons exercise studio; fitness products for Walmart, Target, etc.; and cookbooks. Richard is also the top-selling presenter of exercise product on QVC.

# Wacky Waving Inflatable Tube Gal

Conor Riordan, Illustrated by Gemma Correll



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**100K**

**9/7/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473465

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**Continued wacky success.** Our *Wacky Waving Inflatable Tube Guy* mini kit has grossed nearly *one million* copies since Fall 2018, and we had to secure a second factory to keep up with demand. We expanded the tube family with our Fall 2020 *Wacky Waving Inflatable Tube Elf; The Wacky Waving Inflatable Tube Guy Saves Christmas; Feeling Wacky!* journal, and Tube Guy sticky notes.

**Builds on Tube Guy's popularity.** Buzzfeed and other pop-culture sites continually feature our mini kit in gift guides (especially in Q4), and fans frequently share videos on social media of the *Wacky Waving Inflatable Tube Guy* in their homes. We hope to see the same love for Tube Gal, who proves guys don't have all the fun!

**Part of wacky, growing product suite.** This kit joins five backlist wacky projects. The growing suite offers ample promotional opportunities.

**You know the Wacky Waving Inflatable Tube Guy. Now, meet his cheerful, dancing friend: Tube GAL!**

# A Charlie Brown Christmas: Book and Tree Kit: With music!

Charles M. Schulz



**\$14.95/\$19.50 Can.**

**Paperback**

**75K**

**9/7/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473748

BISAC Category: Performing Arts / Animation

Pages: 72

Key Selling Points:

**Revised and updated edition of our bestselling Peanuts mini kit--now with sound!** This kit is completely revised and updated with an improved tree component that plays "Christmastime Is Here" from the beloved animated special. The package and mini book also feature a fresh new design.

**A Charlie Brown Christmas, an Emmy and Peabody award-winning story, has warmed the hearts of millions for more than 50 years.** Watching the TV special is an annual holiday tradition.

**PEANUTS holiday titles have bestselling track!** Our RP Kids and Minis of *A Charlie Brown Christmas* have sold more than one million copies.

**A Charlie Brown Christmas has big crossover.** PEANUTS have always appealed to both children and adults. Young or old, this new mini kit will be a big hit for everyone this Christmas season!

Also Available:

- HOLIDAY CHEER 12-copy mini kit counter display/prepack: by



# Ghostbusters: Ghost Trap

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**8/31/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473717

BISAC Category:

Performing Arts / Film

Pages:

16

Key Selling Points:

- **New *Ghostbusters* film hits theaters November 2021.** *Ghostbusters: Afterlife* is the highly-anticipated sequel to the original *Ghostbusters* films. Written and directed by Jason Reitman, the film goes back to the franchise's roots and takes place 35 years after the original film--and prominently features all of the original gadgets that fans love, including the Ghost Trap!

**Success with the *Ghostbusters* license.** Our two previous *Ghostbusters* mini kits have netted nearly 90k copies. With all the hype surrounding the new film, sales for our GB mini kit series is sure to be boosted. In addition, we're adding another *Ghostbusters* title this time around: a *Ghostbusters* picture book is also coming to our kids' list in Fall 21!

**Appeals to the "geek" collector's market.** Our mini kits that appeal to sci-fi/fantasy fans have had enormous success. This kit taps into that same market with a mini replica of a super-cool gadget from the *Ghostbusters* franchise--it will be a must have for collectors.

**The Ghost Trap is an iconic device.** In the *Ghostbusters* films, the Ghost Trap is used for detaining and transporting "busted" ghosts until they can be safely stuffed

# Harley Quinn Talking Figure and Illustrated Book

Steve Korté



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**10K**

**8/17/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762474684

BISAC Category:

Fiction / Superheroes

Pages:

48

Key Selling Points:

- **The *Suicide Squad* hits theaters August 6, 2021:** Harley Quinn (played by Margot Robbie) is certain to steal the show once again.
- **Harley Quinn is a new badass female icon:** Harley has been a comic book star for decades but her breakout prominence in *Suicide Squad* (2016) and *Birds of Prey* (2020) have taken her fame (or, rather, infamy) to new heights.
- **One-of-a-kind "talking bust" series:** Following Wonder Woman, Batman, the Joker, this kit continues our series of DC Comics mini collectibles whose size and "talking" feature make them collectible and unique in the market.

**DC Comics' wild and wonderful star, Harley Quinn, becomes your personal inspirational icon with this officially licensed, talking collectible figure**

- **Deluxe Collectible:** A finally detailed, 3½ inch Harley Quinn bust mounted on a base
- **Features 10 Offbeat and Inspirational Sound Bites:** Phrases include "Things get crazy real fast when you're Harley Quinn;" "Look out, world. here I come:" and many more

# Jurassic World: Die-Cast Metal Projector

Matthew K. Manning



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**25K**

**7/27/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499939

BISAC Category:

Nature / Animals

Pages:

32

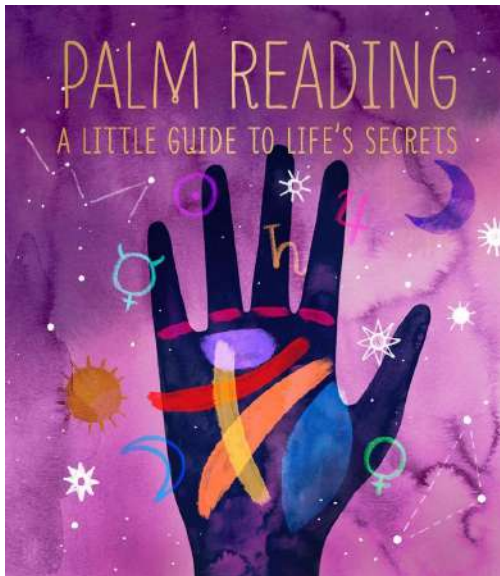
Key Selling Points:

- **Jurassic World 3 releases summer 2021:** The award-winning, \$5 billion franchise returns with a sixth movie on June 11, 2021, and is sure to be a summer blockbuster.
- **A multimedia blockbuster:** Since the release of *Jurassic Park* in 1993, a broad range of consumer products, theme park rides, animated series, digital games, and collectibles have kept fans excited and engaged in the thrilling *Jurassic* world.
- **One-of-a-kind, high-quality item:** An in-house invention, there is no other mini projector on the market that displays the ominous and iconic *Jurassic World* logo. This component is a proven success for us with our mini Batman Bat-Signal (345k net) and this new projector will be even more deluxe this time, done in die-cast metal.

**This officially licensed, high-quality die-cast metal mini projector shines the**

# Palm Reading: A Little Guide to Life's Secrets

Dennis Fairchild, Illustrated by Katie Vernon



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**7/27/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473274

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

184

Key Selling Points:

- **New edition of a major backlist success.** The original *Palm Reading* mini book has netted 270,000 copies and continues to sell across channels. This new edition brings a fresh design and new ISBN to that backlist champion.
- **Mystical minis sell well across accounts!** Magical minis are strong sellers for RP, from classics (the original *Dreams* mini book, *Runes*) to recent hits (*Everyday Tarot Mini Tarot Deck*, *Himalayan Mood Lamp*). These minis work beautifully in all kinds of accounts and sell year-round.
- **Part of a renewed push for mini books.** We've ramped up our mini book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This mini book joins *Dreams*, *Crystals*, and *Essential Oils* to bridge that program and our thriving magical list.
- **Fresh illustrations and giftable package.** This edition of *Palm Reading* will feature newly commissioned, modern artwork from celebrated illustrator Katie Vernon and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

**Explore the magic and the mystery of palm reading in this fully-illustrated**

# Desktop Horseshoes

Lindsay Rosoff



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**6/15/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499465

BISAC Category:

Antiques & Collectibles / Sports

Pages:

40

Key Selling Points:

- **Sales of our Desktop Sports mini kits are stronger than ever.** From the more traditional (*Finger Soccer* and *Desktop Boxing*) to the quirky (*Desktop Tetherball*), our Desktop Sports kits are selling extremely well in a wide variety of accounts.
- **Part of RP Minis backlist initiative.** We are selectively refreshing packages of mini kits that are in need of updating with fresh new designs and illustrations to keep them relevant and appealing to today's consumer. **Please note:** the components in this kit will remain the same as the original kit.
- **A popular pastime.** Horseshoe pitching is a fun, stress-relieving activity that conjures relaxing days in the backyard. The mini-sized components make this kit portable, but it's also highly playable--makes a fun office distraction!
- **Perfect for Father's Day promotions.** This kit releases just in time for Father's Day.

**Bring the fun of horseshoes indoors with this miniature desktop version of the classic game!**

# Disney Villains Enamel Pin Set

Mary Strong



**\$13.95/\$18.50 Can.**

**Paperback**

**100K**

**6/8/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472826

BISAC Category:

Antiques & Collectibles / Buttons & Pins

Pages:

48

Key Selling Points:

- **Nostalgic brand with continued relevance.** Disney Villains have featured in Disney classics and allured fans for decades. The Villains have been given a stronger spotlight (and back stories) in recent years, with the *Maleficent* films seeing huge success at the box office and merch cropping up celebrating the darker side of Disney. The @disneyvillains Instagram has 915K followers, and the Disney Villains Facebook page has 4.6M fans.
- **Multiple sell-in opportunities.** This kit is timed to release in advance of the highly anticipated *Cruella* live-action film, releasing in May 2021 and starring Emma Stone as Cruella De Vil. Disney also heavily promotes the Villains property each year at Halloween and in February for Villains Day -- an "anti-Valentine's Day" activation.
- **Proven success in publishing.** The *Art of Coloring: Disney Villains* coloring book sold more than 200K copies since 2016, and Disney Press's Villains Series for young adult readers continue to sell strongly. This is a property that translates well to merch and publishing, and a property that adult fans want more of.

# Desktop Fire Extinguisher

Sarah Royal



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**6/8/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473731

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

- **Humorous stress-relieving kits sell well.** Other homegrown humor kits with a stress-relief angle (*Desktop Boxing, Brain Fart*) have strong sales. This kit is a fun addition to the category and should backlist well with stress management a perennial topic.
- **One-of-a-kind component with unique package.** The mini fire extinguisher replica is a must-have item for desks everywhere--who doesn't need a fire extinguisher at the ready? The unique packaging will mimic a classic fire extinguisher case with "In Case of Emergency" printed on the window box.
- **A great gag gift.** It's the perfect gift for co-workers and holiday White Elephant gift exchanges.

Also Available:

- BEST GRAB BAG GIFTS 8-copy mini kit counter display/prepack: buy 7 get 1 free
- BETTER GRAB BAG GIFTS 12-copy mini kit counter display/prepack: buy 10 get 2 free

# Phrenology Dog: Read Your Dog's Mind!

Brenna Dinon



**\$9.95/\$12.50 Can./ £7.99 UK**

**Paperback**

**20K**

**6/8/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472666

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Companion to our other successful phrenology kit.** Following in the footsteps of our successful *Phrenology Cat*, dog lovers everywhere will enjoy trying to figure out what their dog is thinking. *Phrenology Dog* also makes a handsome companion to *Phrenology Cat* for people with both types of pets.
- **Perfect for home or the office.** This kit can display all the quirky traits and characteristics that make your dog so special. This is a great way to put your love for your dog on display.
- **Strong addition to our other popular dog kits** like *Desktop Dog Park* and *Doggos Doing Things*.

**Read your dog's mind with this adorable companion to the *Phrenology Cat* miniature kit.**

Have you ever wondered why your dog acts a certain way or does strange things? Now with the *Phrenology Dog* kit you can find and label where in your dog's brain



# Chonk Cats Nesting Dolls

Jessie Oleson Moore



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**5/25/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472628

BISAC Category:

Pets / Cats

Pages:

32

Key Selling Points:

- **RP cat kits sell well.** This kit follows in the footsteps of other Running Press bestselling cat kits such as *Cats on Catnip: A Grow-Your-Own Catnip Kit*, *Lucky Cat*, *Cat Butts*, *Phrenology Cat*, *Zen Garden Litter Box*, and of course, our two *Pusheen* kits. Combined they have sold more than 500,000 units.
- **An internet sensation.** Since going viral on the internet and on YouTube, images and videos of chonk cats have been appealing to cat lovers everywhere. Chonk cats have been featured on many websites including *The Guardian*, *Reddit*, *The Daily Mail*, *PopSugar*, and more, as well as the well-known This Cat Is Chonky Facebook page. This mini kit will appeal to an entire generation of chonk cat fans young and old alike, but especially to millennials.
- **A fun gag gift.** Perfect for your home or the office, cat lovers and chonk cat enthusiasts can show off their love for these chubby felines with this one-of-a-kind collectible set of nesting dolls. It makes a fun gift for yourself or all the cat lovers in your life.
- **Cat people love buying cat things.** It's no secret that cat people are a little obsessed when it comes to buying things about cats -- the funnier the better. From cat humor books to cat calendars, cat owners are always looking for new products to celebrate their furry felines and let everyone know how much they love their kitty.

# Dealbreakers: A Game About Relationships

Anna Faris



**\$30.00/\$38.00 Can./£25.00 UK**

**Game**

**25K**

**5/11/2021**

Announced 1st Print

On Sale

Imprint:

RP Studio

ISBN:

9780762472932

BISAC Category:

Games & Activities / Card Games

Pages:

32

Key Selling Points:

- **Anna Faris is a major star, with consistent paths for promotion.** Anna Faris currently stars on the hit comedy series *Mom* (CBS) and receives over a million downloads each week for her top-rated podcast *Unqualified*, on which this game is based. Anna also has over 2M Instagram followers and 459K Twitter followers on her personal platforms, plus an additional 224K Instagram followers for the *Unqualified* account. Anna will use these channels, as well as her regular appearances on late-night talk shows, to promote the *Dealbreakers* game.
- **Card-based games are extremely popular.** Card games are having a huge cultural moment. This game -- in the style of *Cards Against Humanity* or *Apples to Apples* -- will appeal strongly to fans of hit games like *What Do You Meme?* and *Hot Seat*. These games are carried in a wide variety of physical and online accounts.
- **Deluxe package, including book, for added value.** The *Dealbreakers* game will be housed in a keepsake, metallic closure box, distinguishing it from comparable products. It will also feature, in addition to the cards for game-play, a full-color, 112-page flexi book with additional games and activities, short essays, and advice from Anna herself.

# The Office: Talking Button

Andrew Farago, Shaenon K. Garrity



**\$12.95/\$16.50 Can.**

**Paperback**

**30K**

**4/27/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762498376

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

- **The Office is hotter than ever.** Demographics young and old alike have *The Office* fever and the show is arguably more popular now than ever before, thanks in part to streaming and off-network syndication. The multi-award-winning comedy series boasts a loyal fan base of over 9.7M followers across social media and recently topped the Nielsen list at 52.1B minutes streamed on Netflix alone.
- **The Office merchandise sells well.** As its large fan base continues to grow, popular merchandise includes Funko, board games, apparel (it's the #1 license at major department stores), a calendar, a planner, and a journal. Other collaborations in the works include Oreo, Auntie Anne's, What Do You Meme?, and Nerf. This first-of-its-kind talking button will be a welcome addition to the market and will coincide nicely with the show's 15th anniversary celebration.
- **A beloved brand meets our popular talking button format.** We've had success with other licensed mini kits that feature a talking button (see comp grid). This kit is sure to stand out in the market with its unique button shape -- a stapler in Jell-O (Jim's notorious prank on Dwight) -- and signature fun phrases from all your favorite characters at Dunder Mifflin.
- **Part of a larger *The Office* program.** Running Press is excited to bring *The Office: Talking Button* to the market alongside a suite of other products

# Parks and Recreation: Talking Waffle Button

Shaenon K. Garrity, Andrew Farago



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**30K**

**4/27/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762498413

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

- ***Parks and Recreation* is hotter than ever.** Viewers young and old alike have fallen in love all over again with the lovable, quirky staff of the Parks Department of Pawnee, thanks in part to streaming and off-network syndication. *Parks and Recreation* has received numerous awards and nominations including a Peabody and a Golden Globe (Amy Poehler).
- ***Parks and Recreation* merchandise and books sell well.** As its large and loyal fan base continues to grow, merchandise like bobbleheads and collectibles, t-shirts and apparel, key chains, mugs, greeting cards, and books (*Pawnee*: 109,722 copies sold) remain popular.
- **A beloved brand meets our popular talking button format.** We've had success with other licensed mini kits that feature a talking button (see comp grid). This one-of-a-kind kit is sure to stand out in the market with its unique button shape -- a plate of waffles and whipped cream (Leslie's favorite food) -- and signature fun phrases from all your favorite characters from *Parks and Recreation*.
- **Part of a larger *Parks and Recreation* program.** Running Press is excited to bring *Parks and Recreation: Talking Waffle* to the market alongside a suite of other *Parks* products including the *Parks and Recreation: On Waffles, Friends, and Work* mini book and *Parks and Recreation: You Perfect Sunflower: A Fill-In*

# Crayola Crayon Magnets

Crayola LLC



**\$10.95/\$12.50 Can.**

**Paperback**

**15K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762470730

BISAC Category:

Art / Popular Culture

Pages:

32

Key Selling Points:

- **Powerful, iconic brand.** Crayola has an astonishing 99% total brand awareness, sells in more than 100 countries, and produces 2.5 billion crayons every year. The brand has more than 4 million followers across their various social platforms.
- **Huge nostalgic appeal.** Brands like Clinique, Sally Hansen, and Dutch Boy paint have rolled out Crayola-inspired lines geared toward adults to great success, and this kit appeals to a consumer who's aged out of using crayons but still loves the colorful brand.
- **Part of a robust product suite.** We are excited to parlay Crayola's success in children's products and publishing into new markets. This season's Crayola Crayon Magnets and sticky note set join two previous RP Studio titles, a mini kit, a guided journal from RP Kids, and three books from Black Dog and Leventhal.
- **In line with successful art-themed kits.** We've seen great success with our art-themed minis such as *Bob Ross by the Numbers* (196K gross), *Bob Ross: Happy Little Puzzles* (70K gross), and *PANTONE Magnet Set* (16K gross),

# The Office Answer Wheel: Give It a Spin!

Andrew Farago, Shaenon K. Garrity



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499427

BISAC Category:

Games & Activities / Travel Games

Pages:

40

Key Selling Points:

- **Latest installment in our bestselling desktop games series.** Our miniature desktop versions of the world's most popular sports and games -- *Desktop Skee-Ball*, *Desktop Cornhole*, *Desktop Shuffleboard*, *Desktop Tetherball*, and many more -- are immensely popular, with over a million copies sold. Now fans can add *The Office Answer Wheel* to their collection.
- **A fun addition to any home or office.** Does your boss, officemate, or family member have an important question for you? If your mood is as changeable as the forecast and you're sick of pestering questions and assignments, this colorful spinning wheel with a "tic tic" sound helps determine your asker's fate. Simply give the wheel a gentle spin and see what answer the arrow lands on.
- **An iconic carnival game.** The classic prize wheel is often found at fairs, arcades, and amusement parks across the country and appeals to carnival-goers of all ages. With the nostalgic appeal of a prize wheel, this mini desktop version with a sarcastic twist makes for a fun office distraction and is the perfect size for a mantle or desktop.
- **Caters to a wide audience.** Adults of all ages who are sick of being bothered will enjoy this satisfying pastime -- just spin the wheel!

# I Love Lucy: Lucy Ricardo Talking Bobble Figurine

Elisabeth Edwards



**\$13.95/\$18.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762471775

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

- **I Love Lucy history at RP:** The Running Press backlist includes a rich history of *Lucy*-branded titles, with over 500,000 net copies sold.
- **Refreshed brand for 70th anniversary:** To celebrate leading up to the anniversary in 2021, CBS Consumer Products has taken over licensing for the brand with a revitalization plan involving brand-new product launches (apparel, makeup, and Funko dolls confirmed), new style guides to give product a fresh look, and stunts such as a Fathom Events partnership that brought colorized episodes into sold-out theaters in August 2019 for Lucille Ball's birthday.
- **Part of a product suite:** This title follows *The Official I Love Lucy Cookbook* and *I Love Lucy: Best Friends Forever (A Fill-In Book)* on the Fall 20 list. It's also part of our thriving RP Minis program, joining other evergreen licensed properties including Harry Potter, Friends, Mister Rogers, and The Golden Girls.
- **A One-of-a-Kind Collectible:** Perfect for Lucy's devoted fans, this bobbling figurine is a unique collectible that celebrates Lucy's iconic style.
- **Watch it anytime:** *I Love Lucy* is available on Hulu, the Hallmark channel, Amazon, and CBS all-access.

# Desktop Confessional

Jackson Menner



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472246

BISAC Category:

Humor / Form

Pages:

32

Key Selling Points:

- **Religious Humor-Themed Minis Sell Well.** This kit joins other slyly humorous religious collectibles in the market that have sold well, including RP's *Dancing with Jesus Bobbling Figurine* and *Pope Francis Bobblehead* mini kit. It is the perfect gift for Christians, particularly Catholics, of all ages.
- **Unique Component with Light and Sound.** This mini confessional features a pressure-activated "kneeler" that absolves consumers with a hearty "You are forgiven". Paired with this sound element is a light-up screen behind the confessional's curtain, adding humor and value for consumers.
- **Funny, Respectful, and Easily "Gettable."** This tiny replica of a classic confessional will be instantly recognizable to consumers, and can add a touch of fun to any desk while still maintaining an appropriate level of reverence for religious traditions.

**Absolve your sins from the comfort of your office with the *Desktop Confessional*, a charming mini replica of the classic confessional booth that is always here to say "You are forgiven!"**



# Tiny Alarm Cock

Garrett Smith



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472222

BISAC Category:

Antiques & Collectibles / Clocks & Watches

Pages:

32

Key Selling Points:

- **New humorous animal mini.** Following in the footsteps of *Screaming Goat*, this mini kit takes another popular animal and brings it to the mini list with a one-of-a-kind figurine with a hilarious sound feature and cheeky title.
- **A great gag gift.** Whether it's for someone who is always running late or who just really loves roosters, this mini kit captures the essence -- and sounds -- of this early riser into a one-of-a-kind gift that is sure to grab the attention of anyone who sees -- or hears -- it.
- **Appeals to millennials.** Humorous and obnoxious animals have become a staple of internet memes and on websites such as Reddit, Imgur, or YouTube and the rooster is no exception. Both practical and humorous, this kit speaks to the same millennial audience that enjoys our *Screaming Goat* and *UFO Cow Abduction* mini kits.

**Cock-a-doodle-do! Time to stop hitting that snooze button and shake up your mornings with this wacky new alarm clock!**

# BuzzFeed Oracle Cards: Deck and Guide Book for Your Past, Present, and Future

BuzzFeed



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499366

BISAC Category:

Games & Activities / Trivia

Pages:

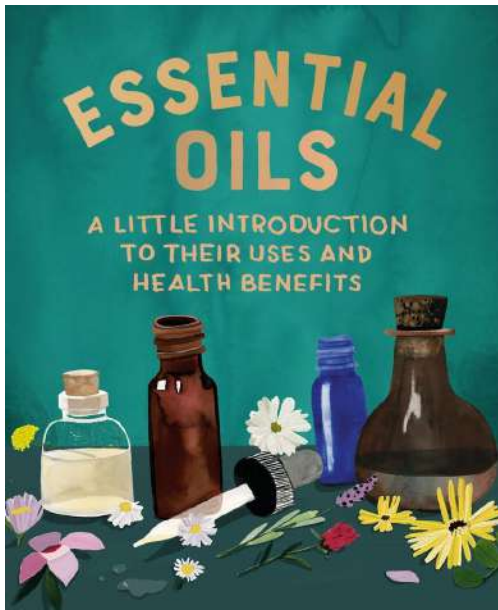
48

Key Selling Points:

- **BuzzFeed's global reach is huge.** With over 19.7M YouTube subscribers, 5.1M Instagram followers, 6.5M Twitter followers, and 12M followers on Facebook, BuzzFeed is the leading independent digital media company delivering news and entertainment to millions of people around the world. Their original content generates more than 9B global monthly views and has a reach of over 790M people across the globe. This authorized kit will be fully supported by BuzzFeed and their marketing team.
- **A unique, giftable format.** For years BuzzFeed's astrology readings and future predicting quizzes have made their rounds on social media and gone crazy viral. Now their fun and super shareable content will be turned into an oracle deck featuring 100 cards, a 48-page guide book, and packaged in a handsome magnetic closure box. The small size makes it perfect for gift-giving and stocking stuffers.
- **Oracle decks are trending.** Tarot and oracle decks have seen a surge of interest recently and can be found prominently in gift and specialty accounts and other retailers. This first-of-its-kind BuzzFeed-branded oracle deck with its smaller portable size and bold, graphic design with stunning illustrations will stand out in the market.
- **Running Press's mystical kits sell well.** From backlist favorites like *Runes*

## Essential Oils: A Little Introduction to Their Uses and Health Benefits

Cerridwen Greenleaf



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472659

BISAC Category:

Body, Mind & Spirit / Reference

Pages:

160

Key Selling Points:

- **Essentials oils are more popular than ever before.** As alternative medicine has gone mainstream, essential oils have been in the spotlight as more people turn to alternative therapies to manage ailments such as stress, anxiety, aches, and more. Today, essential oils can be found everywhere from new age shops to well-known department stores to gift and specialty shops.
- **Latest addition in our growing mini book series on timely topics such as mindfulness, mysticism, and self-care.** Mind/body/spirit minis are strong sellers for RP from backlist classics such as *Palm Reading*, *Tarot*, and *The Mini Book of Mindfulness*, and hit on current trends in the market. This pocket-size companion to essential oils joins our upcoming *Dreams* and *Crystals* mini books in a new series that features contemporary, unjacketed hardcover bindings, matte finishes, and special touches to make perfectly giftable packages.
- **Mind/body/spirit minis sell well across accounts.** Mind/body/spirit mini books perform well at multiple accounts year-round and are a great fit for Mother's Day, birthdays, or just because.

# The Golden Girls: Talking Button

Christine Kopaczewski



**\$12.95/\$16.50 Can.**

**Paperback**

**75K**

**4/6/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499144

BISAC Category:

Performing Arts / Comedy

Pages:

32

Key Selling Points:

- **The Golden Girls is beloved.** *The Golden Girls* airs in syndication on Logo TV, the Hallmark Channel, and TV Land, and streams on Hulu, where it has found new audiences that span generations. A pop-culture mainstay with regular coverage in the media, the show has more than 1.8M followers on Facebook.
- **Big at retail.** *Golden Girls* licensing has been blasting off and there is no sign of slowing down. This giftable talking button kit will sit nicely next to other successful products in print including the *New York Times* bestseller *Golden Girls Forever*, *Art of Coloring: Golden Girls*, *The Golden Girls Mad Libs*, and our first *Golden Girls* mini kit, *The Golden Girls Magnet Set*. Popular merchandise includes *Golden Girls Clue*, *Golden Girls Monopoly*, Funko Pop dolls, shirts, mugs, blankets, drinkware, and more.
- **Part of Running Press's growing Golden Girls program.** *The Golden Girls* is a hot property for Running Press, starting with *The Golden Girls Magnet Set* (160k copies sold), *You Are My Golden Girl: A Fill-In Book* (19k copies sold), the *Forever Golden* slip-cased box set (20k copies sold), and *The Golden Girls: A Guided Journal* (June 2020). Forthcoming titles include *The Golden Girls: Trivia Deck and Episode Guide* (Fall 2020) and *The Golden Girls: Finger Puppets* (Fall 2021).

# Bob's Burgers Magnet Set

Robb Pearlman



**\$10.95/\$14.50 Can./£7.99 UK**

**Paperback**

**50K**

**3/9/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762473786

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

- **Bob's Burgers movie coming to theaters:** The highly anticipated first *Bob's Burgers* movie is slated for release April 9, 2021.
- **Follow-up to success:** our *Bob's Burgers Talking Burger Button* mini kit has sold 56,000 copies.
- **Already a hit in bookstores:** The *New York Times* bestselling *Bob's Burgers Cookbook* has sold more than 300,000 copies, according to the publisher.
- **10 seasons strong:** The Emmy Award-winning show is still going strong 10 seasons in, airing new episodes as part of Fox's famed Sunday evening lineup.
- **Available all the time:** Watch it whenever on Hulu, or catch its many reruns on Fox, the CW, or Cartoon Network.

**This magnetic set of scenes, characters, and icons allows you to create your own Bob's Burgers adventures! Kit includes:**

- 25 magnets featuring characters and icons from the show
- Two-sided backdrop to build your *Bob's Burgers* scenes—at the restaurant and on the street outside

# Desktop Basketball: Slam Dunk!

Shoshana Stopek



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**3/2/2021**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472253

BISAC Category:

Sports & Recreation / Basketball

Pages:

40

Key Selling Points:

- **Sales of our Desktop Sports mini kits are stronger than ever.** From the more traditional (*Finger Soccer* and *Desktop Boxing*) to the quirky (*Desktop Tetherball*), our Desktop Sports kits are selling extremely well in a wide variety of accounts.
- **Part of RP Minis backlist initiative.** We are selectively refreshing packages of mini kits that are in need of updating with fresh new designs and illustrations to keep them relevant and appealing to today's consumer. **Please note:** the components in this kit will remain the same as the original kit.
- **Basketball is America's 2nd favorite sport.** More Americans play basketball than any other team sport, with over 26 million players, and it's the #1 sport among American youth with both boys and girls.
- **Timed to coincide with March Madness.** This kit goes on-sale just in time for the NCAA Division I men's basketball tournament, one of the biggest and most exciting events in all of sports.
- **Basketball is a global sport.** A total of 213 nations are members of the International Basketball Federation (FIBA), so there is great potential for international sales as well.
- **Perfectly portable, low priced gag gift for the millions of basketball fans of all ages.** The mini-sized components make this kit very portable, but

# Bananya: Talking Figurine and Sticker Book

## Crunchyroll



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**18K**

**12/22/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497997

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

16

Key Selling Points:

- **New Season!** The second season of the popular anime -- titled *Bananya and the Curious Bunch* -- is set to air in late Fall 2019 and will include 20 new characters. This kit is perfect for new and returning fans!
- **Lots of Bananya merchandise in the market.** There is tons of merchandise for fans including apparel, stationery, kitchenware, keychains, slippers, pins, stickers, plushies, umbrellas, mugs, and more that sell well across all channels.
- **Support from Crunchyroll.** *Bananya* has expanded from Japan and become a global sensation with the help of Crunchyroll and its 30M social media followers and 45M+ active subscribers. Crunchyroll has featured *Bananya* at AnimeExpo, Crunchyroll Expo, New York Comic Con, and Anime NYC.
- **A fun component with motion and sound features.** *Bananya* or "banana cat" (the word is a portmanteau of banana and "nya" the Japanese word for "meow") has quickly become everyone's favorite anime kitty. This one-of-a-kind figurine includes peel-able banana sections that activate a sound chip when separated from the top. *Bananya* fans will love it when he is revealed and says "Nya!"

# Harry Potter: The Monster Book of Monsters: It Roams and Chomps!

Donald Lemke



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**75K**

**12/8/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497171

BISAC Category:

Juvenile Fiction / Monsters

Age Range:

Ages 8 And Up, Grades 3 to 17

Pages:

48

Key Selling Points:

- **Magically successful series:** 4 million in net sales across Running Press's Harry Potter titles.
- **2020 = Year of Magical Creatures:** The primary tentpole for the brand in 2020 is magical creatures, with themed events, social media activity, and retail support running throughout the year. *The Monster Book of Monsters* ties perfectly to this initiative.
- **Most deluxe mini kit of all:** This one-of-a-kind product will have our most deluxe features yet -- audio and movement, both of which are prompted by "magical" sound-activation -- warranting a new \$14.95 price point.
- **Harry Potter fans as engaged as ever:** With new experiences such as illustrated editions of the original books, a stage play, *Fantastic Beasts* movies, and more, brand engagement with all things Harry Potter remains strong. A passionate base of fans spanning all ages continue to immerse themselves in product and experiences.



# Mitchiri Neko: Magnetic Cats: Magnetic Cats

## Crunchyroll



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**18K**

**11/10/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762498000

BISAC Category:

Humor / Form

Pages:

32

Key Selling Points:

- **A growing brand.** *Mitchiri Neko* first came into the spotlight when its animated short "Mitchiri Neko March" went viral on YouTube with over 12.6M views. Since then its first season aired on Crunchyroll and the show produced 3 mobile games (with over 2M downloads) as well as Japanese manga based on the carefree (and a little surreal) lives of these quirky cats.
- **Support from Crunchyroll.** *Mitchiri Neko* has expanded from Japan and become a part of the Japanese cat and kawaii sensation with the help of Crunchyroll and its 30M social media followers and 45M+ active subscribers.
- **Tapping into the Japanese "kawaii" cat aesthetic.** *Mitchiri Neko* is part of the popular trend of kawaii (cute) cats that has become a huge presence in the retail space -- in both mass and specialty accounts -- with everything from publishing to apparel, home goods, collectibles, stationery, and more. Popular kawaii cat brands are Pusheen, Hello Kitty, Bananya (upcoming kit in Fall 20), Neko Atsume, KleptoCats, and more.

# Glow 'n' Bowl: With Lights and Sound!

Andrew Farago



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**11/10/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497195

BISAC Category:

Sports & Recreation / Bowling

Pages:

32

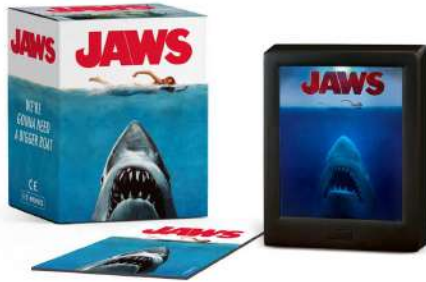
Key Selling Points:

- **Midnight bowling is nostalgic.** Whether you call it midnight bowling, cosmic bowling, rock 'n' bowl, or another name completely, this bowling game has nostalgic appeal and brings back fun memories for a lot of people. Today, bowling is played by 100M people in more than 90 countries and midnight bowling can still be found all over the US.
- **Fun, unique components.** This one-of-a-kind kit features a unique glow 'n' bowl spin and is a throwback to Saturday night at the lanes. With a rollout alley including glow-in-the-dark features, 6 glow-in-the-dark pins, a bowling ball, rainbow flashing lights and disco music, you'll be ready to roll!
- **Latest installment in our desktop games series.** Our miniature desktop versions of the world's most popular sports and games -- *Desktop Skee-Ball*, *Desktop Cornhole*, *Desktop Shuffleboard*, *Desktop Tetherball*, and many more -- are immensely popular, with over a million copies sold. Now fans can add *Glow 'n' Bowl* to their collection.

**Bring a beloved pastime to your desktop with a glow-in-the-dark twist! This striking kit includes a bowling lane, lights and music, pins, and a bowling ball.**

# Jaws: We're Gonna Need a Bigger Boat

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**10/27/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497065

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

48

Key Selling Points:

- **Celebrating 45th anniversary in June 2020.** This anniversary is sure to attract media attention and our collectible is a perfect tie-in and gift for fans. The movie is also played on television and streaming services over the summer months. The kit is a strong choice for summer promotions and for fans of the movie and the nostalgia that comes with it.
- **He's one of the most iconic "natural" villains in pop culture.** Due in part to the spine-tingling score that accompanies him, this Great White is one of the most recognizable horror movie villains. Our deluxe kit shows off Bruce -- the name that Steven Spielberg gave the animatronic shark they used for the film -- in all his glory. With a single press of a button, you can play the iconic *Jaws* theme and bring a little bit of Amity Island to your home or office.
- **A highly successful franchise.** The franchise has grossed \$800 million worldwide. The original movie is a 3 time Academy Award winner and was the highest-grossing film of all time in 1975.

# Friends: Central Perk Light-Up Sign

Michelle Morgan



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**60K**

**10/13/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497898

BISAC Category:

Performing Arts / Comedy

Pages:

48

Key Selling Points:

- **A rediscovered hit:** It's always been a nostalgic favorite, but the fans that have discovered the show on Netflix have massively raised its profile, driving demand for new merchandise, including a line of *Friends*-inspired furniture at Pottery Barn, an apparel collection from Ralph Lauren, and successful recent books. In 2020, the series moved from Netflix to WarnerMedia's new streaming service, HBO Max.
- **Part of *Friends* suite:** Since late 2017, our *Friends* mini book (first published in 2012) has seen a huge spike in sales. We're continuing our *Friends* line with a fill-in book in Fall 2019, the *Friends A to Z Guide and Trivia Deck* in Spring 20, and this mini kit for Fall 2020.
- **Popularity of Central Perk:** This kit spotlights Central Perk, the famed *Friends* hangout and iconic set that has taken on a life of its own with real-life pop-up shops inspired by the show appearing in major cities.
- **International appeal:** *Friends* is the #1 show used to learn English globally!

**Bring the warmth and fun of Central Perk to your home or office with this special light-up version of the iconic coffee shop sign from *Friends*.**

# Wacky Waving Inflatable Tube Elf

Sam Stall, Illustrated by Gemma Correll



**\$14.95/\$19.50 Can./£11.99 UK**

**Paperback**

**150K**

**10/13/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497874

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **A match made in mini heaven!** Our *Wacky Waving Inflatable Tube Guy* mini kit has grossed 390K copies since Fall 2018, and we had to secure a second factory to keep up with demand. Creating a Christmassy version of the uberpopular component is sure to spell success: Christmas minis are some of our bestselling kits year after year.
- **Builds on Tube Guy's popularity.** Buzzfeed and other pop-culture sites continually feature our mini kit in gift guides (especially in Q4), and fans frequently share videos on social media of the *Wacky Waving Inflatable Tube Guy* in their homes. We hope to see the same love for Tube Elf.
- **Holly, jolly flailing fun!** This kit's cheery festive packaging and unique elf-themed component make this the perfect stocking stuffer, white elephant gift, or last-minute present for anyone on your list.
- **Part of wacky, growing product suite.** In addition to our two backlist titles, this kit joins three other wacky projects on Fall 2020: *The Wacky Waving Inflatable Tube Guy Saves Christmas* on RP adult, and the tube guy-inspired journal and sticky notes on RP Studio. The growing suite offers ample

# Kingdom Hearts Heroes of Light Magnet Set: With 2 Unique Poses!

Nick Perilli



**\$12.95/\$16.50 Can.**

**Paperback**

**20K**

**10/13/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499441

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

64

Key Selling Points:

- **Successful video game franchise with worldwide reach.** As of February 2019 the series has shipped more than 30 million copies worldwide and has, repeatedly, been the highest selling console game in North America. *Kingdom Hearts III* was released worldwide in January 2019, and sold over 5M copies within its first week of release, becoming both the fastest-selling and best-selling game in the series' history.
- **Passionate, nostalgia-driven fan base.** A mash-up of the revered *Final Fantasy* series and beloved Disney characters, this game has wide appeal for video game and pop culture fans. While rated E (for everyone)10+, the foundation of its fanbase are gamers that are in their mid- to late twenties. The first game came out in 2002 and so many fans have grown up playing the series.
- **Merchandise in a variety of accounts.** Currently there is merchandise of all kinds at Boxed Lunch, Game Stop, Hot Topic, Barnes & Noble, and Target (just to name a few) and fans are always hungry for anything regarding the game series, as evidenced by all of the unique items available on Etsy and Society6. Yen Press publishes the manga and light-novels, which have sold an estimated

# Desktop Football: Touchdown!

Sarah O'Brien



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**50K**

**10/6/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762499458

BISAC Category:

Sports & Recreation / Football

Pages:

48

Key Selling Points:

- **Sales of our Desktop Sports mini kit are stronger than ever.** From the more traditional (*Finger Soccer* and *Desktop Boxing*) to the quirky (*Desktop Tetherball*), our Desktop Sports kits are selling extremely well in a wide variety of accounts (sales on comp grid).
- **Part of RP Minis backlist initiative.** We are selectively refreshing packages of mini kits that are in need of updating with fresh new designs and illustrations to keep them relevant and appealing to today's consumer. **Please note:** the components in this kit will remain the same as the original kit.
- **Football is America's favorite sport.** American football has 1.1 million high school football players and nearly 70,000 college football players, making it the most popular sport in the United States. The annual Super Bowl accounts for 9 out of the top ten most watched broadcasts in U.S. television history, with nearly 99 million people who watched in 2019.
- **Perfectly portable, low priced gag gift for the millions of football fans of all ages.** The mini-sized components make this kit very portable, but it's also highly playable--makes a fun office distraction!

# The Office: Antics and Adventures from Dunder Mifflin

Christine Kopaczewski



**\$6.95/\$8.50 Can.**

**Hardcover**

**15K**

**9/29/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762498352

BISAC Category:

Performing Arts / Television

Pages:

152

Key Selling Points:

***The Office* is hotter than ever.** Demographics young and old alike have *The Office* fever and the show is arguably more popular now than ever before, thanks in part to streaming and off-network syndication. *The Office* was and remains one of the most popular comedy series of all time. The multi-award-winning comedy series boasts a loyal fan base of over 9.7M followers across social media and recently topped the Nielsen list at 52.1B minutes streamed on Netflix alone.

***The Office* merchandise sells well.** As its large and loyal fan base continues to grow, popular merchandise includes Funko, board games, apparel (it's the #1 license at major department stores), key chains, mugs, a calendar, greeting cards, a planner, a journal, and a documentary on the making of the show on the way.

**Fun and humorous content.** *The Office* mini book will be packed with hilarious quotes and advice from all your favorite *Office* characters. Arguably one of the greatest TV shows of all time, this mini book is sure to be a fan favorite and will coincide nicely with the show's 25th anniversary celebration.

**Running Press's nostalgic mini books sell well.** Capitalizing on the appeal of popular cult TV shows and movies, from *Friends* to *Clueless*, Running Press's growing program of nostalgic mini books has proven to be a hit with fans. Releasing



# Parks and Recreation: On Waffles, Friends, and Work

Running Press



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**9/29/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762498420

BISAC Category:

Performing Arts / Television

Pages:

160

Key Selling Points:

- ***Parks and Recreation* is hotter than ever.** Demographics young and old alike have fallen in love all over again with the lovable, quirky staff of the Parks Department of Pawnee, thanks in part to streaming and off-network syndication. *Parks and Recreation* has received numerous awards and nominations including a Peabody and a Golden Globe (Amy Poehler).
- ***Parks and Recreation* merchandise and books sell well.** As its large and loyal fan base continues to grow, merchandise like bobbleheads and collectibles, t-shirts and apparel, key chains, mugs, greeting cards, and books (*Pawnee*: 109,722 copies grossed) remain popular.
- **Fun and humorous content.** The *Parks and Recreation* mini book will be packed with hilarious quotes and advice from your favorite *Parks* characters. One of the most hilarious TV shows of all time and one of the most watched shows on Hulu and Netflix, this mini book is sure to be a fan favorite!
- **Running Press's nostalgic mini books sell well.** Capitalizing on the appeal of popular cult TV shows and movies, from *Friends* to *Clueless*, Running Press's growing program of nostalgic mini books has proven to be a hit with fans. Releasing at the same time is *The Office* mini book.
- **Part of a larger *Parks and Recreation* program.** Running Press is excited to bring the *Parks and Recreation* mini book to the market alongside a suite of

# Gudetama: The Talking Lazy Egg

Sanrio



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/15/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469826

BISAC Category:

Comics & Graphic Novels / Humorous

Pages:

16

Key Selling Points:

- **Gudetama is a global force.** Gudetama has officially hatched outside Japan with launch parties worldwide that are attended by dozens of influencers and press. Some of the recent YouTuber celebrities that attended the latest launch party in the UK included PewDiePie, Charles Barker, Kitty Cowell, and more. Gudetama has a large online presence with more than 1M followers on its official social media channels.
- **Lots of Gudetama merchandise in the market.** There is tons of Gudetama merchandise for fans including apparel, stationery, kitchenware, keychains, slippers, pins, stickers, skateboards, plushies, umbrellas, mugs, and more that sell successfully in gift and specialty accounts and in the mass. Gudetama gift books include *Gudetama's Guide to Life*, *Eggsistential Thoughts by Gudetama*, and *Gudetama Mad Libs*.
- **A fun component with motion and sound features.** Gudetama ("lazy egg") has quickly become everyone's favorite can't-be-bothered character. This one-of-a-kind figurine includes a bacon blanket with a spring that can be retracted so it activates the sound chip. The lazy egg rotates through a series of eight signature phrases. Gudetama fans will love it!

# Aggretsuko Figurine and Illustrated Book: With Sound!

Sanrio



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/15/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469833

BISAC Category:

Comics & Graphic Novels / Humorous

Pages:

48

Key Selling Points:

- **Second season to air in 2019!** Three short months after the show's launch in April 2018, Netflix confirmed at AnimeExpo that there would be a second season of everyone's favorite heavy metal queen set to air in 2019. They also released a Christmas special episode (aptly titled "We Wish You a Metal Christmas") in December, to hold fans over until the new season, which was highly anticipated and well received by critics and fans alike.
- **Japanese animation trend.** From streaming platforms like Netflix to Crunchyroll and Funimation, to individual shows like *Naruto*, *Dragon Ball Z*, *Sailor Moon*, *My Hero Academia*, *Food Wars!*, *Pokemon*, *Cardcaptor Sakura*, and more, Japanese animation (anime) is growing exponentially in popularity and has become an important cornerstone in pop culture. *Aggretsuko* is a perfect example of a Japanese anime that has met wild success in Western markets because of this growing interest and love of anime.
- **Pop-up shops and collaborations.** The Den of Rage pop-up shops in Los Angeles and San Francisco are extremely popular (the Los Angeles shop extended its stay from 2 weeks to over a month due to its success) and offers fans a chance to experience *Aggretsuko*'s world. From her office desk to the

# Bob Ross: Happy Little Magnets

Bob Ross



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**75K**

**9/15/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762498260

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Continuing successful Bob Ross program:** We've sold more than 550,000 copies across our titles in the series, which encompasses a diverse range of books, stationery, and mini kits.
- **Bob Ross goes international:** New licensing deals announced for product in Australia/New Zealand. And in 2020, an exhibition of Ross's work will launch in cities across the US as well as Canada and Europe.
- **Bob Ross remains hot:** His *Joy of Painting* program launched on PBS in 1983, though today most enjoy it on Netflix, Hulu, or Twitch Creative. His fan base includes gamers and Millennials, complete with Bob Ross-related hashtags, memes, videos, and tributes everywhere from BuzzFeed to the *Wall Street Journal*.
- **Unique item for licensing powerhouse:** Fans clearly enjoy collecting Bob Ross products, with merch selling everywhere from B&N to Hot Topic, Spencer's, Urban Outfitters, Target, and more. This magnet set is a unique new offering of original designs.
- **A perfect gift:** Ideal stocking stuffer for the holidays or any gift-giving occasion.

# Sushi Cats Magnet Set: They're Magical!

Tange & Nakimushi Peanuts, Sam Stall



**\$10.95/\$13.50 Can./£7.99 UK**

**Paperback**

**18K**

**9/15/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497324

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **People love sushi cats!** Whether you're new to sushi cats or are already familiar with these fascinating felines, all ages alike will enjoy hearing the sushi cat story and will marvel at these magical wonders. The two licensed sushi cat videos have been viewed more than 700K times. Articles on sushi cats have been featured on Little Things, The Huffington Post, Laughing Squid, Mashable, Jezebel, and more.
- **Sushi cat merchandise is popular in the market.** There is already a handful of sushi cat merchandise in the market that has sold well including blind box key chains, posters, stickers, T-shirts, bookmarks, and socks, as well as a mobile app. This fun kit will be a welcome addition to the category.
- **RP cat kits sell well.** Running Press kits featuring cats, such as *Cats on Catnip*, *Lucky Cat*, *Cat Butts*, *Phrenology Cat*, *Zen Garden Litter Box*, and of course, our two *Pusheen* kits, have sold close to 500K units.
- **Running Press will also publish *Once Upon a Sushi Cat* for Fall 20.**

**Bring the magic of sushi cats to your fridge, office, or any magnetic surface with *Sushi Cats Magnet Set*.**

# Crayola Enamel Pin Set

Crayola LLC



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**9/15/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762470532

BISAC Category:

Art / Popular Culture

Pages:

48

Key Selling Points:

- **Powerful, iconic brand.** Crayola has an astonishing 99% total brand awareness, sells in more than 100 countries, and produces 2.5 billion crayons every year. The brand has more than 4 million followers across their various social platforms.
- **Huge nostalgic appeal.** Brands like Clinique, Sally Hansen, and Dutch Boy paint have rolled out Crayola-inspired lines geared toward adults to great success, and this kit appeals to a consumer who's aged out of using crayons but still loves the colorful brand.
- **Fantastic value.** Enamel pins -- hugely popular with generations X through Z -- commonly sell for \$10-15 *a piece*. This kit, which features three adorable pins, is an incredible value at \$12.95.
- **Part of exciting new partnership with Crayola.** We are excited to parlay Crayola's incredible success in children's products and publishing into new markets with mini kits (this one, plus a magnet set next year), RP Studio projects (a journal and fill-in book on this list, and a sticky note set next year), a guided journal from RP Kids, and three books from Black Dog and Leventhal.

# Doggos Doing Things Magnets

## Doing Things Media



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**20K**

**9/15/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762472093

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Animal kits sell!** *Doggos Doing Things Magnets* continue the strong success of magnetic animal kits such as *Pusheen: A Magnetic Kit* (93K gross) and perennial favorite *Cat Butts* (178K gross), as well as kits for dog lovers such as *Desktop Dog Park* (17K gross).
- **Devoted audience eager for more content.** The @doggosdoingthings Instagram page boasts 2 million engaged followers and expands its reach every day. Though the brand posts frequently, the account has transitioned to more video content, and fans will delight at these magnets featuring photos and captions that are true to the brand's meme roots.
- **Infused with unique internet humor.** These magnets pair adorable pictures of dogs with captions steeped in the doge/doggo language that is ubiquitous on the internet/social media and appeals especially to generations Y and Z.
- **A follow-up and complement to the Doggos book.** *Doggos Doing Things* (the book) publishes May 2020, whetting readers appetite for all things doggo. Following a few months later, this kit will prove an exciting companion to the RP book.

# Morphing Magical Creatures: A Lenticular Magnet Set

R. Chen



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**12K**

**9/1/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762496129

BISAC Category:

Fiction / Fantasy

Pages:

48

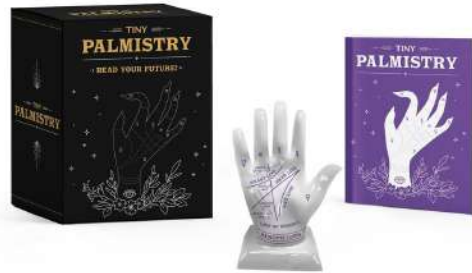
Key Selling Points:

- **Mystical creatures galore!** Magical creatures have been fascinating the masses for centuries, and their popularity is strong as ever. From dragons to mermaids to unicorns, fantastic creatures are seemingly everywhere -- from movies and social media to fashion and even hair and makeup trends -- and interest only seems to grow with each new "hot" creature.
- **Deluxe showcase package, unique new format.** Open the specially designed magnetic-closure miniature box and you'll find each magnet on display inside a plastic sleeve -- like a mystical photo album! The lenticular design on each magnet shows an everyday being transforming into a fantastical creature right before your eyes. It's the perfect gift for the fantasy or animal lover in your life.
- **In the tradition of successful magnetic kits.** Magnetic kits (such as *Cat Butts*, *emoji: A Magnetic Kit*, and *Pusheen: A Magnetic Kit*) give consumers a fun, easy way to work trends into their lifestyle and prove to be strong sellers year on year. This kit pairs the tried-and-true format with an intriguing, widely appealing subject matter.



# Tiny Palmistry: Read Your Future!

Nikki Van De Car



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/1/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762495184

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

48

Key Selling Points:

- **Mystical Kits Perform Well!** Recent releases, like *Practical Magic* and the *Everyday Tarot Mini Tarot Deck*, as well as backlist favorites like *Itty Bitty Buddha* and *The Witch's Spellbook*, show that mystical mini kits are consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.
- **A New Take on a Proven Mini Topic.** RP's original *Palm Reading* mini kit is a strong backlist seller, grossing nearly 130K copies since 2006. With a new deluxe package (including magnetic closure box and clear interior window), unique component, and contemporary art, *Tiny Palmistry* is sure to garner even more robust sales. This title will replace that backlist favorite.
- **A Popular Home Decor Component -- Made Mini!** Porcelain palmistry hands aren't just for the magically inclined! Larger hands are frequently featured in home decor stores and gift shops, and this adorable mini version will be a perfect complement for displays and merchandising opportunities.
- **Magic and Mysticism are Trending.** Magic and mysticism have received renewed positive attention in popular culture from celebrities like Gwyneth Paltrow, high-end brands like LA's Moon Juice, and countless publishers. This enthusiasm has translated to mass appeal, with crystals and fortune-telling -- including palmistry -- leading the charge.

# Disney Tim Burton's The Nightmare Before Christmas Cross-Stitch Kit

By (artist) **Tim Burton**



**\$10.95/\$13.50 Can.**

**Paperback**

**25K**

**9/1/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762495788

BISAC Category:

Crafts & Hobbies / Needlework

Pages:

32

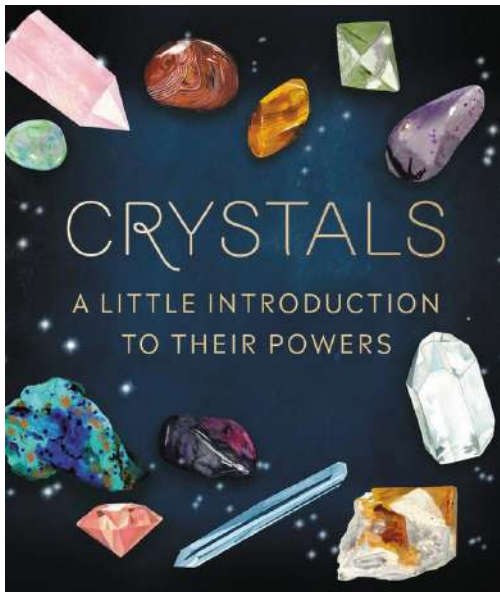
Key Selling Points:

- **Cult classic with staying power.** Celebrating its 25th anniversary in 2018, *Tim Burton's the Nightmare Before Christmas* was the first stop-motion animated film ever created, and it's grossed \$75M since its theatrical debut in 1993. The film is popular as ever with fans of all ages, with merch still selling in a wide variety of accounts.
- **Unique application of the film's cute, creepy art.** In the tradition of our *Pusheen: A Cross-Stitch Kit* as well as licensed holiday-themed kits, this mini gives fans a fun new way to enjoy and celebrate a beloved brand. With four patterns and all the materials needed to make three designs, it's a fun extension of the brand even cross-stitch newbies can enjoy.
- **Two holiday promotion opportunities.** Since the film celebrates both Halloween and Christmas, this kit has a unique opportunity to sell during both holiday windows (as well as year round).

**We're simply meant to be . . . cross-stitching! Bring Tim Burton's creepy,**

# Crystals: A Little Introduction to Their Powers

Nikki Van De Car, Illustrated by Anisa Makhoul



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**9/1/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497959

BISAC Category:

Body, Mind & Spirit / Crystals

Pages:

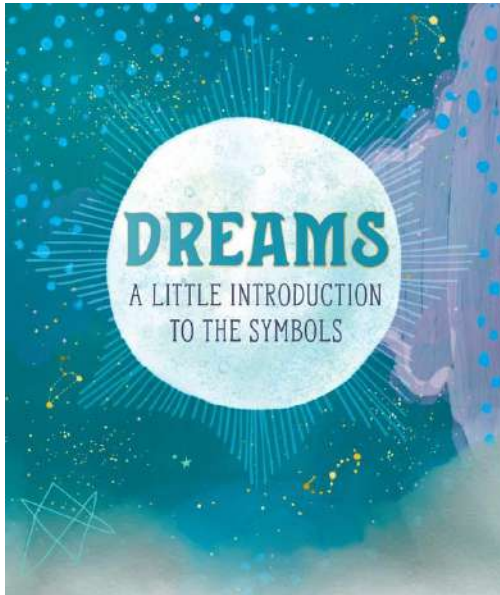
160

Key Selling Points:

- **Mini-book on a popular topic, by a powerhouse magical author.** Mystical books and products are hot, with crystals representing one of the most popular topic areas in the space. This tiny book is a perfect introduction, and is written by Nikki Van De Car -- author of *Practical Magic*, *Wellness Witch*, and other successful books in the category.
- **Mystical minis sell well across accounts!** Magical minis are strong sellers for RP, from backlist classics (the original *Dreams* mini book, *Runes*) to recent hits (*Everyday Tarot Mini Tarot Deck*, *Practical Magic*). These minis work beautifully in all kinds of accounts and sell year-round.
- **Part of a renewed push for mini-books.** We've ramped up our mini-book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This book and the accompanying *Dreams* mini-book bridge that program and our thriving magical list.
- **Fresh illustrations and giftable package.** This charmed package will feature newly commissioned, modern artwork and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

# Dreams: A Little Introduction to the Symbols

Illustrated by **Mara Penny**



**\$6.95/\$8.50 Can./£5.99 UK**

**Hardcover**

**15K**

**9/1/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497966

BISAC Category:

Body, Mind & Spirit / Dreams

Pages:

128

Key Selling Points:

- **New edition of a major backlist success.** The original *Dreams* mini-book has netted over 232,000 copies. This new edition brings that backlist favorite back into print with a new ISBN and fresh design.
- **Mystical minis sell well across accounts!** Magical minis are strong sellers for RP, from backlist classics (the original *Dreams* mini book, *Runes*) to recent hits (*Everyday Tarot Mini Tarot Deck*, *Practical Magic*). These minis work beautifully in all kinds of accounts and sell year-round.
- **Part of a renewed push for mini-books.** We've ramped up our mini-book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This book and the accompanying *Crystals* mini-book bridge that program and our thriving magical list.
- **Fresh illustrations and giftable package.** This edition of *Dreams* will feature newly commissioned, modern artwork and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.

**Explore the magic of dream interpretation in this fully-illustrated, A-to-Z miniature guidebook to the symbols and their meanings.**

# Desktop Strongman: Test Your Strength!

Derby Hawkins



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**9K**

**4/28/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497201

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

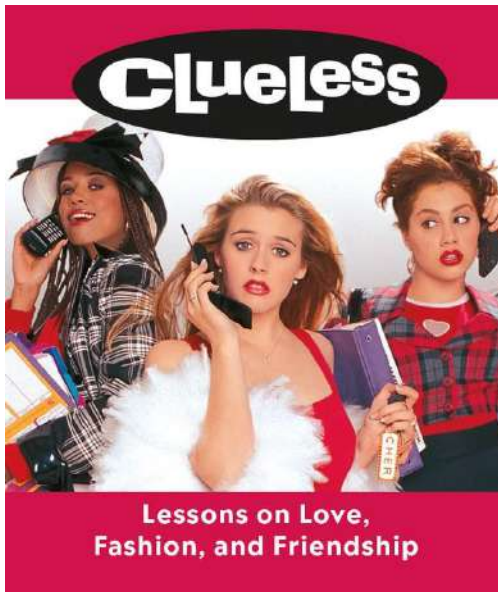
- **Latest installment in our bestselling desktop games series.** Our miniature desktop versions of the world's most popular sports and games are immensely popular, with millions of copies sold. Now fans can add *Desktop Strongman* to their collection.
- **An iconic carnival game.** Strongman is a classic game found at fairs, arcades, and amusement parks across the country and appeals to carnival-goers of all ages. With the nostalgic appeal of the game, this desktop version makes for a fun office distraction.
- **Fun, unique components.** The one-of-a-kind mini components include everything you need to test your strength and is the perfect desk accessory for inconspicuous yet effective stress relief. You can easily play on your desktop at your home or office -- consumers will love testing their strength.
- **Strong promotional opportunities.** A unique, playful kit that is a perfect fit for summer and fall promotions (during carnival and fall festival seasons) that will appeal to a wide variety of accounts.

Also Available:

• 12 COPY 6 DOCKET DESKTOP SPORTS FAVORITES MINI KIT

# Clueless: Lessons on Love, Fashion, and Friendship

Lauren Mancuso, Created by Amy Heckerling



**\$6.99/\$8.99 Can.**

**EPUB**

**4/7/2020**

On Sale

Imprint:

RP Minis

ISBN:

9780762497089

BISAC Category:

Humor / Topic

Pages:

144

**Quick tips, quotes, and full-color photos highlight this fabulous gift book inspired by the classic teen comedy *Clueless* (1995).**

Learn how to navigate the world with life lessons inspired by the most glamorous high-schooler in Beverly Hills, Cher Horowitz, her BFF Dionne, new pal Tai, and the entire crew from the greatest teen comedy of the '90s, *Clueless*. This mini book is filled with advice, quick tips, and quotes on dating, fashion, friendship, giving back, and so much more -- all illustrated ...

# Justice League: Morphing Magnet Set: (Set of 7 Lenticular Magnets)

Steve Korté



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469840

BISAC Category:

Comics & Graphic Novels / Superheroes

Pages:

64

Key Selling Points:

- **Continuing successful DC series:** We have sold 600,000 units across our DC Comics series. This first Justice League title from us gathers 7 of the world's most popular super heroes in one kit.
- **New format!** This is our first set of lenticular magnets -- showing "ordinary" people like Diana Prince and Bruce Wayne transforming into their superhuman alter egos. All 7 magnets will be visible in our first-ever "album" magnetic closure box, which allows the consumer to pick up and appreciate all the morphing characters, thus seeing the full value of the kit. This handsome format also doubles as a keepsake box for the book and magnets.
- **DC domination at the box office continues:** This kit will be timed with the release of the new Wonder Woman movie in August 2020. The next Batman film will follow in 2021.
- **Passionate fan base:** This kit stars not 1 but 7 characters who in their decades in comics, films, television, theme parks, and so much more, have built a true collector's fan base that buys merchandise of all kinds and engages in related experiences. These characters are staples at collector hot zones like ThinkGeek and Forbidden Planet.

# Doctor Who: Thirteenth Doctor's Sonic Screwdriver Kit: With Light and Sound!

Richard Dinnick

Doctor Who:  
The Thirteenth  
Doctor's Sonic  
Screwdriver Kit

**ON SALE  
APRIL 2020**

**\$12.95/\$16.50 Can.**

**Paperback**

**25K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762470327

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

- **Relaunching a bestselling minis series:** We've grossed 800,000 units of our existing Doctor Who mini kits (all of which remain in print). The time is right to bring the series back.
- **Doctor Who is hot again:** The new, female Thirteenth Doctor (portrayed by Jodie Whittaker) has truly revitalized the brand, with viewership up more than 50% from the previous series of the show in both the UK and US markets.
- **Fans love this component:** The Eleventh Doctor's Sonic Screwdriver was one of the most successful kits in our series (107,000 net). This new kit allows us to focus on the new Doctor, with a fan-favorite prop from the show, including light and sound! After action figures, the sonic screwdriver is the licensor's top-selling merch -- and this is the only mini.
- **Merchandising powerhouse:** From action figures to apparel, housewares, calendars, comic books, apparel, and collectibles of all kind, a passionate fan base of collectors drives demand for related merch. Doctor Who items currently sell at B&N, Books-a-Million, Think Geek, Hot Topic, FYE, Zulily, Game Stop, Diamond Comics, and much more.
- **A brand with staying power:** A BBC staple since 1963, through ebbs and flows *Doctor Who* remains the longest running sci-fi series.



# Desktop Surfing: With Gnarly Tunes!

Alan Goldsher



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762466603

BISAC Category:

Sports & Recreation / Water Sports

Pages:

48

Key Selling Points:

- **With interactive sound!** What better way to enjoy your time out on the waves than with some retro surf rock. As long as you maintain control the songs will play, but as soon as you wipe-out the music stops and you'll have to start all over again.
- **New addition to Summer Olympics in 2020!** While surfing will be making its debut at the 2020 Summer Olympics in Tokyo, Japan, surfing and surf culture has been making waves in popular culture since the early 20th century.
- **Great addition to our sports & activity series.** Over 2 million copies across the series sold! Following in the footsteps of *Finger Hockey*, *Finger Soccer*, *Desktop Golf*, and *Thumb Sumo*, *Desktop Surfing* combines the fun and activity of sports with the humor of its miniature size.
- **Great office distraction.** Feel the rise and fall of the wave, and build up your finger strength without having to look away from what you are doing with this humorous desktop accessory.

# Desktop Bocce Ball: This Is How We Roll!

Conor Riordan



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469444

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **The latest in our successful desktop games series.** Our miniature games kits see strong sales year after year -- our Desktop Skee-Ball kit has grossed more than 115,000 copies since 2017, and lawn game kit Desktop Cornhole has grossed 50,000 since 2016. Desktop Bocce Ball follows in this strong tradition, translating a beloved game from the outdoors to the desktop.
- **Bocce is hot!** Brooklyn bocce ball league members might be surprised to learn that no, they didn't discover the game: early iterations of the popular lawn sport date back to 5200 B.C.! The game hasn't changed much since then, and its popularity has remained strong -- bocce is commonly played on many a beach and at many a barbecue. In recent years, social leagues have popped up across the country (in addition to more official United States Bocce Federation Leagues), illustrating the evergreen love society has for this deceptively challenging game.
- **Caters to a wide audience.** Kids and adults alike will enjoy this fun, easy game they can play -- in teams or one-on-one -- on any flat surface. The components are also handsome enough that they make for a nice desktop display, which will conjure up daydreams of warm days outside spent with

# The Elements Magnet Set: With Complete Periodic Table!

Theodore Gray



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497072

BISAC Category:

Science / Chemistry

Pages:

48

Key Selling Points:

- **Part of a growing product suite with bestselling author.** Theo Gray's Elements Trilogy (comprised of *The Elements*, *Molecules*, and *Reactions*) has sold more than 1.5 million copies worldwide and now includes RP Studio products like notecards and a notebook set. This magnet set will be the perfect complement to the range.
- **Fun and educational.** The perfect little something for students and science enthusiasts of all ages, this magnet set will look good in a locker, on a refrigerator or filing cabinet, or even in an office -- for display or as an educational tool! Notoriously geeky, science teachers, students, parents, researchers, and lab rats of all stripes will enjoy making a statement with this elemental magnet set.
- **Popular mini kit format.** Running Press has had success with branded magnet kits including *Emoji: A Magnetic Kit*, *Disney Emoji: A Magnetic Kit*, *Pantone Magnet Set*, and the upcoming *IFLS Molecular Magnet Set*.

## Jurassic Terrarium: With tiny dinosaur!

Running Press



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**20K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762497041

BISAC Category:

Nature / Animals

Pages:

32

Key Selling Points:

- **Continued growth in terrarium and plant trends.** Major retailers from West Elm, Crate & Barrel, Urban Outfitters, and Anthropologie, to Target and Michaels sell various real and faux terrariums, and terrarium kits are wildly popular on Etsy, Amazon, and Pinterest. Boosting its success is the continued interest and popularity in indoor gardening, as well as keeping houseplants, succulents, and terrariums for home decor and as a means of self-care.
- **Updating our *Desktop Terrarium* format.** With a more organic shaped container and humorous addition of a tiny dinosaur, the *Jurassic Terrarium* is a new take on our backlist kit that will act as a companion kit rather than a replacement, including a humorous Running Press twist.
- **Unique terrariums are on the rise.** From unicorns to llamas, zombies, crystals, hikers, Ewoks, astronauts, and more, adding figurines or other unique touches are the perfect way to personalize and customize your miniature world. With tutorials, Pinterest posts, and even do-it-yourself kits, having a terrarium that is specific to your interests makes it all the more special -- and a great conversation piece.

# The Peaceful Lotus: With Calming Light and Sound

Mollie Thomas



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494460

BISAC Category:

Body, Mind & Spirit / Mindfulness & Meditation

Pages:

32

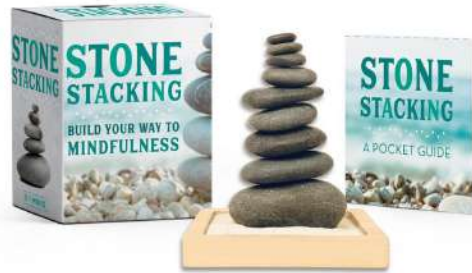
Key Selling Points:

- **Follows the success of other mindful mini kits.** *The Peaceful Lotus* is in line with other successful mind, body, spirit kits such as *The Mini Zen Gardening Kit*, *Itty Bitty Buddha*, and *Zen Meditation Balls* -- which are among Running Press's best-selling titles.
- **An irresistible, thoughtful gift.** Releasing in time for Mother's Day gift giving, this is also a year-round gift perfect for anyone in your life who could use a soothing reminder to find calm among their daily stressors and worries.
- **Mindfulness continues to trend.** In an increasingly tech- and social media-filled world, people everywhere are looking to live more peaceful, mindful lives, as evidenced by the popularity of books on mindfulness and meditation. *The Peaceful Lotus* appeals to the spiritual seeker, the dabbling meditator, the yogi, and anyone looking to de-stress and enjoy a moment of calm.

**Channel peace and practice mindfulness with this beautiful Lotus flower replica, which creates a tranquil, serene setting wherever it's placed.**

# Stone Stacking: Build Your Way to Mindfulness

Christine Kopaczewski



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469543

BISAC Category:

Body, Mind & Spirit / Inspiration & Personal Growth

Pages:

32

Key Selling Points:

- **Stone stacking is trending.** All around the world people are stone stacking river rocks whether it's to become one with nature or simply to create a beautiful work of art. Now you can try your hand at this calming and serene practice by carefully stacking and balancing a set of nine hematite stones in a variety of ways. Best of all, this portable desktop kit won't disturb any outside elements and provides a touch of tranquility on the go.
- **Mindfulness has become even more popular in recent years.** More than ever, people are using mindfulness and meditation to let go of stress and find true happiness and inner peace. *Stone Stacking* is perfect for those who need a little quiet time at their desk and are eager to create a truly impressive masterpiece.
- **Part of our bestselling mind/body/spirit line.** Bestselling Running Press kits like *The Mini Zen Gardening Kit*, *Zen Meditation Balls*, *Itty Bitty Buddha*, *Runes*, *Practical Magic*, and *Himalayan Mood Lamp* promotes calmness and relaxation, connects with consumers, and have a healthy track record.

Also Available:

• NEW YEAR, NEW YOU EXPANDED MYSTIC COLLECTION 12 COPY

# Runes: Unlock the Secrets of the Stones

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469536

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

48

Key Selling Points:

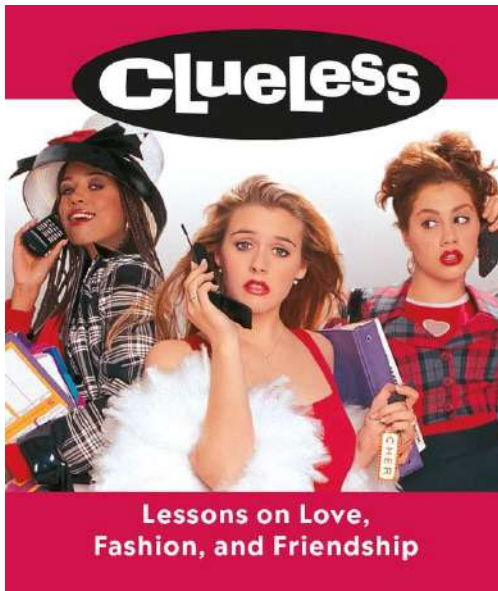
- **Mystical Kits Perform Well.** Recent releases, like *Practical Magic* and the *Everyday Tarot Mini Tarot Deck*, as well as backlist favorites like *Itty Bitty Buddha*, *The Witch's Spellbook*, and *Palm Reading* show that mystical mini kits are consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.
- **A New Take on a Proven Mini Topic.** RP's original *Runes* mini kit is a strong backlist seller, grossing nearly 62K copies since 2010. With a new deluxe package (including magnetic closure box and clear interior window), high-end glass rune stones, and contemporary art, *Runes* is sure to garner even more robust sales. This title will replace that backlist favorite.
- **Magic and Mysticism are Trending.** Magic and mysticism have received renewed positive attention in popular culture from celebrities and high-end brands to countless publishers and retail accounts. This enthusiasm has translated to mass appeal, with crystals and fortune-telling -- including rune casting -- leading the charge.

Also Available:

• NEW YEAR, NEW YOU EXPANDED MYSTIC COLLECTION 12 COPY

# Clueless: Lessons on Love, Fashion, and Friendship

Lauren Mancuso, Created by Amy Heckerling



**\$7.95/\$10.50 Can./£6.99 UK**

**Hardcover**

**20K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762470334

BISAC Category:

Humor / Topic

Pages:

144

Key Selling Points:

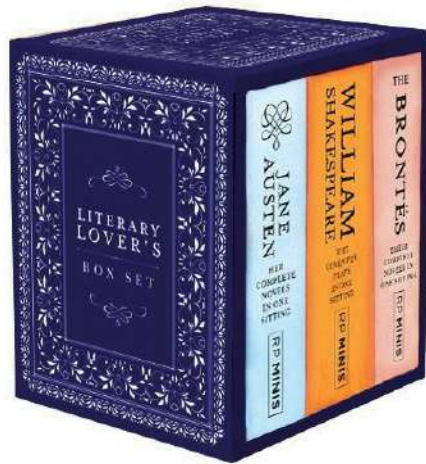
- **25th anniversary:** Originally released in 1995, *Clueless* turns 25 in 2020.
- **Clueless coming back:** Between a popular TV show, comic books, an off-Broadway musical, BuzzFeed listicles, and endless celebrity homages, it's never really gone away, but Paramount has announced that a reboot movie of *Clueless* is in the works from the producers of *Girls Trip*. Also: an hourlong *Clueless* TV series is in the works at CBS TV Studios.
- **'90s fever continues:** This book based on the definitive film of the decade will capitalize on the public's passion for '90s nostalgia. With its fashions (tartan skirts and thigh highs), vocab (as if!), classic (Jane Austen-inspired) storyline, and beloved characters (Cher, Dionne, Tai!), it's as iconic to people who grew up in the '90s as *Friends*.
- **Many channels for Clueless merch:** Product (mainly apparel) is already sold by Wal-Mart, Hot Topic, Box Lunch, and Urban Outfitters.

**Quick tips, quotes, and full-color photos highlight this fabulous miniature (3") gift book inspired by the classic teen comedy movie, *Clueless* (1995).**



# Literary Lover's Box Set

Edited by Running Press



**\$14.95/\$19.50 Can./£11.99 UK**

**Hardcover**

**20K**

**4/7/2020**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762469420

BISAC Category:

Antiques & Collectibles / Books

Pages:

680

Key Selling Points:

- **Our classic "in one sitting" series is very successful:** Launched in 2012, we have seen strong and enduring sales for this series.
- **The next installment in our mini box set series.** We published our first box set with our 3 Shakespeare classic mini books in 2016, which has sold 44k copies to date. We're following this success with two new box sets in Fall 19--the *Christmas Classics* box set and the *Mindfulness Box Set*. The *Literary Lover's Box Set* is a great addition to the range.
- **Features top selling mini books from the mini classic series.** *William Shakespeare* has sold nearly 160k copies (200k including the *Shakespeare Box Set*) and *Jane Austen* has sold 75k copies. \*Please note that *William Shakespeare* and *Jane Austen* will also remain in print as individual titles. *The Brontes* will be going out of print with the publication of this box set.
- **Giftly package.** Each book in the mini classics series features a distinctive illustration, embossed type, and a faux leather look, making these minis extremely giftable and highly collectible. The handsome slipcase makes the package even more of a gift item, and will be irresistible to fans of these timeless authors.
- **Perfect for "faking it."** Anyone who wants to get to know a collection of classics in a hurry, or who just needs a refresher course, will find these minis

# Conversation Heart Magnets: From Sweet to Sassy

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**12/3/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762495559

BISAC Category: Humor / Topic

Pages: 16

Key Selling Points:

**A fun way to express yourself.** Conversation hearts are cute, nostalgic, and fun--these magnets are inspired by those classic candies, and can be used on the fridge or any magnetic surface. The conversation heart stickers provide even more sassy sentiments to keep it interesting.

**For Valentine's Day or any day.** Similar to our *Chick Magnets* kit (which sells at a wide variety of accounts from Barnes & Noble to Paper Source), this kit is holiday-themed but can also sell year round. It's a perfect offering for Valentine's Day promotions.

**Wide appeal.** Conversation heart candies have been around since the 1900s and are an iconic part of pop culture. This unique twist on the beloved, nostalgic candies makes a great gift item for lovers of all stripes with its wide range of expressions that range from sweet to sassy.

**Our magnetic kits sell well.** From our *Pusheen Magnetic Kit* to our *Emoji Magnetic Kit*, our kits featuring favorite licenses or iconic images have been successful for us (see comp grid).

# Mindfulness Box Set

Running Press



**\$13.95/\$18.50 Can./£11.99 UK**

**Hardcover**

**15K**

**12/3/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762468188

BISAC Category:

Body, Mind & Spirit / Mindfulness & Meditation

Pages:

416

Key Selling Points:

- **Breathing new life into backlist favorites.** Housed in this charming box set are three popular miniature editions -- *Simple Wisdom* (230K gross), *Secrets of Serenity* (194K gross), and *Instant Meditations* (40K gross, now OP) -- all of which feature modern, appealing new covers and art throughout.
- **In line with other bestselling mini books.** Mindfulness- and serenity-focused mini books and kits sell extraordinarily well (and are among the top-selling titles in the entire Running Press backlist). Mind, body, spirit books such as *The Mini Book of Mindfulness*, *The Secrets of Joy*, and the three books featured in this kit have all seen strong sales (as have kits in this category, such as *The Mini Zen Gardening Kit*, *Itty Bitty Buddha*, and *Zen Meditation Balls*).
- **Mindfulness continues to trend.** In an increasingly tech- and social media-filled world, people everywhere are looking to live more peaceful, mindful lives, as evidenced by the popularity of books on mindfulness and meditation. The *Mindfulness Box Set* appeals to the spiritual seeker, the dabbling meditator, the yogi, and anyone looking to de-stress and enjoy a moment of calm.

# Mister Rogers Talking Figurine

## Fred Rogers



**\$12.95/\$16.50 Can.**

**Paperback**

**30K**

**10/22/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762467037

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **A new wave of love for Mister Rogers.** 2018 marked the 50th anniversary of *Mister Rogers' Neighborhood's* first airing on PBS, generating lots of buzz around everyone's favorite neighbor. A Focus Features documentary, *Won't You Be My Neighbor?*, released in June 2018 to critical acclaim, and a major feature biopic, *You Are My Friend*, starring Tom Hanks as Fred Rogers, was announced for release in 2019. Similar to Bob Ross, Mister Rogers seems to be experiencing a renaissance when the world needs him most.
- **In line with recent bestselling kits.** Our *Bob Ross Bobblehead* and *Pope Francis Bobblehead* have both seen strong sales, with fans and followers delighting in a new way to enjoy and honor some of their favorite people. The success of kits like the *Bob's Burgers Talking Button* and *Princess Bride Talking Book* show the potential for pop culture kits to take off, especially when they offer familiar audio for fans to enjoy any time. This talking figurine combines the best of both worlds and gives readers a reverent, respectful talisman of their beloved Mister Rogers.
- **Part of an exciting new product suite.** The mini kit will publish simultaneously with a delightful Mister Rogers flexi-bind journal -- complete

# FORTNITE (Official) Loot Pack: Includes Pins, Patch, Vinyl Stickers, and Magnets!

Epic Games



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**40K**

**10/15/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762468317

BISAC Category: Antiques & Collectibles / Popular Culture

Pages: 16

Key Selling Points:

**The biggest gaming brand in the world.** Fortnite has exploded in popularity since its release in July 2017, with 150M players! It's the #1 game on Youtube and Twitch, and it's the #1 app with over 6.5M downloads!

**Broad appeal.** Fortnite has a diverse, global audience. With the game appealing to consumers ages 13-17 (32% of all players), 18-24 (39%), and 25-34 (20%), our kit is sure to be a hit with several demographics.

**Cultural Phenomenon.** While the franchise has existed only for two years, it's already crossed over into the mainstream. A wide range of celebrities, entertainers, and sports stars have embraced the game.

**Wide-ranging consumer products program.** Fortnite products include apparel, accessories, costumes, collectibles, and more. Official stationery released in Fall 18 to great sales, and the official Fortnite books will hit the market this spring, along with the 2020 wall calendar and planner.

Also Available:

- 8-copy mixed Fall 2019 Highlights B FORTNITE Loot mini

# Wonder Woman: Magnets, Pin, and Book Set

Matthew K. Manning



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**35K**

**10/15/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762468324

BISAC Category:

Comics & Graphic Novels / Superheroes

Pages:

48

Key Selling Points:

- **Publication tie-in with *Wonder Woman: 1984*:** *Wonder Woman* (2017) was a smash hit, grossing \$821 million at the box-office and firmly establishing the star as the leading super hero in the DC cinematic universe. The highly anticipated sequel starring Gal Gadot will be in theaters June 5, 2020.
- **Continuing successful series:** Our two Wonder Woman mini kits have sold well in a short time (see comp grid). This third mini kit, along with our first WW product for the RP Studio list in Fall 19, will continue our series.
- **Featuring NEW Wonder Woman look!** We recently acquired the license for the new Wonder Woman look people are loving today, embodied by Gal Gadot. This will be our first mini kit utilizing the new style!
- **"I am Wonder Woman" campaign 2019-2020:** This is the licensor's brand campaign theme launching on International Women's Day (March 8) in 2019. The campaign aims to empower fans to embrace their inner Wonder Woman and will be supported through social media activity, themed events, and retail promotions. Gearing up for the new movie and beyond, there will be much happening with the brand.
- **Great collectible and gift:** From apparel and accessories to lunch boxes and bedding, Wonder Woman licensed product is a top seller in the DC Comics world. Our mini kit is a unique and special collectible for fans and makes a

# It's Me, The Good Advice Cupcake!: Talking Figurine and Illustrated Book

Loryn Brantz, Kyra Kupetsky



**\$12.95/\$16.50 Can.**

**Paperback**

**15K**

**10/15/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762468140

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

- **The Good Advice Cupcake is beloved.** The Good Advice Cupcake may be cute, but she's not afraid to grab life by the balls. A big part of BuzzFeed's popular animation studio vertical, Cuppy is an edgy, pink-frosted cupcake that doles out wise and hilarious advice while looking completely adorable and delicious. Good Advice Cupcake merchandise on BuzzFeed's website includes tote bags, shirts, and sweatshirts, and this kit will be a welcome addition. Cuppy has 1.2M followers on Instagram, 247K followers on Facebook with 20M views, and 1.5M shares on Snapchat.
- **A best-selling author.** Loryn Brantz is the creator and illustrator behind The Good Advice Cupcake and has a large and growing online presence, with 541K Instagram followers. Loryn is a two-time Emmy Award winner, a senior writer at BuzzFeed, and the author of the best-selling board book, *Feminist Baby* (more than 40K copies sold since 4/17). Her client list includes *Sesame Street*, PBS, The Jim Henson Company, HarperCollins, Sprout Network, Facebook, and numerous children's publications.
- **BuzzFeed's global reach is huge.** With over 16M YouTube subscribers, 3.8M Instagram followers, 6.5M Twitter followers, and 11M Facebook followers, BuzzFeed is the leading independent digital media company delivering news and entertainment to millions of people around the world. Their original content

# Harry Potter: Hogwarts Christmas Wreath and Wand Set: Lights Up!

Donald Lemke



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**45K**

**10/8/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762466979

BISAC Category:

Antiques & Collectibles / Popular Culture

Age Range:

Ages 8 And Up, Grades 3 to 17

Pages:

48

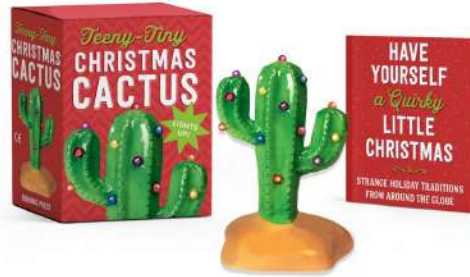
Key Selling Points:

- **Magically successful series:** 3.4 million in net sales (3.7 million gross) across Running Press's Harry Potter titles.
- **Publication ties in with "Christmas in the Wizarding World":** Christmas-themed Harry Potter experiences are now huge, and have been incorporated into family holiday traditions around the world. Christmas is now an annual tentpole for the brand each November/December, with themed events; social media activity; retail support with seasonal merchandise; and Holiday Celebration & Light Spectaculars at Universal theme parks.
- **Such cool components!** This one-of-a-kind Hogwarts wreath will be activated by a mini replica of Harry Potter's wand. How magical is that?! It will be a perfect gift or self-purchase for the devoted Harry Potter fan or collector.
- **New worldwide deal:** There are more sales opportunities than ever with our new contract as of 2018, allowing us to sell our Harry Potter and *Fantastic Beasts* kits worldwide.
- **Harry Potter fans are as excited as ever:** With new experiences such as illustrated editions of the original books, the stage play *Harry Potter and the Cursed Child*, *Fantastic Beasts* movies, and digital activations, brand engagement with all things Harry Potter remains strong. A passionate base of



# Teeny-Tiny Christmas Cactus: It Lights Up!

Mollie Thomas



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**10/8/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494873

BISAC Category:

Religion / Holidays

Pages:

32

Key Selling Points:

- **Christmas kits sell!** Our Christmas kits are some of our all-time bestsellers. The *Teeny-Tiny Christmas Cactus* joins the strong tradition of nostalgic Christmas kits such as *A Charlie Brown Christmas Kit* (which also featured a desktop tree, and has grossed 282K copies) and *A Christmas Story Leg Lamp Kit* (164K gross), as well as other homegrown Christmas classics such as *The Mini Merry Berry Bonsai Kit* (238K gross), *Teeny-Tiny Nativity* (59K gross), and the recently released *Teeny-Tiny Tinsel Tree*.
- **Nostalgic...with a twist!** Ceramic Christmas trees have donned mantles and windowsills for generations and have become a symbol of the season. This hilarious succulent spin on the classic tree is perfect for the office, dorm room, or any small place in need of some holiday flair.
- **A unique spin on the indoor plant trend.** Plants (especially succulents) have exploded in popularity in the last few years. This quirky mini cactus is a fun way for plant lovers to add some flair to their live plant collection and to celebrate the holiday season.
- **The perfect holiday gift.** This tiny cactus makes for an ideal stocking stuffer

# Christmas Classics

Illustrated by **Christian Birmingham**, Illustrated by **Don Daily**



**\$12.95/\$16.50 Can./£9.99 UK**

**Hardcover**

**20K**

**10/8/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762467082

BISAC Category:

Religion / Holidays

Pages:

416

Key Selling Points:

- **Breathing new life into backlist favorites.** Housed in this charming box set are mini editions of three enduring Christmas classics -- *The Night Before Christmas*, *The Nutcracker*, and *A Christmas Carol* -- all featuring updated POB covers in a handsome slipcase perfect for gifting.
- **A great value.** This deluxe box set includes three classic mini books that originally retailed for \$4.95 when they were in print -- this set brings all three of them back and packaged together for the first time at the mega kit price of \$12.95.
- **Charmingly illustrated.** The mini books are illustrated with full-color illustrations by renowned artists Christian Birmingham and Don Daily that evoke all the warmth and joy of the holiday season.
- **Christmas minis sell.** Our Christmas minis are perennial bestsellers. This collectible set is sure to backlist well and sell for many Christmas seasons to come.

**This foil-decked collectible box set--ideal for stocking stuffer or special party gift--includes 3 classic 2-1/2 x 3" miniature holiday tales, illustrated**

# Seinfeld: Serenity Now! Talking Button: Featuring the voice of Frank Costanza!

Warner Bros. Consumer Products



**\$12.95/\$16.50 Can./£9.99 UK**

## Other Merchandise

**40K**

Announced 1st Print

**10/1/2019**

On Sale

Imprint:

RP Minis

ISBN:

9780762496655

BISAC Category:

Performing Arts / Television

Key Selling Points:

- **Second *Seinfeld*/Frank Costanza mini kit:** Following our delightful *Festivus Celebration Kit*, which has grossed 55,000 copies. It too featured the inimitable voice of Jerry Stiller from the show, as the fan-favorite character of Frank Costanza.
- ***Seinfeld*'s passionate fan base continues to grow.** *Seinfeld* inspires the kind of devoted fans who never tire of watching the frequent reruns that air on TV and who quote well-known lines like "Serenity now!" in their everyday lives. Now available to stream anytime on Hulu, the show is a current hit with a whole new generation.
- **A perfect time for some Serenity Now:** Frank Costanza's famous relaxation catchphrase -- popularly shared online as memes and seen on merch such as mugs and candles today -- is something we could all use when we feel our stress levels begin to rise.
- **30th anniversary:** 2019 marks 30 years since *Seinfeld*'s 1989 debut.
- **It's such a great gift!** This humorous button is a perfect gift, to yourself, the *Seinfeld* fans in your life, and anyone you know who could use some "serenity now."
- **Popular button format:** From the ubiquitous "That was easy" Staples button to our own *Bob's Burgers* and *You Are a Badass* "talking" buttons, this format is beloved!

# The Practical Witch's Spell Deck: 100 Spells for Love, Happiness, and Success

Cerridwen Greenleaf



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**9/24/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762495801

BISAC Category:

Body, Mind & Spirit / Witchcraft

Pages:

100

Key Selling Points:

- **Witches and mysticism are trending.** Once considered evil and black magic, witches and witchcraft have recently been reclaimed as a source of wisdom, healing, and self-love, with ties to the earth and moon. Magic, witches, mysticism, and spells are receiving positive attention and enthusiasm in popular culture, and are prominently featured at a wide range of gift and specialty accounts.
- **Running Press's mystical kits sell well.** From backlist favorites like *Runes* and *Itty Bitty Buddha* to more recent kits, including *Practical Magic* and *Everyday Tarot*, mystical mini kits consistently sell well, appealing both year-round and during Halloween promotions.
- **The Witches' Spell Book, The Witches' Love Spell Book, and The Practical Witch's Spell Book are big sellers for Running Press.** *The Practical Witch's Spell Deck* is based on content from Running Press's successful witchcraft kits and book by good witch Cerridwen Greenleaf, which have grossed close to 145K copies combined. Consumers will love the inviting format of spells printed on cards and housed in a beautiful magnetic closure format.
- **Author has a presence in this space.** Cerridwen Greenleaf (aka Brenda Knight) has written numerous books in the magic and mysticism space

# Frogger: Magnet Set

## Running Press



**\$7.95/\$10.50 Can./£6.99 UK**

### Other Merchandise

**20K**

Announced 1st Print

**9/24/2019**

On Sale

Imprint:

RP Minis

ISBN:

9780762468300

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

0

Key Selling Points:

- **A frog embedded in the pop culture lexicon.** Frogger was an arcade game that launched in 1981, becoming an overnight hit and one of the most iconic arcade games in history. In all its home video game incarnations, Frogger has sold over 20M copies worldwide and is a favorite part of pop culture today that can be found in TV, film, music, and more. Frogger has instant brand recognition and its simple game play attracts audiences of all ages.
- **Lots of existing and new merchandise in the market.** Currently there is Frogger merchandise in the market, with new items on the way. There is a popular tiny arcade game retailing at Bed, Bath, Beyond, Walmart, and Target, a mobile game, a mini vinyl with Funko Pop, postcards, art prints, lottery tickets, and apparel. There are new animated shorts coming out over the next two years and new licensed product in the works.
- **Running Press's magnetic kits sell well.** Running Press's licensed magnetic kits including *Pusheen*, *emoji*, and *Frozen: Dress Me Up Elsa and Anna* have been huge successes, with *Golden Girls: Magnet Set* on the way. In line with these kits, *Frogger: Magnet Set* will appeal to millennials, Gen-Xers, and fans of all ages nostalgic for their favorite classic game.

# Exploding Kittens: Talking Button

Exploding Kittens LLC



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**9/24/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762495542

BISAC Category:

Humor / Topic

Pages:

16

Key Selling Points:

- **A best-selling card game and mobile app.** A hugely popular card game from the creators of The Oatmeal and Xbox, Exploding Kittens has been on the top five Amazon best sellers list for three years and counting (beating Uno and Jenga), it's an Amazon Prime Day best seller two years in a row in Toys & Games (beating out Cards Against Humanity and What Do You Meme), and is a #1 premium app for two years. It's also the most funded game in Kickstarter history. The best-selling game is sold at hundreds of retailers, including The Oatmeal's online shop, and is distributed in five countries, in ten languages, and 5,000 stores across the UK and EU.
- **A growing list of merchandise.** Aside from the Exploding Kittens card game, expansion packs, and mobile app there are also pins, T-shirts and apparel, accessories, plush, squishees, toys, keychains, mini-figures, mugs, puzzles, and a wall calendar.
- **A favorite game meets our popular talking mini kit format.** We've had success with other licensed mini kits that feature a fun sound element (see comp grid). This one-of-a-kind kit is sure to stand out in the market with its signature fun phrases from the popular mobile app, such as: Po-ta-to; I fear nothing; Boohoo hoo hoo; Holy smokes!; I'm so scurred; Everything is going to be okay; and more!

# Buffy the Vampire Slayer: Talking Slayer Handbook

Micol Ostow



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**9/24/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762468379

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

- **More than a nostalgia play.** Passionate *Buffy* fans exist across generations -- people who were captivated by its first run; young (usually educated, feminist) women who came to it a bit later; and new fans every day who discover the show, which is widely available on streaming platforms. It's truly evergreen.
- **The Buffyverse is strong!** Its popularity has led to websites, online discussion forums, works of *Buffy* fan fiction, podcasts like the popular *Buffering the Vampire Slayer*, and much more.
- **One-of-a-kind Buffy product:** This deluxe mini replica of the *Slayer Handbook* (also known as *Vampyr*), featuring actual audio of fan favorite quotes, is unique among *Buffy* merch.
- **Part of a Buffy suite from RP:** We also have a book, *Slay Like a Girl*, on the Fall 19 list, and a *Slay the Year* planner on RP Studio for Spring 2020.
- **Already big in publishing:** *Buffy* has a long history of success in publishing. Quirk is giving *Buffy* the picture-book treatment this fall. There's also a new book series launching in 2019 that's getting a lot of buzz called *Slayer*, which is set in the world of *Buffy*. Here at Hachette, LBYR has launched their line of *Buffy* middle-grade readers, with more to come.

# Bob Ross: Happy Little Puzzles

Bob Ross



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**25K**

**9/17/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762468775

BISAC Category:

Games & Activities / Puzzles

Pages:

32

Key Selling Points:

- **Continuing successful Bob Ross program:** We've sold more than 350,000 copies across our titles in the series. The mini kits have sold particularly well (see comps), which bodes well for this third Bob Ross mini.
- **Bob Ross remains hot!** His *Joy of Painting* program launched on PBS in 1983, though today most enjoy it on Netflix or Hulu. Twitch Creative airs the show and even multi-day marathons regularly. His fan base includes gamers and Millennials, complete with Bob Ross-related hashtags, memes, videos, and tributes everywhere from BuzzFeed to the *Wall Street Journal*.
- **Unique item for licensing powerhouse:** Fans clearly enjoy collecting Bob Ross products, with merch selling everywhere from B&N to Hot Topic, Spencer's, Urban Outfitters, Target, and much more. This set of little puzzles is a unique new offering that captures his appeal in an adorable mindful mini activity.
- **A perfect gift:** Ideal stocking stuffer for the holidays or any gift-giving occasion.

Also Available:

• 8 copy mixed Fall 2019 Highlights A display



## \*NSYNC: Magnets, Pins, and Book Set

\*NSYNC



**\$9.95/\$12.50 Can.**

**Paperback**

**20K**

**9/17/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762466832

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **'90s nostalgia has caught up to \*NSYNC:** To women in their midtwenties through late thirties who grew up with \*NSYNC, the band remains pop royalty. Their Christmas album is a holiday mainstay, carried at such trend-driven retailers as Urban Outfitters. Ramping up for the 20th anniversary (2018) and beyond, a slate of \*NSYNC-inspired product including apparel, housewares, calendars, and more are planned to hit the market.
- **Totally fun format:** People can't help but smile at old images of \*NSYNC in their coordinating gear, or the lyrics to "Tearin' Up My Heart," "It's Gonna Be Me," "Bye, Bye, Bye," "Girlfriend," etc. Spotlighting the band's best shots in the magnets and pins, and featuring the songs in the book, this is a must-have for fans.
- **Part of a unique RP product suite:** *The Little Box of \*NSYNC* joins our \*NSYNC pop-up notecards set, also releasing in Fall 2019.
- **We "want them back"!** Retro fever drives sold-out concerts for the likes of the Backstreet Boys and New Kids on the Block. \*NSYNC has only teased at reunions now and then over the years, leaving fans wanting more! Our suite of \*NSYNC book, kit, and notecards feeds that interest. This editor witnessed first-hand the fandom in April 2018, when they got their star on the Walk of Fame and the Hollywood & Highland complex featured an \*NSYNC pop-up

# IFLScience Molecular Magnet Set: Say It With Science!

Paul Parsons



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**9/17/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494521

BISAC Category:

Humor / Form

Pages:

32

Key Selling Points:

- **25 million "likes"!** The IFLS Facebook page is a phenomenon with over 25 million followers. They have hundreds of thousands of followers on other forms of social media, but Facebook is the hub of activity. The page will be used to promote the book to IFLS's engaged community of science-curious folk who seek to understand and appreciate the universe around them. They also have an e-newsletter with 90K subscribers.
- **IFLScience.com:** The website attracts many millions of unique visitors per month to explore the "lighter side of science" and peruse the IFLS store, which sells T-shirts, molecular jewelry, home décor, and more. They will also do email marketing to their 90K email subscribers.
- **New, exciting license for RP!** We beat out eight other publishers to acquire this license, with our unique range of offerings. The program will launch in Fall 19 with the first IFLS book and a mini kit. An IFLS planner will follow on the RP Studio list in Spring 20.
- **Based on top-selling IFLS merch:** This molecular magnet set is based on the IFLS store's most popular items: molecular pendants that allow you to express yourself with science. It's a clever and fun kit that makes a perfect gift or self-purchase for science lovers.
- **International opportunities:** IFLS is UK-based and that's their second

# Desktop Curling: Hurry Hard!

Nick Perilli



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**15K**

**9/17/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494880

BISAC Category:

Sports & Recreation / Winter Sports

Pages:

32

Key Selling Points:

- **Latest installment in our bestselling desktop sports series.** Our miniature sports kits have had great sales -- we have sold more than 2 million desktop sport kits, ranging from the traditional (*Finger Soccer*) to the quirky (*Thumb Sumo*). Also, Curling is easily adaptable to a smaller size and lends itself perfectly to our mini kit format.
- **A popular Olympic sport and Canadian pastime.** Curling has a wide and diverse fan base and is consistently one of the most popular sports at the Winter Olympics. With 185 curling clubs currently in the US -- Even in Hawaii! -- this is a sport that is continuing to grow in popularity and interest. While believed to be a Canadian sport, curling actually originated in Scotland and is popular worldwide.
- **Fun for curlers of all ages.** Both adults and kids will jump at the chance to hurl a curling stone! While adults can keep this kit at their desk to challenge friends, kids and families can play with it anywhere due to its small, easy to transport size.

# Tiny Planetarium: See the Stars!

Nick Perilli



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/17/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494859

BISAC Category:

Science / Space Science

Pages:

48

Key Selling Points:

- **Stars and Constellations are trending.** From their mystical side with astrology to the more scientific with astronomy, love of the night sky and constellations is everywhere! ThinkGeek, Boxed Lunch, and other gift retailers carry apparel, accessories, and stationery bedazzled with constellations and other stars, while books like *This Book is A Planetarium* (Chronicle, 2017), *Constellations* (2019, Black Dog & Leventhal) and *Goodnight Constellations and Star Stories* (2019, Running Press Kids) are hitting shelves.
- **Newest addition to our Science and Nature kits.** With our upcoming *IFLS Molecular Magnet Set* (2019) and popular past *Desktop Terrarium* and *Aquarium* kits, which have sold a combined 435K copies, the *Tiny Planetarium* is a natural fit in this category and a strong potential evergreen kit.
- **An exciting "new" format!** This kit will bring the planetarium experience to your home or office with a projector that includes 12 Hellenistic constellations inside. With just a twist you can switch from one constellation to the next with no extra fuss.
- **One-of-a-kind miniature version.** There are tons of star and constellation

# Disney Tim Burton's The Nightmare Before Christmas Magnet Set

By (artist) **Tim Burton**



**\$10.95/\$14.50 Can.**

**Paperback**

**30K**

**9/3/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762467099

BISAC Category:

Performing Arts / Film

Age Range:

Ages 9 And Up, Grades 4 to 17

Pages:

16

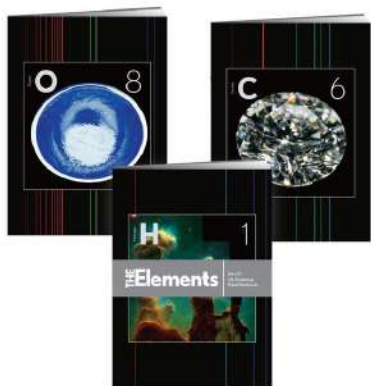
Key Selling Points:

- **25th anniversary in 2018.** *Tim Burton's The Nightmare Before Christmas* was the first full-length stop-motion animated film ever created. It grossed \$75M at the box office to date since its theatrical debut in 1993.
- **Cult classic.** The film is as popular as ever with fans of all ages, with its original story and stunning visual effects that take us into the "holiday worlds of old."
- **Two holiday promotion opportunities.** The film celebrates both Halloween and Christmas and can be promoted during both holiday windows, as well as year round.
- **Popular magnetic format.** *The Nightmare Before Christmas* lends itself perfectly to our magnetic format, including die-cut magnets of the characters, items, and accessories from the film along with a two-sided backdrop featuring Halloween Town on one side, and Christmas Town on the other.

**Bring your favorite characters from the beloved animated classic to any magnetic surface with Disney Tim Burton's The Nightmare Before Christmas**

# The Elements Notebooks: Set of 3 Life-Sustaining Ruled Notebooks

Theodore Gray



**\$12.95/\$16.95 Can./£11.99 UK**

**Paperback**

**10K**

**4/9/2019**

Announced 1st Print

On Sale

Imprint:

RP Studio

ISBN:

9780762494309

BISAC Category:

Science / Chemistry

Pages:

48

Key Selling Points:

- **PERFECT FOR STUDENTS:** Theo Gray has a huge fan base among readers of all ages, but especially students. These notebooks are the perfect complement to chemistry homework blues.
- **PERFECT FOR SCIENCE PROFESSIONALS AND TEACHERS:** Notoriously geeky, science teachers, researchers, and lab rats of all stripes will take pleasure in Gray's imagery while taking important notes on the job.
- **BEST-SELLING AUTHOR:** Theo Gray's Elements Trilogy (comprised of *The Elements*, *Molecules*, and *Reactions*) has sold more than 1.5 million copies worldwide.
- **BEAUTIFULLY DESIGNED, HIGH-QUALITY PACKAGE:** This set includes, 3 saddle stitched 48-page notebooks, with ivory wood free paper and matte varnish covers, packaged together with a belly band.

**The beautiful, vivid imagery of Theodore Gray's *The Elements* now graces this irresistible set of 3 paper-bound notebooks, perfect for students and science enthusiasts of all ages.**

# Ghostbusters: P.K.E. Meter

Created by Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**4/9/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494163

BISAC Category:

Performing Arts / Film

Pages:

16

Key Selling Points:

- **2019 will be the 35th anniversary of *Ghostbusters!*** In honor of the 35th anniversary, new licensed products and an exclusive 35th Edition of the original movie will be released. There will also be a Live In Concert tour, with the movie being screened with a live orchestra in many cities around the world, as well as an official Ghostbusters Day (global fan experience) on June 8, 2019.
- **Previous success with the *Ghostbusters* license.** Since its release in 2016, the *Ghostbusters: Proton Pack and Wand* mini kit has sold 40k copies. With all the hype surrounding the 35th anniversary, sales for both the previous mini kit and the new one are sure to be boosted.
- **Appeals to the "geek" collector's market.** Our mini kits that appeal to sci-fi/fantasy fans (like *Doctor Who* and *Star Trek*) have had enormous success (see comp grid). This kit taps into that same market with a mini replica of a super-cool gadget from the Ghostbusters franchise--it will be a must have for collectors.
- **The P.K.E. Meter is an iconic device.** Invented by Dr. Egon Spengler in the film, the Psychokinetic Energy Meter helps the busters track down ghosts and other entities. The importance of this device within the film will make it an easily recognizable, must-have collectible.

# The Elements Notecards: Set of 10 Notecards and Envelopes

Theodore Gray



**\$14.95/\$19.49 Can./£12.99 UK**

**Cards**

**10K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Studio

ISBN:

9780762494316

BISAC Category:

Science / Chemistry

Pages:

10

Key Selling Points:

- **PERFECT FOR STUDENTS:** Theo Gray has a huge fan base among readers of all ages, but especially students.
- **PERFECT FOR SCIENCE PROFESSIONALS AND TEACHERS:** Notoriously geeky, science teachers, researchers, and lab rats of all stripes will enjoy sending elemental messages with these cards.
- **BEST-SELLING AUTHOR:** Theo Gray's Elements Trilogy (comprised of *The Elements*, *Molecules*, and *Reactions*) has sold more than 1.5 million copies worldwide.
- **GORGEOUS DESIGN, HIGH-QUALITY PACKAGING:** This set includes 10 full-color, matte-finish notecards, 10 envelopes, printed on wood free paper, in a clear plexi box.

**Send atomic greetings with one of the 10 elemental notecards included in this unique set.**

Based on Theodore Gray's bestselling book *The Elements*, this unique set of notecards features 5 different designs that spell out messages-like "Hi!" and "Hugs"



# The Joker Talking Bust and Illustrated Book

Matthew K. Manning



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**35K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494088

BISAC Category:

Comics & Graphic Novels / Superheroes

Pages:

48

Key Selling Points:

- **Joker movie hits theaters Oct. 4, 2019:** The standalone Joker origin story film, starring Joaquin Phoenix, is currently in the works. And Joker will be back by the side of Harley Quinn in *Suicide Squad 2* (announced to release in 2020).
- **He's the comic book world's greatest supervillain --** so named in many "official" rankings over the years. As the #1 nemesis of Batman -- the world's most recognizable superhero -- the Joker's fame is on par with that of the Dark Knight. His iconic visage and costume have been immortalized in pop culture with comics, games, television shows, and films since 1940 (most recently the wildly successful *Lego Batman Movie*).
- **One-of-a-kind "talking bust" series:** Following Wonder Woman and Batman, this kit continues our series of DC Comics mini collectibles whose size and "talking" feature make them collectible and unique in the market.
- **400,000 Batman kits sold:** Combined sales across four Batman titles, and they have sold everywhere from Amazon to B&N, to gift channels and international markets. The Joker is a natural addition as Batman's archenemy.

**With this officially licensed, talking collectible figure. Batman's arch**

# Mean Girls Magnets

Running Press



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**30K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494095

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **The Girls are back!** The *Mean Girls* musical debuted on Broadway in April 2018, breathing new life into this cult classic (and garnering 12 tony nominations). The team behind the musical packs serious talent and stardom: Tina Fey (who penned the movie's screenplay) wrote the musical's book; Casey Nicholaw, who choreographed *The Book of Mormon*, is directing and choreographing; and Lorne Michaels is the lead producer. Grand Central is publishing *The Burn Cookbook*, an unauthorized but *Mean Girls*-inspired cookbook written by one of the supporting actors in the film, in October 2018.
- **Enduring popularity for 15 years.** Coming up on its 15th anniversary, *Mean Girls* -- which starred heavy hitters Lindsay Lohan, Rachel McAdams, Amanda Seyfried, Tina Fey, and Amy Poehler -- has endured and stayed a huge part of popular culture: stores like Target, Urban Outfitters, and Hot Topic still have *Mean Girls* apparel for sale; new products like *Mean Girls*-inspired makeup continues to crop up; and Etsy has no shortage of pencils, pins, and mugs emblazoned with popular quotes from the movie. It's a testament to the brand's staying power -- mainly due to its infinite quotability. As such, memorable one-liners will be the focus of this kit's components.

# Rick and Morty: Talking Pickle Rick

Robb Pearlman



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**30K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494347

BISAC Category:

Humor / Topic

Pages:

48

Key Selling Points:

- **"Pickle Rick" snags *Rick and Morty* its first Emmy:** For Outstanding Animated Program, announced 9/8/18.
- **Just renewed for 70 episodes!** Fans are rejoicing over the recent announcement about the award-winning animated sci-fi series for adults. *Rick and Morty* was the #1 comedy across all of television in 2017 with millennials and has become a multi-platform sensation not just on television, but across digital, gaming, livestreaming, retail, and fan experiences.
- **A merchandising powerhouse:** Upcoming licensed products include everything from apparel to watches, jewelry, plush, electronics, toys, and games. *Rick and Morty* has the kind of passionate fan base that engages in related experiences, products, and collectibles already at B&N, Hot Topic, Think Geek, Target, BAM, Spencer's, Game Stop, Kohl's, F.Y.E. etc.
- **Already a hit in publishing!** A successful line from Diamond Comics launched in 2015. Dark Horse's *The Art of Rick and Morty* has sold 17,000 copies since September 2017 and *The Rick and Morty Coloring Book* has netted 23,000 since August 2017 (Bookscan).
- **Fans love Pickle Rick!** Before the "Pickle Rick" episode even aired, the appearance of Rick in pickle form was highly anticipated. Fans at San Diego Comic Con in 2017 sported "Free Pickle Rick" T-shirts. The episode lived up to

# The Golden Girls: Magnet Set

Christine Kopaczewski



**\$9.95/\$12.50 Can.**

**Paperback**

**50K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762493746

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

- **The Golden Girls is trending.** Hysterical and quick-witted, *The Golden Girls* is much beloved. It received 68 Emmy nominations -- winning 11 of them -- and four Golden Globes. The show can be seen on Logo TV, the Hallmark Channel, and TV Land (in syndication internationally and domestically), and is available for streaming on Hulu. The official Facebook page has more than 1.8M followers and there are numerous fan pages on Instagram and Twitter, with thousands of likes. A pop-culture mainstay with regular coverage in the media, the show has recently been featured on BuzzFeed, Brit & Co, and Refinery29.
- **Proven success in print.** This mini kit will be a first of its kind and will sit nicely next to other successful *Golden Girls* products in print including the *New York Times* bestseller *Golden Girls Forever* (28,216 copies sold since 4/16 on Bookscan), *Art of Coloring: Golden Girls* (71,185 copies sold since 3/17), *The Golden Girls Mad Libs* (19,375 copies sold since 3/17), and *Thank You For Being a Friend: A Golden Girls Trivia Book* (7,748 copies on Bookscan since 3/17).
- **Lots of Golden Girls merchandise and licensing.** *Golden Girls* licensing has been growing the past handful of years and there is no sign of slowing down. Popular merchandise includes *Golden Girls Clue*, *Golden Girls Monopoly*, Funko Pop dolls, shirts, mugs, blankets, drinkware, and more. The Funko action

# The Little Box of SpongeBob SquarePants: With Pins, Patch, Stickers, and Magnets!

Running Press



**\$9.95/\$12.50 Can.**

**Paperback**

**30K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494019

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

- **Celebrating its 20th anniversary.** *SpongeBob SquarePants* is Nickelodeon's longest-running animated series, airing for 20 consecutive years in 2019.
- **Consumer products with cross-over appeal.** SpongeBob is beloved across generations and demographics, with over 125 million followers across social media, and the show holds a nostalgic appeal with millennials. Consumer products are popular with fans of all ages and sell in a wide range of accounts, from Urban Outfitters and Hot Topic to Target and Walmart.
- **A feature film set for 2019.** *The SpongeBob SquarePants Movie*, the third film in the series, will be released in 2019, promising a resurgence in popularity for the show and its merchandise.
- **The second kit in our Nick '90s nostalgic mini kit series.** *The Little Box of Nick '90s* releases in Fall 2018.

# Kawaii Cross-Stitch Kit: Super Cute!

Sosae Caetano, Dennis Caetano



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762493807

BISAC Category:

Crafts & Hobbies / Felting

Pages:

32

Key Selling Points:

- **An international trend.** Kawaii -- the Japanese word for "cute," "adorable," or "lovable" -- has been skyrocketing in popularity all around the world, particularly in the last few years, and has grown from a national trend to a worldwide phenomenon. Few can resist the charm of kawaii style whether it's Hello Kitty, Miffy, or Pusheen, but in addition to these well known characters kawaii also stands for anything with big eyes and a cute expression. A search for "kawaii" on Instagram yields 28M results.
- **Lots of kawaii merchandise.** There is tons of kawaii merchandise for fans including Running Press's *Pusheen: A Cross-Stitch Kit*, plushies, squishies, stationery, accessories and apparel, bags, stickers, housewares, notebooks, and so much more. The *Kawaii Cross-Stitch Kit* will be a great gift for the kawaii or cross-stitch lover in your life!
- **People love cross-stitch.** Cross-stitch is an easy craft for beginners and has a wide audience. This adorable craft kit combines the popular cross-stitch trend with kawaii-inspired designs and includes an introduction on kawaii, instructions on the basics of cross-stitch, and four adorable patterns to choose from, as well as everything you need to create super-cute kawaii fruitie cutie characters.
- **Cute kit with cross-over appeal.** This crafty kit will especially appeal to

# Phrenology Cat: Read Your Cat's Mind!

Marlo Scrimizzi



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762466610

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Cat Kits Sell!** This kit follows in the footsteps of some of our other popular cat-themed kits like *Cat Butts* (156K), *Lucky Cat* (56K), and *Pusheen: A Magnetic Kit* (47K). This is going to be another irresistible, giftable kit for cat lovers.
- **A unique, humorous kit.** A playful twist on a traditional phrenology head, the *Phrenology Cat* is sure to stand out as a must have novelty item.
- **Perfect for the office and home.** Celebrate all the strange habits and quirky personality traits that makes your cat special with this unique, giftable bust. A great way to show-off your affection and love for your feline friend!

**Read your cat's mind with this adorable miniature phrenology bust!**

Have you ever wondered why your cat acts a certain way, has such an attitude, or does strange things? Now with the *Phrenology Cat* kit you can pin-point and label where in your cat's brain their emotions, likes, dislikes, and quirks are located on this adorable ceramic bust.

# Finger Log Rolling: Lumberjack Approved!

Alan Goldsher



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494002

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **More finger sports!** We have sold more than 2 million desktop sport and activity kits, which range from the traditional (*Finger Soccer*) to the quirky (*Thumb Sumo*). *Finger Log Rolling* is a unique addition to this successful line.
- **Appeals to a wide range of ages.** Both adults and kids will jump at the chance to try their hand at log rolling! While distraction seeking adults can keep this kit at their work desk, kids can play with it anywhere due to its small, easy to transport size.
- **Popular since the 1800s!** Originally used as a way for lumberjacks to move timber down-river to the mill, log rolling has continued to grow in popularity as a recreational and professional sport since the early 80s. Now it is on its way to being an Olympic sport!
- **Good for both competition and solo play.** While log rolling is traditionally a competitive sport -- with two people on one log trying to balance longer than the other -- the repetitive motion of spinning the log in this mini kit can also be a great for people needing a fun office distraction.

Challenge your friends anytime, anywhere to a competition of skill and speed with



# Itty-Bitty Marquee: Light It Up!

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

## Other Merchandise

**15K**

Announced 1st Print

**4/2/2019**

On Sale

Imprint:

RP Minis

ISBN:

9780762494231

BISAC Category:

Humor / Form

Pages:

1

Key Selling Points:

- **Mini Marquess are trending.** Marquees, light boxes, and letter boards are more popular than ever with the Millennial generation. Used in bedrooms, dorm rooms, apartment decor, and more, light up marquees are a cool way to display and share your thoughts with your friends, family, and Instagram followers.
- **Unique features!** Most of the the marquees on the market are light boxes; *Itty-Bitty Marquee* offers a unique take with its lights around the edge that have 4 programmed modes: Steady, Twinkle, Slow Fade, and Chasing. The sign also includes a magnet and nail hole so that you can hang your sign anywhere as well as stand it on a flat surface.
- **Perfect for Graduation Promotions.** The *Itty-Bitty Marquee* offers a fun, creative way to celebrate the occasion, and makes a great gift for new grads as trendy decor for their new space.

**Light up your life and your thoughts with the *Itty-Bitty Marquee!* The perfect way to display -- and draw attention to -- your personalized messages in your home or office.**

# UFO Cow Abduction: Beam Up Your Bovine (With Light and Sound!)

Matt Smiriglio



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**25K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762493418

BISAC Category:

Fiction / Fantasy

Pages:

32

Key Selling Points:

- **Humorous spin on an urban legend:** Cows have been going missing from dairy farms across the globe for time immemorial, leading to the suggestion that aliens could be beaming the bovines up right out of their pasture. This humor kit pokes fun at the myth with playful components and a book that puts a hilarious, environmentally friendly spin on the cow abduction phenomenon.
- **So many special effects!** With multiple light and sound effects and two distinct modes of operating and displaying your spaceship, this kit is a steal for \$12.95!
- **Humor kits with paranormal and animal twists sell!** From zombie gnomes to screaming goats and penguin bowling, our mini kit audience has shown a clear appreciation for light humor involving the paranormal and animal life.

**This out-of-this-world kit for sci-fi lovers is loaded with special effects! It includes:**

-3-inch diameter spaceship, equipped with a hinged cockpit dome from which a curious alien peers, and featuring multiple light and sound effects:

# Zen Garden Litter Box: A Little Piece of Mindfulness

Sarah Royal



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464128

BISAC Category:

Pets / Cats

Pages:

32

Key Selling Points:

- **Combines two popular mini categories.** Zen and mindfulness kits have been terrific sellers for Running Press, as have cat-themed kits. (See comp grid.)
- **A little tranquility wherever you go.** Based upon a centuries-old tradition, *Zen Garden Litter Box* takes zen gardening to the next level and is exactly what frazzled cat lovers have been searching for -- this one-of-a-kind mini kit will help you scoop away your stress and reach ultimate enlightenment.
- **Cat people love buying cat things.** It's no secret that cat people are a little crazy when it comes to buying things about cats -- the funnier the better. From cat humor books to cat calendars, cat owners are always looking for new products to celebrate their felines and let everyone know how much they love their kitty.
- **A litter box without the smell!** While we all undeniably love our cats, cat litter isn't exactly a breath of fresh air. But with *Zen Garden Litter Box* you can play in the dirt with kitty minus the bad smells! It's also perfectly portable and fits right on the desk!

Also Available:

# Unicorn Taxidermy

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**4/2/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762494866

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **A humorous mash-up of two popular trends.** In recent years, taxidermy has moved into the mainstream, with millennials flocking to the rustic trend. And consumers of all ages can't get enough of unicorns, with the magical creature gracing all manner of merchandise, from books and stationery to a wide range of toys and collectibles--including unicorn poop! This kit combines the two cultural sensations, lending it broad appeal.
- **A unique Running Press spin.** Following in the footsteps of the bestselling *Screaming Goat* kit, this mini kit takes another popular animal trend and gives it our signature Running Press twist with its one-of-a-kind component and hilarious sound feature.
- **Makes for attractive--and fun!--decor.** The unicorn head is made out of PVC and is mounted on a handsome plaque with a magnet so it can easily attach to any magnetic surface.
- **Inspiring.** The unicorn is the ultimate mythical creature that reminds us to accept and celebrate who we are and see the magic within ourselves--we are fabulous!

Also Available:

# Little Box of Badass: Embrace Your Awesomeness with Style

Jen Sincero



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**50K**

**3/5/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762465200

BISAC Category:

Self-Help / Affirmations

Pages:

32

Key Selling Points:

- **More expansion of a #1 bestseller!** *Badass* has been very much in the zeitgeist since it was published in 2013, and it's still going strong. Beyond the original paperback, we've also published the Deluxe edition in 2017, as well as the *YAAB Talking Button* in 2016 (87K sold). Now we're offering even more *Badass*, with a suite of paper products (Wall Art, Sticky Notes, and Notecards) in addition to another mini kit, *The Little Box of Badass*.
- **A Self-Help Phenomenon.** *You are a Badass* is a #1 *New York Times* bestseller that has consistently been on the list for more than 135 weeks, with more than 2 million copies in print and almost 30 international licenses to date. First published in 2013, this "little yellow book that could" is still barreling forward on its bestseller streak 5 years after publication.
- **Unique, on-trend components.** The "flair" included in this box -- metal pins, an iron-on patch, and magnets -- are all hip items that continue to gain traction among millennials, influencers, and specialty and gift store shoppers. We are excited to combine these fun components, strong on their own, with such a powerhouse brand.

Also Available:

# The Love Fortune Cookie: A Romantic Keepsake

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**1/8/2019**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464081

BISAC Category:

Family & Relationships / Love & Romance

Pages:

88

Key Selling Points:

- **Reboot of a classic Mini Kit.** The original *Love Fortune Cookie* kit has sold over 85,000 copies since publication and continues to sell well. The kit will be updated and redesigned with a new contemporary look and will be on-brand with the rest of our mini kits on the rack.
- **Perfect for Valentine's Day or every day!** Show that special someone that you're thinking of them with a sweet, romantic fortune. The unique gold fortune cookie box makes the perfect keepsake and token of your love to share and display.
- **Another addition to our Valentine's Day Minis series.** Our Valentine's Day minis, including *Love Fortune Cookie*, sell very well and are perfect for Valentine's Day promotions.
- **A new twist on a popular cookie.** Who doesn't love cracking open a fortune cookie and seeing what good luck might be in store? Now lovers of all ages can share their love in a similar way with a romantic fortune. From wedding and party favors to beautiful paper crafts--fortune cookies are the new way to share your thoughts and feelings in a unique, quirky package.

## Desktop Shuffleboard: Slide It!

R. Chen



**\$11.95/\$15.50 Can./£8.99 UK**

**Paperback**

**20K**

**10/30/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464067

BISAC Category:

Games & Activities / Travel Games

Pages:

32

Key Selling Points:

- **Latest installment in our bestselling desktop games series.** Our miniature games kits have had great sales--our *Desktop Skee-Ball* kit has sold 35K since April! Also, the tabletop version of Shuffleboard lends itself perfectly to our mini kit format.
- **A popular bar and arcade game.** Adapted from traditional floor shuffleboard to a more accessible and contemporary style of play, tons of people like to play the tabletop version of shuffleboard in their basement and it's very popular at local pubs and arcades. There is also a rising number of serious shuffleboard players who are involved in clubs and tournaments across the country. Shuffleboard has a wide, marketable appeal.
- **Caters to a wide audience.** Found all over in arcades and bars to basements and game rooms, kids and adults alike will enjoy this fun, easy game they can play--in teams or one-on-one--anywhere.
- **Fun components.** The one-of-a-kind mini components include a marked mini shuffleboard table with gutters and six colorful, weighted pucks. You can easily play on the pavement or your desktop.

# The Elf on the Shelf: Magnet Set and Christmas Countdown Calendar

Running Press



**\$9.95/\$12.50 Can.**

**Paperback**

**50K**

**10/30/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464470

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Age Range:

Ages 4 And Up, Grades P to 17

Pages:

25

Key Selling Points:

- **The Elf on the Shelf is a hit in book form:** A book comes with the box set containing the scout elf (\$29.99 retail). They've sold 10 million units sold to date. The book has hit bestseller lists in *Publishers Weekly*, *USA Today*, and the *Wall Street Journal*.
- **Both parents and kids love EOTS:** Parents love these elves as they represent a reminder to their children to be good little boys and girls. Look up #elfontheshelf on social media and you'll see many examples of the fun families have with this.
- **EOTS social media engagement:** Over 5.7 million visitors to elfontheshelf.com; over 600K registered users. EOTS mobile apps have had 3 million downloads. On Facebook: 1.3 million fans; Instagram: 125K followers; Twitter 34,000 followers, including many celebrities and other major brands.
- **#ScoutElfReturnWeek marketing campaign:** The brand puts a big push behind this. They produce videos (6.5 million views on YouTube!) and this is a fan favorite hashtag.
- **Brand extensions galore expand awareness:** *An Elf's Story* animated tale premiered in 2011 and airs year after year over the holidays on Cartoon Network and TBS. There are Elf on the Shelf board books, stationery, apparel,



# Cats on Catnip: A Grow-Your-Own Catnip Kit

Andrew Marttila



**\$11.95/\$15.50 Can./£9.99 UK**

**Paperback**

**25K**

**10/16/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464111

BISAC Category:

Pets / Cats

Pages:

32

Key Selling Points:

- **Pet owners spend a lot of money on their pets.** Americans spend a collective \$44 billion per year on pet supplies and cat owners want to buy things that will keep kitty happy. This kit gives cat owners the opportunity to grow their own fresh catnip at home and the funny, sweet photos in the book will keep cat lovers laughing.
- **Catnip gardens are valuable for feline health.** Catnip (or *nepeta cataria*) is classified as a harmless psychoactive drug for felines that around 80 percent of cats respond to. Veterinarians preach the benefits of allowing felines access to cat-safe plants, including catnip. Raising catnip from seed is also safer for cats (store-bought plants are often chemically treated) and more cost-effective for owners!
- **Author is active on social media.** Andrew Marttila has a growing number of more than 230K+ followers across Instagram, Twitter, and Facebook, and his cat photos can generate up to 700K+ unique impressions. His followers love cats just as much as he does--and they love them in the throes of catnip even more!
- **Our grow-your-own kits are bestsellers.** Our previous grow-your-own kits, such as *The Four-Leaf Clover Kit*, *Grow Your Own Venus Flytrap*, and *The Mini Bonsai Kit* have sold a combined total of nearly three million units!

# Teeny-Tiny Tinsel Tree

Mollie Thomas



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**40K**

**10/9/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462346

BISAC Category:

Religion / Holidays

Pages:

32

Key Selling Points:

- **Christmas kits sell!** Our Christmas kits are some of our all-time bestsellers. *Teeny-Tiny Tinsel Tree* joins the strong tradition of nostalgic Christmas kits such as *A Charlie Brown Christmas Kit* (which also featured a desktop tree, and has grossed 271K copies) and *A Christmas Story Leg Lamp Kit* (148K gross), as well as general Christmas classics such as *The Mini Merry Berry Bonsai Kit* (234K gross) and *Lump o' Coal* (176K gross), among others.
- **A timeless tradition that's hip once more!** Tinsel trees are an iconic part of the Christmas season, and the metallic beauties are having a resurgence of popularity and becoming widely available once again. Our *Teeny-Tiny Tinsel Tree* is a space-friendly alternative on the "trend," perfect for the office, dorm room, or any small place in need of some holiday flair.
- **The perfect holiday gift.** This tiny tree makes for an ideal stocking stuffer or a thoughtful present for your teachers, co-workers, roommates, or anyone else you know who celebrates the season! Even younger generations who might not have grown up with tinsel trees will delight in the festive, cheerful package and component.

Also Available:

# Peanuts: A Charlie Brown Christmas Wooden Collectible Set

Charles M. Schulz



**\$10.95/\$14.50 Can./£7.99 UK**

**Paperback**

**50K**

**10/9/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464098

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Pages:

32

Key Selling Points:

- **A *Charlie Brown Christmas*, an Emmy and Peabody award-winning story**, has warmed the hearts of millions for more than 50 years. Watching the TV special is an annual holiday tradition.
- **PEANUTS holiday titles have bestselling track!** Our RP Kids and Miniature Editions of *A Charlie Brown Christmas* have sold nearly one million copies.
- **A new mini format for a perennial brand.** Based on the success of *Teeny-Tiny Nativity* last Christmas, we've made the collectible wooden set a new go-to format for minis. It lends itself perfectly to *A Charlie Brown Christmas*.
- **A *Charlie Brown Christmas* has big crossover.** PEANUTS have always appealed to both children and adults. Young or old, this new mini kit will be a big hit for everyone this Christmas season!
- **The perfect holiday gift.** The wooden collectible set is the ideal stocking stuffer, since more than 90% of consumers are familiar with the Peanuts gang. It's the only one of its kind and will be a must-have for collectors and Peanuts fans alike.

Also Available:

# Desktop Dog Park

Conor Riordan



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**20K**

**10/9/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464845

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Combines two top mini categories.** Desktop, miniature iterations of popular items are great sellers for us, as are animal-themed kits that animal lovers gobble up year after year. Look to the success of *Cat Butts* (172K gross), *Screaming Goat* (62K gross), *Wee Little Garden Gnome* (359K gross), and *Build Your Own Stonehenge* (295K gross), and you'll see *Desktop Dog Park* is in good company!
- **The perfect gift for any animal lover in your life.** This kit makes a quirky, charming gift for the dog or animal lovers you know -- whether they're young or old, serious or silly, a current pet owner or a wishful pet parent. The tiny canines featured in the kit are extremely obedient, clean, and tidy (no poop bags needed!), so they're the perfect office companions.
- **Forever man's best friend.** According to the American Veterinary Medical Association, more than 43 million households own at least one dog (compared to 36 million households with cats). These dog owners are always hungry for new products to celebrate canines and let everyone know they love their pup -- total U.S. expenditures on pet products have gone up \$28 billion in the last 10 years, according to the American Pet Products Association.

# Disney emoji: A Magnetic Kit

## Disney



**\$9.95/\$12.50 Can.**

**Paperback**

**20K**

**10/9/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762493357

BISAC Category:

Humor / Form

Pages:

56

Key Selling Points:

- **The next big thing from Disney!** Disney is fully leaning into the Disney emoji brand through **storytelling** (through the "As Told By Disney emoji" publishing series and a designated YouTube channel that already has more than 130 million views), **play** (with the Disney emoji Blitz smartphone game, which has 10 million downloads and 600K active users), **expression** (with 600-character emoji keyboards and in-messaging stickers), and **merchandise** (such as plushies and pillows). Targeting tweens, teens, and adults and appealing to classics lovers and brand-new fans, the Disney emoji brand is a huge next step for Disney.
- **Enormous social footprint after just one year.** Beyond the brand's 160 million YouTube views, Disney emoji has 113K Instagram followers, 116K Facebook fans, and tons of happy, engaged fans.
- **New content rolling out through 2018.** Already featuring favorites like *Aladdin*, *Mulan*, *Moana*, *Beauty and the Beast*, *Winnie the Pooh*, *Wall-E*, *The Little Mermaid*, *Mickey Mouse*, and *The Lion King*, the Disney emoji brand will expand to include *Inside Out*, *Toy Story*, *Monsters, Inc.*, *Coco*, and more in the coming months. It's a timely, ever-growing brand.
- **In the tradition of bestselling magnet kits.** Running Press's magnetic kits such as *emoji: A Magnetic Kit* (57K gross), *Pusheen: A Magnetic Kit* (25K

# Harry Potter Hogwarts Castle and Sticker Book: Lights Up!

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**35K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464401

BISAC Category: Performing Arts / Film

Age Range: Ages 8 And Up, Grades 3 to 17

Pages: 16

Key Selling Points:

- **Most successful kit series.** 3 million units in net sales, Harry Potter is Running Press's bestselling line of kits.
- **Refreshing a successful past kit.** Our *Harry Potter Hogwarts Castle Snow Globe* has sold 150,000 units. We're keeping the line fresh with this new and improved Howarts Castle kit, which will include a 3D molded replica of the School of Witchcraft and Wizardry, now with light! There's great interest in the school among fans especially because the Pottermore website just launched a digital tour of the interior of Hogwarts.
- **New worldwide deal!** International territories have seen great success with our Harry Potter program. There are more sales opportunities than ever with our newly renegotiated contract as of 2018, allowing us to sell our Harry Potter and *Fantastic Beasts* kits worldwide (except for a handful on countries in Asia).
- **Harry Potter is as hot as ever.** With new experiences such as illustrated editions of the original books and the launch of the *Fantastic Beasts* franchise, brand engagement with all things Harry Potter shows no signs of letup. A passionate, global base of fans spanning all ages continue to immerse themselves in product, experiences, and social media (80 million followers), related to Harry Potter

# Bob Ross by the Numbers: Landscapes by the Numbers

Bob Ross, Robb Pearlman



**\$10.95/\$14.50 Can./£9.99 UK**

**Paperback**

**30K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762491681

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

- **Bob Ross--a pop culture phenomenon for over 30 years--is HOT!** His *Joy of Painting* program has been on PBS uninterrupted since 1983, and today you can also watch it on Netflix. Twitch Creative (Twitch.tv) airs the show and even multi-day marathons regularly, attracting millions of viewers. His fan base today includes gamers and Millennials, complete with Bob Ross-related hashtags, memes, videos, and BuzzFeed tributes.
- **Resurgence of popularity not letting up:** On the contrary, it's expanded over the past year with licensed product everywhere from B&N to Hot Topic, Spencer's, Urban Outfitters, and Target.
- **Part of growing Bob Ross program for RP:** *Happy Little Accidents* has been difficult to keep in stock! We've netted 17,000 since May. Our Bob Ross Bobblehead just released and we are also publishing a Bob Ross journal and notecards in Fall 18.
- **Unique item with successful format.** This quirky "paint by numbers" concept has never been applied to Bob Ross, and the format is a proven success for us. Our original *Masterpieces by Numbers* mini kit sold over 100,000 copies and we just refreshed the package in 2017.
- **A perfect gift:** Ideal for the holidays or any gift-giving occasion. It will also be treasured by anyone who has already discovered the joy of painting.

# Wacky Waving Inflatable Tube Guy: (The Original)

Conor Riordan, Illustrated by Gemma Correll



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462872

BISAC Category:

Humor

Pages:

32

Key Selling Points:

- **Everyone loves the dancing tube man!** Children and adults alike delight in spotting a wacky waving inflatable tube man on the side of the highway or outside of their local strip mall. Who could possibly resist a mini version? This kit includes an 18-inch waving tube man whose battery-powered fan base lets him wiggle, shake, and dance just like the real thing. That conference call just got a lot more exciting.
- **Continued cultural relevance.** The "real-life" tube man has graced the Olympics opening ceremony, the Super Bowl Halftime show, and even served as Ricky Martin's backup dancer. A popular and oft-referenced 2005 *Family Guy* episode featured a parody commercial for the Wacky Waving Inflatable Arm Flailing Tube Man emporium and warehouse, and the hilarious queens of *Broad City* have also featured the tube man in multiple episodes. This funky dude has staying power!
- **In line with other hilarious desktop mini-kits.** Kits such as the *Wee Little Garden Gnome* (363K gross), *The Screaming Goat* (39K gross), *Mini Man Cave* (34K gross), and dozens more prove that people love Running Press's desktop iterations of popular activities and items.
- **Battery- or AC adapter-powered.** With a new 9V battery (not included) and when powered in 5- to 10-minute intervals, the tube man will run for



# Himalayan Mood Lamp: Made with Real Salt!

Marlo Scrimizzi



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**25K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464135

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

- **Himalayan salt lamps are trending.** Whether it's because of their purported health benefits (helping allergies, cleaning the air, and improving mood or stress levels,) or just because they look really cool, Himalayan salt lamps can be found at retailers everywhere, and they're selling like crazy among both teens and adults alike.
- **Himalayan salt lamps are aesthetically appealing.** Health claims aside, these lamps are making their way into homes, dorm rooms, and offices because of their unique aesthetic and soft, calming glow. They can be used as night lights and mood lamps, or as a unique conversation piece for any office, home, or desktop.
- **Our mini mood lamp changes colors.** Standard Himalayan salt lamps glow orange (or pink), but RP's mini-size mood lamp rotates through a full spectrum of colors, each associated with a different mood or emotion to create feelings of tranquility and peace in any working or living space.
- **Part of our bestselling mind/body/spirit line.** Bestselling Running Press kits like *The Mini Zen Gardening Kit*, *Zen Meditation Balls*, *Runes*, and our recently released *Practical Magic*, show that mind/body/spirit-themed kits that promote calmness and relaxation connects with buyers and have a healthy track record.

# Lucha Libre: Mexican Thumb Wrestling Set

## Legends of Lucha Libre



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**20K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762492572

BISAC Category:

Sports & Recreation / Wrestling

Pages:

48

Key Selling Points:

- **Pro wrestling remains one of the most popular forms of entertainment on the planet** reaching more than 650 million homes worldwide. Wrestling fans and pop culture fans are loyal and passionate consumers.
- **Lucha libre is huge.** Known for its bold, colorful costumes and memorable masks, lucha libre--or, professional Mexican wrestling--is both an art form and a sport. Its following in Mexico has made it the most popular sport after soccer in a country of 100 million people and in the early '90s lucha exploded onto the scene in the U.S. The colorful world of masked grapplers has transcended cultural boundaries and become part of U.S. pop culture.
- **Lucha libre is everywhere.** In any given week, in Mexico and the U.S. alone, there are about sixty large lucha libre events and dozens of smaller events taking place as well. On any given weekend you can find not only lucha libre shows, but also multi-city tours featuring Masked Republic superstars throughout Mexico and the U.S. and often in Canada, Japan, and Europe.
- **Lots of lucha libre merchandise.** There is a growing list of lucha merchandise including T-shirts and apparel, prints, action figures, home décor, home accessories, and more.
- **Unique twist on an RP favorite.** In the spirit of RP's bestselling *Thumb Sumo* (close to 275,000 units sold), the popular rubber wrestlers are back, this time

# The Little Box of Nick '90s

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762465187

BISAC Category:

Performing Arts / Television

Pages:

16

Key Selling Points:

- **'The 90s are all that.** With '90s nostalgia a current major trend, particularly with the Millennial generation, consumers are looking for products which harken back to this era. This kit celebrates one of the most popular elements of the decade--its cartoons!
- **A featured block on Nickelodeon.** Nostalgia for the '90s is so popular that Nickelodeon rounded up all its cult favorite shows from the '90s and reruns them every night from 10 pm-6 am for older viewers to enjoy, keeping the nostalgia alive.
- **Joins other Nick '90s Consumer Products in the marketplace.** Characters from Nickelodeon's '90s shows are featured on apparel, accessories, home décor, stationery, and a coloring book (*Nickelodeon's The Splat: Coloring the '90s*), and are currently being sold at gift accounts such as Urban Outfitters, Hot Topic, and Think Geek, showing the millennial audience is hot for merchandise that features their favorite shows from their youth.
- **Millennials are the largest living generation.** With \$200 billion in direct purchasing power, the over 75 million Millennials in America prioritize spending to stay on trend. This kit directly appeals to this generation of young adults by featuring iconic characters from the beloved cartoons of their adolescence.
- **Possible series revivals in the future.** Fan favorites such as *Rugrats* are

# Everyday Magic

Justin Flom



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**20K**

**10/2/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762492589

BISAC Category:

Games & Activities / Magic

Pages:

48

Key Selling Points:

**Magician with a strong social media following.** Justin Flom has 158K subscribers to his YouTube Channel, "Magician Justin Flom." He has 434K followers on Facebook, 10.7K followers on Twitter and 53K followers on Instagram. He has contacts in the media and throughout the magician and music industry who will help promote the kit along with the kids' book we're also publishing this season, *Everyday Magic for Kids*.

**Everyday Magic for all ages.** The mini kit includes an 88-page mini book with approximately 10 tricks also included in the kids' book, but re-fashioned for an audience of all ages. With step-by-step, 2-color illustrations throughout, as well as a uniquely designed set of cards, the kit provides everything you need to mystify your audience.

**Our magical and mystical kits are strong sellers.** From the original *Magic in a Box* to current backlist favorites like *Runes* and *Itty Bitty Buddha*, to more recent kits like *Practical Magic*, our magically mystical mini kits have been consistent sellers across accounts and have a ton of gift appeal.

# Magic Crystal Ball: See the Future!

Marlo Scrimizzi



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**20K**

**9/18/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762465149

BISAC Category:

Body, Mind & Spirit / Divination

Pages:

48

Key Selling Points:

- **Motion-activated Light and Sound!** An upgrade from your standard crystal ball with mystical ambient music, a beautiful glowing aura, and the voice of a fortune-teller delivering Magic 8-Ball like wisdom to help you find the answers that you seek.
- **Mystical Kits are Extremely Popular.** From backlist favorites like *Tarot* and *Itty Bitty Buddha* to more recent kits, including *Practical Magic*, mystical mini kits have been consistent sellers across accounts, appealing year-round and getting a boost during Halloween and holiday promotions.
- **Magic and Mysticism are Mainstream.** From lifestyle, health and wellness -- even business! -- the magical and mystical have found a place in all aspects of our lives. As previously "woo-woo" practices have become more accepted and widespread, readers have begun clamoring for more ways to incorporate and play with magic.
- **Aesthetically Appealing and Fun.** Crystal balls are beautiful to look at and are useful tools in Feng Shui, bringing harmony and good energy to a space. Our crystal ball will sit on a black base and will bring a touch of magic to any

# PANTONE Magnet Set

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**5/22/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762464869

BISAC Category:

Art / Color Theory

Pages:

32

Key Selling Points:

- **Widespread recognition and brand visibility.** PANTONE is the definitive language of color. The brand's reach extends far beyond the designers and producers it was created to help -- it is now the worldwide standard for color communication and an entity that's broken out of the art world. PANTONE has 900K Instagram followers, 560K likes on Facebook, and gets millions of social and news impressions each year.
- **In line with other successful magnetic kits.** From *emoji: A Magnetic Kit* and *Pusheen: A Magnetic Kit* to *Cat Butts*, magnetic kits are some of our bestselling mini kits. Pairing a hugely iconic brand with widely appealing magnets is a formula that works and we are thrilled to apply the format to PANTONE. The components -- 10 popular PANTONE color chips on lightweight, 3-D wood magnets and a spiral-bound flip chart to choose your color of the day -- will be as sophisticated as they will be cute, allowing this kit to shine in both specialty and mass accounts.
- **Proven success in merch and print.** There is a robust, ever-growing line of merchandise featuring PANTONE colors -- from phone cases and office supplies to duvet covers and clothing -- proving consumers can't get enough of this hip,

# Pusheen: A Cross-Stitch Kit

Claire Belton



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**5/1/2018**

On Sale

Imprint:

RP Minis

ISBN:

9780762492275

BISAC Category:

Crafts & Hobbies / Needlework

Pages:

32

Key Selling Points:

- **A brand that sells itself.** Without much marketing or publicity on our or Pusheen's part, our Fall 2017 *Pusheen: A Magnetic Kit* organically garnered more than 2,000 pre-orders. We expect a similar reception for this adorable cross-stitch kit, which combines this ultrapopular brand with the growing cross-stitch trend.
- **Pusheen is an online sensation!** Pusheen has more than 9.5 million Facebook fans; 750,000 Instagram followers; 135,000 Twitter followers; and hundreds of thousands of unique visitors per month to Pusheen.com. These numbers grow every day as the chunky cat's engaged fans share and like content in droves; posts on Facebook routinely garner upwards of 200,000 likes and thousands of comments.
- **Proven success in print.** *I Am Pusheen the Cat* has sold more than 87,000 copies in traditional markets since 2013 and more than 200,000 copies through book fairs and special sales. The book has been translated into 14 languages and has helped establish Pusheen's presence offline. The *Pusheen Coloring Book* has sold 63,000 copies even after the coloring book bubble popped, and the newly released *Mini Pusheen Coloring Book* is showing strong sales as well.

• **Diverse licensing and reach.** Pusheen is licensed like crazy - stores like H&M

# Star Trek: Light-and-Sound Tricorder

Chip Carter



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**20K**

**4/24/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463640

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

48

Key Selling Points:

- **30th anniversary!** 2017 through 2018 marks *Star Trek: The Next Generation's* 30th anniversary. Lots of plans are in the works including a *Star Trek* Cruise, a brand-new show (*Star Trek: Discovery*), the official *Star Trek* 2017 Convention in Las Vegas, touring art exhibitions that commemorate *Star Trek* around the globe, a *Star Trek* Live in Concert series, Comic-Con panels, a Picard autobiography, a new comic series, signature collectibles, and more.
- **A cult phenomenon.** *Star Trek: The Next Generation* premiered in September 1987 and was viewed by 27 million people in the U.S. Today, *The Next Generation* is the most-watched series by *Star Trek* fans and is the series with their favorite captain and crew. *Star Trek* continues to have cultural, social, and political resonance around the world today.
- **A powerful franchise.** *Star Trek* is the longest-running show in UPN's history and the *Star Trek* movies are major box office hits that have grossed more than \$2.4 billion worldwide. StarTrek.com receives more than 1 million unique monthly visitors and has more than 8 million social media followers.
- **A brand-new show:** *Star Trek: Discovery* will premiere in September 2017 on CBS All Access and takes place ten years before *Star Trek: The Original Series*. Fans can expect a new captain, exciting storylines, and plenty of Klingons.
- **Expanding a best-selling mini kit series.** Running Press has had success



# The Little Prince: Light-Up Rose and Illustrated Book

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/24/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762465002

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

- **75th anniversary of beloved story.** Antoine de Saint-Exupéry's treasured novella, *Le Petit Prince*, is one of the most successful books of all time, with over 200 million copies sold. First published in the US, not in France, the book celebrates 75 years in 2018.
- **A hot license.** From the hugely popular enamel pins sold at Urban Outfitters to calendars at B&N and totes, mugs, and apparel at retailers worldwide, *The Little Prince* is a hot property.
- **Its popularity crosses generations.** Saint-Exupéry wrote this as a children's book intended for grown-ups, but it can be read on many different levels to provide pleasure and food for thought for readers of all ages.
- **International fame.** *The Little Prince* is the most translated book in the world after the Bible, with over 290 official translations. Our license includes a number of international territories.
- **Kit features what people love most about the book.** The memorable artwork, one-of-a-kind light-up rose, and greatest quotes are highlighted in this kit.

# Harry Potter Talking Dobby and Collectible Book: Lights Up!

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**25K**

**4/17/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463107

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

48

Key Selling Points:

- **Most successful "Mini" series.** With nearly 3 million Harry Potter kits sold, this is the best-selling line of minis in Running Press history.
- **Harry Potter is as hot as ever.** After a strong 2016 featuring *Harry Potter and the Cursed Child* and the launch of the *Fantastic Beasts* franchise, brand engagement with all things Harry Potter shows no signs of letup. A passionate, global base of fans spanning all ages continue to immerse themselves in product, experiences, and social media (78 million followers), related to Harry Potter.
- **International sales success.** The UK, Asia, and Latin America, among others, have all seen success great success with our Harry Potter program.
- **Huge collectors market.** People collect all manner of Harry Potter product, both for themselves and for the devoted fans in their lives. Popular product crosses a range of price points from low to high-end.
- **One-of-a-kind item.** Nothing creates a frenzy among Harry Potter collectors like a new, unique item. This is the first talking Dobby.
- ***Fantastic Beasts and Where to Find Them***, starring Eddie Redmayne and with a script by J. K. Rowling, has earned over \$800 million at the box office since November. FOUR more *Fantastic Beasts* films are set to follow in the series.

# By Hand: A Modern Lettering Kit

Nicole Miyuki Santo



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/17/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463404

BISAC Category:

Art / Techniques

Pages:

32

Key Selling Points:

- **Hand Lettering Is Everywhere!** Hand lettering is experiencing unprecedented popularity, from social media sites like Pinterest, Instagram, and Etsy to consumer goods, including wedding favors and stationery products. The appeal of this style reaches a huge range of female consumers, and has become a signifier of personality and quality.
- **Crafting Kits Have Had Great Success.** Crafting kits have covered a wide range of activities -- from coloring and painting to origami and calligraphy. These popular kits have tapped into the timeless appeal of these crafts, allowing them to both capitalize on current trends and backlist well.
- **Author with Strong Social Media and Community Ties.** Nicole Miyuki Santo has an active social media presence (13K followers on Instagram @nicolemiyuki) and regularly teaches online (Modern Calligraphy Summit, Brit + Co.) and in-person (West Elm, Google) workshops. She has a wide community of creatives who will promote the book on their own social media.
- **A Beautiful, Unique Package.** This kit incorporates the airy, distinctive lettering of Nicole Miyuki Santo, appealing to fans of high-end stationery product. The beautiful, soft color palette and high-quality photography make this kit a natural gift for creative women.
- **Tied to Two Upcoming Books!** The *By Hand* mini kit will accompany an adult

# Zodiac Embroidery: Stitch Your Sign!

Anna Fleiss



**\$10.95/\$13.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/17/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463923

BISAC Category:

Body, Mind & Spirit / Astrology

Pages:

32

Key Selling Points:

- **Astrology Is Incredibly Popular.** Horoscopes are everywhere, from local newspapers to trendy women's blogs (The Cut, Refinery29, etc.). As magic and mysticism have trended up, astrology has become even more popular, with zodiac signs appearing on high-end gift and stationery products and celebrity devotees like Gwyneth Paltrow and Lady Gaga touting its benefits.
- **Social Media Has Led to an Embroidery Renaissance.** Thanks to social media platforms like Pinterest, Etsy, and Instagram, embroidery has become a hip, modern pastime. This new generation of embroiderers is especially drawn to on-trend topics, including zodiac signs.
- **An Innovative Kit in a Proven Category.** Mystical minis have done well in the past, including *Tarot*, *The Witches' Spell Book*, *Runes*, and *The Witches' Love Spell Book*. This kit builds on that success with fresh, interactive components that capitalize on the perennial popularity of astrology.
- **Gift Potential Year-Round!** With its attractive, modern design, broadly appealing subject matter, and interactive components, the *Zodiac Embroidery* mini kit is an ideal gift for birthdays, holidays, or as an impulse purchase.

Also Available:

# Sugar Skull Origami

Peter Marchetti



**\$7.95/\$10.50 Can./£5.99 UK**

**Paperback**

**15K**

**4/10/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463725

BISAC Category:

Crafts & Hobbies / Origami

Pages:

56

Key Selling Points:

**Everyone loves sugar skulls.** Día De Los Muertos or Day of the Dead is celebrated in central and southern Mexico to honor deceased loved ones. One of the long-standing traditions of the holiday is making sugar skulls, which traditionally were made from sugar and candy. Today, the love for sugar skulls has spread into mainstream culture and can be found on everything from apparel to merchandise and in department stores and gift accounts across the country.

**Paper fun is for everyone.** Origami and paper crafts have become a popular art form and hobby all over the world. This kit includes a book of illustrated instructions to make a sugar skull with matching bow tie, top hat, leaf, and flower, and three sugar skull kirigami projects. Consumers will enjoy folding the Day of the Dead-colored papers into creative patterns and cutting it into intricate designs -- perfect for origami and kirigami first-timers!

**Origami fans are worldwide.** Fans celebrate World Origami Days October 24 to November 11 -- a two and a half week celebration of the international community of origami!

**Running Press success with best-selling sugar skull and origami kits.** *Paint-Your-Own Sugar Skull* and *Sugar Skulls Coloring Kit* have sold a combined 55,000

# The Felt Succulent Crafting Kit

Nicole Miyuki Santo



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/10/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463718

BISAC Category:

Crafts & Hobbies / Nature Crafts

Pages:

32

Key Selling Points:

- **Succulents and Gardening Are Everywhere!** In the age of Instagram, indoor gardening in general has become hugely popular, with succulents leading the charge. These tiny plants are featured everywhere, from Pinterest boards to design blogs, and are beloved for their tiny, charming appearance. This kit brings the joy of succulents to the home or office, without the ongoing commitment of a real plant.
- **An Easy, On-Trend DIY Kit.** Creating felt succulents is a simple, straightforward process, perfect for crafters of all ages and skill levels. The easy instructions and hip subject matter make this an ideal kit for fans of the Etsy aesthetic.
- **A Unique Melding of Two Successful Mini Categories.** We've had success with kits in the gardening category (*Grow Your Own Venus Flytrap*, *The Mini Bonsai Kit*) as well as kits in the craft space (*Art Therapy Coloring Kit*). This innovative kit melds those two popular areas in an irresistible package perfect for the DIY crowd.
- **A Perfect Gift for Mother's Day, and Year-Round.** The spring release and gardening subject matter make this a natural fit for Mother's Day promotions, while the non-holiday specific packaging allow for gifting year-round!

# Lucky Elephant: Bearer of Good Fortune

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/10/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463770

BISAC Category:

Antiques & Collectibles / Figurines

Pages:

32

Key Selling Points:

- **Elephant love is all around.** Elephants are beloved, revered, and regarded as symbols of good fortune by many cultures around the world -- from Asia to Africa, Europe, and the Americas -- making all manner of stylized, bedazzled, and colorful ornamental statues hugely popular collectibles. Many are Indian-inspired, like our mini figure.
- **Trunk-up = good fortune.** An elephant figure with raised trunk symbolizes luck. In particular in Asian-inspired decorating, it's thought to bring good fortune and optimism to the home. It's used in feng sui!
- **Elephant lovers don't stop at 1.** They're known to collect charms in all forms, from figures to jewelry, ring holders, fashion, stationery, and much more.
- **Much goodwill surrounding elephants.** With their habitats and very existence threatened, there are campaigns around the world to save elephants. Ivory-poaching and their exploitation in circuses is widely decried. Elephants are also admired for being highly intelligent, shown to exhibit behaviors including grief, learning, play, compassion, cooperation, self-awareness, and communication.
- **Makes a great gift.** This bearer of good fortune is a sweet gift for yourself or loved ones as a housewarming gift or anytime.

## Desktop Tetherball: It's a Wrap!

Alan Goldsher



**\$10.95/\$14.50 Can./£8.99 UK**

**Hardcover**

**15K**

Announced 1st Print

**4/10/2018**

On Sale

Imprint:

RP Minis

ISBN:

9780762463916

BISAC Category:

Humor / Topic

Pages:

32

Key Selling Points:

**Latest addition to our bestselling desktop sports mini series.** We have sold more than 2 million of our desktop sports mini kits, which range from the traditional (*Desktop Golf*) to the quirky (*Thumb Sumo*).

**Competition-based sports kits sell well.** Our kits for more than one player have performed particularly well. A game for two opposing players, tetherball consists of each player standing--or in in this mini desktop version, sitting--on opposite sides of the stationary metal pole with ball. Each player tries to hit the ball one way; one clockwise, one counterclockwise. The game ends when one player manages to wind the ball all the way around the pole so that it is stopped by the rope, without bouncing.

**Appeals to all ages.** This one-of-a-kind mini version of this popular pastime is sure to be tons of fun as an office distraction for adults, as well as for kids to play at home, school, virtually anywhere with its small, portable size.

Also Available:

- DESKTOP SPORTS 6-POCKET COUNTER DISPLAY
- SUMMERTIME FUN 6 POCKET COUNTER DISPLAY



# Fantastic Beasts and Where to Find Them: Bendable Bowtruckle

Running Press



**\$10.95/\$13.50 Can./£8.99 UK**

## Other Merchandise

**25K**

Announced 1st Print

**4/3/2018**

On Sale

Imprint:

RP Minis

ISBN:

9780762460731

BISAC Category:

Performing Arts / Film

Pages:

32

Key Selling Points:

- **Most successful "Mini" series.** With nearly 3 million Harry Potter kits sold, this is the best-selling line of minis in Running Press history. *Fantastic Beasts*, billed as a prequel to the HP stories and films, is an extension of J. K. Rowling's Wizarding World franchise.
- ***Fantastic Beasts and Where to Find Them* is a bestseller.** The book, which is presented as Harry Potter's copy of the Hogwarts textbook and written by Magizoologist Newt Scamander (actually J. K. Rowling), has sold millions of copies.
- **\$800m at the box office.** Starring Eddie Redmayne as Newt Scamander, the *Fantastic Beasts* film franchise has been a huge success so far.
- **Part 1 in a 5-part series.** More *Fantastic Beasts* films will follow in 2018, 2020, and beyond.
- **Captures the passionate Harry Potter audience.** Spanning a range of audiences, from kids and families to young adults and collectors, the Wizarding World franchise connects with all ages. A passionate, global base of fans continue to immerse themselves in product (collectibles, etc.), experiences (Wizarding World attractions), and social media (78 million followers), related to Harry Potter. Global anticipation and awareness building for the new theatrical series will continue to drive high brand engagement and sell-through

# Star Trek: Light-and-Sound Borg Cube

Chip Carter



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**20K**

**4/3/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463657

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

48

Key Selling Points:

- **30th anniversary!** 2017 through 2018 marks *Star Trek: The Next Generation's* 30th anniversary. Lots of plans are in the works including a *Star Trek* Cruise, a brand-new show (*Star Trek: Discovery*), the official *Star Trek* 2017 Convention in Las Vegas, touring art exhibitions that commemorate *Star Trek* around the globe, a *Star Trek* Live in Concert series, Comic-Con panels, a Picard autobiography, a new comic series, signature collectibles, and more.
- **A cult phenomenon.** *Star Trek: The Next Generation* premiered in September 1987 and was viewed by 27 million people in the U.S. Today, *The Next Generation* is the most-watched series by *Star Trek* fans and is the series with their favorite captain and crew. *Star Trek* continues to have cultural, social, and political resonance around the world today.
- **A powerful franchise.** *Star Trek* is the longest-running show in UPN's history and the *Star Trek* movies are major box office hits that have grossed more than \$2.4 billion worldwide. StarTrek.com receives more than 1 million unique monthly visitors and has more than 8 million social media followers.
- **A brand-new show:** *Star Trek: Discovery* will premiere in September 2017 on CBS All Access and takes place ten years before *Star Trek: The Original Series*. Fans can expect a new captain, exciting storylines, and plenty of Klingons.
- **Expanding a best-selling mini kit series.** Running Press has had success

# Teeny-Tiny Fairy Garden

Danielle Selber



**\$9.95/\$12.50 Can.**

**Paperback**

**15K**

**4/3/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463664

BISAC Category:

Crafts & Hobbies / Miniatures

Pages:

32

Key Selling Points:

- **Fairy gardens are trending.** Inspired by garden gnomes and desktop terrariums, the next trend is fairy gardens! Fairies and fairy lore remain a perennial favorite and fairy gardens are currently trending on Etsy and Pinterest.
- **Fairy garden merchandise is popular.** There are tons of fairy gardens that can be found on T-shirts, jewelry, stationery, home and garden products, and more. Popular retailers carry fairy garden supplies including chain craft stores and specialty and gift accounts.
- **Great for all ages.** Precious and unique, this fun kit is perfect for fairy lovers, kids, and adults alike!
- **Assemble-your-own.** This kit includes a molded fairy, three toadstools, ten stepping stones, and moss so consumers can assemble their fairy garden and display on their desktop, in the garden, or in a potted plant. They'll love the do-it-yourself angle!

Also Available:

• MOTHER'S DAY 6 DOCKET COUNTED DISPLAY

# Yoga Frog: Reflections from the Lily Pond

Nora Carpenter, Illustrated by Mark Chambers



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/3/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463824

BISAC Category:

Health & Fitness / Yoga

Pages:

32

Key Selling Points:

- **An irresistible, thoughtful gift.** Releasing in time for Mother's Day gift giving, this is truly a year-round gift perfect for anyone in your life who could use a soothing reminder to find calm in the midst of chaos. Buy it for your yoga teacher sister, your mother who spends all of her free time in her garden, a woman with a hectic job, or. . . yourself!
- **A popular zen gardening trend.** Beautiful resin garden statues of peaceful, yoga-practicing frogs are a popular gardening trend, with a simple Google search yielding more than 860,000 results. This kit gives the charming idea new life--and an even broader audience--with an adorable bendable frog that can be posed in a variety of yoga postures. Whether the figure sits on your desk or in your garden, it will encourage relaxation and calm.
- **Follows the success of other mindful mini kits.** *Yoga Frog* is in line with other successful mind, body, spirit kits--many of which are some of Running Press's best-selling titles--such as *The Mini Zen Gardening Kit*, *Itty Bitty Buddha*, *Zen Meditation Balls*, and *Yoga to Go*.

Also Available:

• SUMMERTIME FUN & POCKET COUNTER DISPLAY

# Finger Weightlifting: Get Ripped!

Running Press



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/3/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463886

BISAC Category:

Sports & Recreation / Bodybuilding & Weightlifting

Pages:

40

Key Selling Points:

- **Desktop sports and activity kits sell well.** Our desktop sports mini kits have sold more than 2 million copies and are perennial bestsellers.
- **A great gift.** Perfect for any bodybuilder, musclehead, or weightlifting wannabe, this kit makes a great birthday or Father's Day gift, and will appeal to both men and women.
- **One-of-a-kind weight set.** *Finger Weightlifting* is the first tiny weight set on the market, and includes real metal weights for a unique effect.

Also Available:

- DESKTOP SPORTS 6-POCKET COUNTER DISPLAY

**This one-of-a-kind miniature weightlifting set lets you pump some iron--with your fingers!**

**Kit includes:**

# Brain Fart: A Stress Ball for Mental Recall

Sarah Royal



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**4/3/2018**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463787

BISAC Category:

Humor / Form

Pages:

32

Key Selling Points:

- **Humor kits have a great track record.** Hilarious kits like *The Screaming Goat* and *Cat Butts* have sold in huge numbers and across sales channels. *Brain Fart* is the stand-out humor kit on our Spring 2018 list.
- **Stress relief with a twist.** A far cry from other plain, boring stress balls, this brain-shaped reliever includes five fart sounds played at random, turning a moment of frustration into one of hilarity!
- **Fart books sell well.** Our *Fart Dictionary* has sold more than 75,000 copies since 2011. Other fart-themed books like *Farts: A Spotter's Guide* have seen similarly high sales and continue to sell year after year.
- **A great gag gift for all ages.** Kids and adults alike will delight in this grossly funny kit, the perfect "just because" present for friends and co-workers.

Also Available:

- Fall 2018 HEB 20-copy clip strip
- FATHER'S DAY 6 POCKET COUNTER DISPLAY

# Festivus/Seinfeld: Celebration Kit

Running Press



**\$13.95/\$18.50 Can.**

**Paperback**

**30K**

**10/17/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462360

BISAC Category:

Performing Arts / Television

Pages:

32

Key Selling Points:

- **The Festivus miracle!** In the 20 years since the classic *Seinfeld* episode that introduced the world at large to "Festivus" first aired, the faux holiday has become a pop culture phenomenon, actually celebrated by fans with parties complete with Feats of Strength, Airing of Grievances, and of course, the Festivus Pole.
- **A Festivus for the rest of us.** You don't even have to be a *Seinfeld* super fan to celebrate! The holiday-officially recognized on December 23 each year-is beloved for its themes against the pressures and commercialism associated with Christmas. It's all-inclusive because it has no religious bent. And the "traditions" around its celebration are just hilarious, so everyone wants to get in on the Festivus fun.
- **Includes Jerry Stiller's actual voice.** George Costanza's father, Frank, is the soul of Festivus. Our kit includes the actual audio recordings of the actor who so memorably interpreted this larger than life character-Jerry Stiller.
- **A complete set.** The Pole is central to the Festivus tradition and the main focus of our kit, but other traditions are represented with magnets and we've even thrown in some copies of George's infamous "Human Fund" donation cards.

# The Elf on the Shelf Snow Globe

Running Press



**\$9.95/\$12.50 Can./£5.99 UK**

**Paperback**

**50K**

**10/17/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462889

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Pages:

32

Key Selling Points:

- **The Elf on the Shelf is a hit in book form.** A book comes with the box set containing the scout elf (29.99 retail). They're approaching 10 million units sold to date. The book has hit bestseller lists in *Publishers Weekly*, *USA Today*, and the *Wall Street Journal*.
- **Both parents and kids love EOTS.** Parents love these elves as they represent a reminder to their children to be good little boys and girls. They also get very creative about where the elf shows up. Look up #elfontheshelf on social media and you'll see many examples of the fun families have with this.
- **EOTS social media engagement.** Over 5.7 million visitors to elfontheshelf.com; over 600K registered users. EOTS mobile apps have had nearly 3 million downloads. On Facebook: 1.3 million fans; Instagram: 125K followers; Twitter 34,000 followers, including many celebrities and other major brands.
- **#ScoutElfReturnWeek marketing campaign.** The brand puts a big push behind this. They produce videos (6.5 million views on YouTube!) and this is a fan favorite hashtag.
- **Brand extensions galore expand awareness.** *An Elf's Story* animated tale premiered in 2011 and airs year after year over the holidays on Cartoon Network and TBS. There are Elf on the Shelf board books for kids, stationary,



# Fantastic Beasts and Where to Find Them: Newt Scamander's Case: With Sound

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**50K**

**10/10/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762460724

BISAC Category:

Humor

Pages:

16

Key Selling Points:

- **Most successful "Mini" series.** With nearly 3 million Harry Potter kits sold, this is the best-selling line of minis in Running Press history. *Fantastic Beasts*, billed as a prequel to the HP stories and films, is an extension of J. K. Rowling's Wizarding World franchise.
- ***Fantastic Beasts and Where To Find Them* is already a bestseller.** The book, which is presented as Harry Potter's copy of the Hogwarts textbook and written by Magizoologist Newt Scamander (actually J. K. Rowling), has sold over a million copies.
- **\$800m at the box office.** Starring Eddie Redmayne as Newt Scamander, the *Fantastic Beasts* film franchise has been a huge success so far.
- **Part 1 in a 5-part series.** More *Fantastic Beasts* films will follow in 2018, 2020, and beyond.
- **Captures the passionate Harry Potter audience.** Spanning a range of audiences, from kids and families to young adults and collectors, the Wizarding World franchise connects with all ages. A passionate global fan base continues to immerse themselves in product, experiences, and social media related to Harry Potter. Global anticipation and awareness building for the new theatrical

# Sesame Street: Cookie Monster Cookie Cutter Kit

Sesame Workshop



**\$9.95/\$12.50 Can.**

**Paperback**

**25K**

**10/10/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462414

BISAC Category: Cooking / Methods

Pages: 32

Key Selling Points:

**Multi-generational appeal.** Cookie Monster has been one of the top characters on Sesame Street since he debuted in 1969. With his famous eating phrases such as "Me want cookie!" "Me eat cookie!" and "Om nom nom nom" in his distinctive gravelly voice, and his characteristic blue fur and googly eyes, he is a character that is beloved by fans of all ages. In 2016, he even starred in a popular Apple commercial for the iPhone 6S to set a timer and play an album while he waits for cookies to bake.

**Alphabet concept kit meets baking fun.** The cookie cutters in the shape of the letters A, B, and C (plus a bonus Cookie Monster face cookie cutter) will be tons of fun to use when baking with mom or dad in the kitchen, and with the mini edition of *The ABCs of Cookies*, the kit offers a fun way to learn the alphabet.

**Sesame Street is an iconic kids' brand.** Sesame Street is still the #1 PBS Kids show with parents, reaching 1.5 million parents a week. The brand's YouTube channel beats all other kids' programming for YouTube visitors, with 60 million views a month. Sesame Street also has two robust websites at [sesamestreet.org](http://sesamestreet.org) and [pbskids.org](http://pbskids.org).

**C is for Cookie! The Cookie Monster Cookie Cutter Kit features a deliciously**

# The Little Box of emoji: With Pins, Patch, Stickers, and Magnets!

Running Press



**\$9.95/\$12.50 Can.**

**Paperback**

**10/10/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762463701

BISAC Category:

Humor / Form

Pages:

16

Key Selling Points:

- **Everyone loves emoji.** Nearly 74 percent of Americans report using emoji every day. Cell-phone users of all ages love using emoji including millennials, Gen-Xers, and Baby Boomers. Today, there are approximately 800something emoji available in a standard character set.
- **Part of our growing emoji program.** Our second mini kit in our miniature editions line, *The Little Box of emoji* joins our *emoji a Day* flip book and *My emoji Journal*, also releasing in Fall 2017.
- **Brand-new emoji merchandise.** The emoji Company has a huge list of licensees creating a wide range of emoji merchandise including stationery, plush, masks, T-shirts, apparel, and much more. The brand has plans to continue licensing new products.
- **emoji film releasing in 2017.** *The emoji movie*, directed by Anthony Leondis and starring T.J. Miller, Ilana Glazer, and James Corden, is set to release July 28, 2017.

**Declare your love for emoji with this awesome box full of wearable, shareable designs!**

# Bob Ross Bobblehead: With Sound!

Bob Ross



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**10/3/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762490417

BISAC Category:

Humor

Pages:

16

Key Selling Points:

- **Bob Ross--a pop culture phenomenon for over 30 years--is HOT!** His *Joy of Painting* program has been on PBS uninterrupted since 1983. He has 1.5 million Facebook fans. Netflix just picked Bob's show up and Twitch added a new channel called Creative and did an eight-day marathon with him that reached a total of 5.6 million viewers. That has brought in a new fan base of gamers and Millennials who have fun creating Bob Ross-related hashtags, memes, and videos of themselves painting with Bob.
- **The first Bob Ross Bobblehead:** There has not been an officially licensed Bob Ross Bobblehead yet, and this has the added bonus of sound, so you can *hear* his inspirational message and classic phrases about "happy little clouds," trees, mountains, animals, and how they relate to art and life.
- **Bob's words are the ultimate in mindfulness!** He creates masterpieces in half an hour while dispensing little branches of wisdom. But Bob talks about more than landscapes and trees; he taps into the core ideal that people should be happy, and painting is a great way to achieve that. Millions of viewers of all ages, from around the globe, are still relaxing and unwinding with Bob's manner and words.
- **Making art accessible to the masses:** The Bob Ross Company was formed in 1981 and is an active behind-the-scenes organization that today celebrates

# Dancing with Jesus: Bobbling Figurine

Sam Stall



**\$10.95/\$14.50 Can./£8.99 UK**

**Paperback**

**15K**

**10/3/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762490479

BISAC Category: Antiques & Collectibles / Toys

Pages: 48

Key Selling Points:

**Based on the perennial favorite *Dancing with Jesus*.** This glorious in-house creation continues to be one of our top humor titles, particularly in fourth quarter for holiday gift-giving, with 50k copies sold since 9/12.

**Lovingly adapted into our unique mini kit format.** The kit includes a mini book version of *Dancing with Jesus*, including all the hilarious--but practical--how-to instructions for 12 dance moves inspired by Jesus and the likes of Moses and John the Baptist, and illustrations. The apostolic conga line finale has been converted into a backdrop to display with your bobbling Jesus figurine!

**Other Christian-themed merch sells well.** This kit joins other slyly humorous Christian collectibles in the market that have sold well, including our very own *Pope Francis Bobblehead* mini kit. It is the perfect gift for Jesus fans of all ages.

**Adapted from the wildly popular *Dancing with Jesus*, this humorous kit includes a bobbling Jesus figurine on a suction cup base that you can attach to your dashboard, your desk, or virtually anywhere you could use some**

# Sesame Street: Oscar the Grouch Talking Button

Sesame Workshop



**\$10.95/\$12.50 Can.**

**Paperback**

**25K**

**10/3/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462407

BISAC Category: Antiques & Collectibles / Toys

Pages: 32

Key Selling Points:

**A favorite Sesame Street character meets our popular talking mini kit format.** We've had success with other licensed mini kits that feature a fun sound element (see comp grid). This one-of-a-kind kit is sure to stand out from other Sesame Street merchandise with its signature Oscar phrases that apply to many situations, sure to be played again and again!

**Huge cross-over appeal.** This kit appeals to both kids and adults with its nostalgic packaging and mini book version of the classic book, *How to Be a Grouch*, as well as the talking button that will be fun to use at home, or at the office!

**Sesame Street is an iconic kids' brand.** *Sesame Street* is still the #1 PBS Kids show with parents, reaching 1.5 million parents a week.

**Let your family, friends, and co-workers know how you really feel with the *Oscar the Grouch Talking Button!* Including audio of 5 of Oscar's signature phrases voiced by Carroll Spinney, the talking button celebrates the grouch in all of us.**

For *Sesame Street* fans of all ages, this nostalgic kit includes a desktop button that

# The Little Box of Feminist Flair: With Pins, Patches, & Magnets

Lauren Mancuso, Illustrated by Anna Fleiss



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**10/3/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762463442

BISAC Category:

Humor / Form

Pages:

48

Key Selling Points:

- **Feminism is Trending!** Feminism is playing a major role in popular culture, with celebrities proudly identifying as feminists, and events like the Women's March drawing tens of thousands of participants from across the country. Feminism is also dominating social media with memes, devoted accounts, and coordinated campaigns (i.e. #adaywithoutwomen).
- **Patches and Pins Are More Popular Than Ever.** Iron-on patches and pins are making a comeback. Major retailers (Madewell, Urban Outfitters) as well as smaller, cult favorite shops have catapulted these retro accessories to the realm of must-have.
- **Inspired by an Upcoming RP Title!** *The Little Box of Feminist Flair* isn't RP's only feminist offering for Fall 2017! This feisty kit is inspired by the upcoming book *Feminist Icon Cross-Stitch*, which has already received enthusiastic responses across HBG. The kit will feature the same charming cross-stitch style illustrations as the adult title, making them a perfect pair in stores!
- **A Perfect Gift for Women of All Ages.** With a broad selection of women -- from historical figures to Second Wave icons and contemporary tastemakers -- and engaging mini-biographies, *The Little Box of Feminist Flair* appeals to a broad range of women, including fans of Gloria Steinem, Michelle Obama, Ruth Bader Ginsburg, Malala Yousafzai, and Beyonce.
- **A Hip Package with Distinctive, Collectible Components.** *The Little Box of*

# Bob's Burgers Talking Burger Button

Robb Pearlman



**\$13.95/\$18.50 Can./£7.54 UK**

**Paperback**

**15K**

**9/26/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462766

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

- **Bob's Burgers already a hit in bookstores!** The *New York Times* bestselling *Bob's Burgers Cookbook* has sold 130,000 since publication in March 2016, according to the publisher.
- **Season 6 finished with a bang.** It was up 33% from season 5; 300 million streaming views across the season (up 40% from last year); 3 million loyal fans tuned in live for the finale and 100th episode; hit 1.5 million fans on Facebook.
- **You can watch the show all the time.** Airing on Adult Swim, it was the #1 new Syndicated Show of 2015, and it's available anytime on Hulu and Netflix. New episodes air on Fox Sunday nights as part of the network's powerhouse lineup, between the NFL and *The Simpsons*.
- **Bob's Burgers & Hot Topic.** Fox teamed with the retailer on a marketing campaign and sweepstakes to promote the Bob's Burgers Live show. The 2015 tour included 8 sold-out shows of over 3,000 people with stops in Minneapolis, Chicago, New York, Washington D.C., and Boston.
- **Not going anywhere.** Fox recently renewed the show for two more seasons, keeping it running at least until Spring 2018. Season 7 will premiere in 2016 and season 8 in Fall 2017.
- **Big debut in the UK.** The show will begin airing on Comedy Central UK in



# Pusheen: A Magnetic Kit

Claire Belton



**\$8.95/\$11.50 Can./£6.99 UK**

**Kit**

**30K**

**9/26/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462391

BISAC Category: Humor

Pages: 32

Key Selling Points:

- **Pusheen is an online sensation!** Pusheen has more than 9.4 million Facebook fans; 502,000 Instagram followers; 124,000 Twitter followers; and hundreds of thousands of unique visitors per month to Pusheen.com. These numbers grow every day as the chunky cat's engaged fans share and like content in droves—posts on Facebook routinely garner upwards of 200K likes and thousands of comments.
- **Proven success in print.** Pusheen creator Claire Belton's 2013 *I Am Pusheen the Cat* has sold more than 70,000 copies in traditional markets and more than 200,000 copies through book fairs and special sales. The book has been translated into 14 languages and has helped establish Pusheen's presence offline. The highly anticipated *Pusheen Coloring Book* hit shelves in October and has already sold close to 40,000 copies.
- **Diverse licensing and reach.** Pusheen is licensed like crazy—stores like H&M, JCPenney, Hot Topic, and ASOS sell Pusheen apparel; Gund has an extensive line of Pusheen plush; and there are multiple apps featuring or based on Pusheen (the Pusheen Facebook Messenger emoticons were launched in 2013 and are now used more than 14 million times *per day*).
- **Cute kit with cross-over appeal.** Magnetic kits such as *Cat Butts*, *Hello Kitty Dress Me Up*, and *Frozen: Dress Me Up Elsa and Anna* have been huge

# Teeny-Tiny Noah's Ark

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**9/26/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462384

BISAC Category:

Humor

Pages:

20

Key Selling Points:

- **Second kit in new mini series.** *Teeny-Tiny Noah's Ark* is the second mini kit in a series featuring collectible wooden sets based on beloved stories from the Bible. *Teeny-Tiny Nativity*, also featuring stunning artwork from illustrator Helen Dardik, was published in September 2016.
- **The perfect gift.** This collectible set is the perfect size for a stocking stuffer and makes a great gift for other religious holidays. This set is a great value at \$9.95.
- **Unique and collectible.** While there are many Noah's Ark sets on the market, this might be the tiniest! This adorable, beautifully designed set will be a must-have for collectors.
- **Large target market.** The story of Noah's Ark is one of the most popular Bible stories-this kit will appeal to a wide audience.

Featuring the stunning artwork of illustrator Helen Dardik, this set includes wooden Noah and 10 animals, box with built-in ark, and a 32-page *The Story of Noah's Ark* mini book. This collectible set is the perfect size for a stocking stuffer and makes a great gift for other religious holidays.

# The Princess Bride Talking Book

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**15K**

**9/26/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462841

BISAC Category:

Art / Film & Video

Pages:

32

Key Selling Points:

- **An Iconic Film Celebrates 30 Years.** *The Princess Bride* celebrates its 30th anniversary in 2017, pushing it once again into the pop culture spotlight. A Broadway adaptation based on the film is set to debut in 2017 to coincide with this anniversary.
- **Devoted, Cult Following.** *The Princess Bride* is a cult classic, with devoted fans both young and old. Fans continue to engage with the property, which has more than 2.5 million Facebook fans and a new generation of enthusiasts thanks to placement on streaming services like Netflix. Fans have also shown a commitment to buying *Princess Bride* products, including the 2014 title *As You Wish* by the movie's star Carey Elwes (151,000 copies sold to date).
- **Full of Beloved, Popular Quotes.** Known as much for its iconic lines as its far-ranging plot, *The Princess Bride* is one of the most quotable movies of all time. With lines like "As you wish," and "Inconceivable!" this property is perfectly suited for the age of GIFs and viral internet phenomena.
- **One-of-a-Kind Component for Collectors.** Unlike many of its peers, *The Princess Bride* is not oversaturated in the marketplace. Few quality pieces of merchandise related to the film exist, and those that do are largely expensive figurines. This unique, well-priced component, featuring an interactive construction and sound, will be a welcome addition for fans and collectors.

# Practical Magic: Includes Rose Quartz and Tiger's Eye Crystals, 3 Sheets of Metallic Tattoos, and More!

Nikki Van De Car



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**10K**

**9/5/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762463091

BISAC Category:

Humor

Pages:

48

Key Selling Points:

- **Magic and Mysticism are Trending.** Magic and mysticism have received renewed positive attention in popular culture from celebrities like Gwenyth Paltrow, Victoria Beckham, and Katy Perry, as well as high-end brands like LA's Moon Juice. This enthusiasm has translated to mass appeal, with numerous websites, including *The Cut* and *Refinery29*, offering weekly horoscopes. Crystals and astrology continue to be the biggest components of this trend.
- **A Perfect Gift for Halloween, And Year-Round!** With sections on crystals, astrology, and herbal healing, *Practical Magic* is well positioned to take advantage of spooky Halloween promotions, while the kit's non-holiday-specific design make it an irresistible gift or impulse-buy year-round.
- **An Innovative Kit in a Proven Category.** Mystical kits have done well in the past, including *Tarot*, *The Witches' Spell Book*, *Runes*, and *The Witches' Love Spell Book*. This kit builds on that success with fresh components -- like the hip rose quartz and metallic temporary tattoos -- and an exciting text with real-world applications.

Also Available:

# Zombie Gnome: A Tiny Terror

Andrew Farago, Shaenon K. Garrity



**\$9.95/\$12.50 Can.**

**Paperback**

**15K**

**9/5/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762490448

BISAC Category:

Humor / Form

Pages:

32

Key Selling Points:

- **Zombie fever rages on.** 2016 saw the success of *The Walking Dead* and *Pride and Prejudice and Zombies*. Upcoming films like *World War Z 2* and *The Girl with All the Gifts* prove that the zombie craze is here to stay.
- **Bestselling categories.** Our *Wee Little Garden Gnome* kit has sold over 312,000 copies, and an updated version will be released in Spring 2017. Zombie-themed kits like *Zombie Bowling* and *Whack-a-Zombie* continue to sell year-round.
- **Enduring Popularity.** Garden gnomes like the Travelocity traveling gnome have become veritable pop culture icons. Popular books like *How to Survive a Garden Gnome Attack* demonstrate an interest in edgier gnome content, and upcoming films such as *Gnomeo & Juliet: Sherlock Gnomes* and *Gnome Alone* show their widespread appeal.

Also Available:

- F17 6-Pocket Halloween Prepack

# Alien: Hissing Xenomorph and Illustrated Book: With Sound!

Robb Pearlman



**\$12.95/\$16.50 Can./£7.99 UK**

**Paperback**

**35K**

**8/29/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462681

BISAC Category:

Fiction / Science Fiction

Pages:

48

Key Selling Points:

- **Film phenomenon continues in 2017:** Ridley Scott, director of the 1979 classic that started it all, returns to helm this highly anticipated prequel installment of the series, starring Michael Fassbender and Katherine Waterson.
- **Billion-dollar, blockbuster history:** Over 1 billion worldwide box-office; 1.2 billion in consumer products sales to fans (video games, apparel, etc.); 80 million DVDs sold; 7 million+ fans across the franchise on Facebook.
- **Fox's dedication to the brand:** The studio behind the franchise, Fox, pours money into keeping the brand alive and vital, hosting annual "Alien Day" rallies for fans, outputting new licensed product, and keeping the series on the big screen (prequel #3 is already being planned).
- **Publishing success:** *Alien*-themed books, including a series from Titan and Dark Horse comics have sold well over the years. Among them: *Alien: The Official Movie Novelization* and *Prometheus: The Art of the Film* (each 10,000 net per Bookscan).
- **Critical hit:** *Alien* films have made such illustrious lists as the AFI's top 10 sci-fi films, *Entertainment* magazine's top 25 action films, and been inducted into the Library of Congress's National Film Registry.

## Best of the Best 15-Copy Mixed 6-Pocket Display: A Magnetic Kit

Nicola Dixon, Abd Al-hayy Moore, Edited by Running Press, Danielle Selber, Running Press, Illustrated by Jason Kayser



**\$131.25/\$157.40 Can.**

**Dumpbin – Filled**

**8/8/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762463527

BISAC Category:

Humor

Pages:

56

# Pokemon Coloring Kit

Running Press



**\$9.95/\$12.50 Can.**

**Paperback**

**7/18/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762462445

BISAC Category:

Games & Activities / Coloring Books

Pages:

46

Key Selling Points:

- **A wildly popular franchise.** Celebrating its 20th anniversary this year, the Pokémon franchise spans video games, trading card games, animated television shows and movies, comic books, and toys. Generating 2.1 Billion in revenue in 2015, Pokémon is the second-most successful and lucrative video game-based media franchise in the world, behind only Nintendo's Mario franchise.
- **New enthusiasm with Pokémon GO.** Pokémon partnered with Nintendo and Niantic to launch Pokémon GO, a free mobile app that allows players to discover and catch Pokémon in the real world. Since its release in July 2016, the app has been downloaded more than 500 million times worldwide and has generated a renewed excitement about Pokémon.
- **Unique and gifty package.** Featuring an innovative accordion fold with 46 images of different Pokémon characters and fun patterns to color, and packaged in our unique magnetic closure format with 10 colored pencils, this fresh new format is a great fit for fans of all things Pokémon.
- **Live-action Pokémon movie in the works.** A live-action Pokémon movie was announced in July, scheduled to begin production in 2017. The film will center on new character "Detective Pikachu" and kick off a franchise of live-action films.



# Daniel Tiger's Neighborhood Finger Puppet Kit

Running Press



**\$9.95/\$12.50 Can.**

**Other Merchandise**

**15K**

**5/2/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461486

BISAC Category:

Juvenile Fiction / Performing Arts

Age Range:

Ages 4 to 8, Grades P to 3

Key Selling Points:

- **A Top Show on PBS Kids.** *Daniel Tiger's Neighborhood* (DTN) is Nielsen rated #2 with Kids 2-5 and moms. The third season of this beloved show is in production to air in 2017-2018.
- **DTN can be found across all digital platforms.** It's the #1 PBS program streamed, averaging over 40 million streams monthly, compared to the preschool average of 10MM; the #1 property on PBSKids.org; one of the most popular shows on Netflix Kids streaming homepage; and DTN apps have reached 1MM downloads (The "Stop and Go Potty" App launched in Feb 2016 and ranked #1 in both Kids and Educational categories)
- **DTN continues to gain traction at retail.** DTN products can be found at Target, Walmart, TRU, Kohl's, Kmart, Amazon, and Barnes & Noble. Consumer product categories include: toys, books, DVDs, Coloring & Activity, Games & Puzzles, Apparel, and more! More than 2 Million DTN books have been printed by Simon & Schuster in 2 years (Walmart has 5 titles on POG; Target has 6)
- **DTN Live Show.** Premiered January 2016 and includes tour stops in 50 cities across North America.

# Where the Wild Things Are: Max Plush Toy and Sticker Book

Running Press



**\$9.95/\$12.50 Can.**

**Paperback**

**20K**

**5/2/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461554

BISAC Category: Juvenile Fiction / Animals

Age Range: Ages 3 And Up, Grades P to 17

Pages: 16

Key Selling Points:

- **Cross-generational, beloved story and character.** In the 49 years since Max was sent to his bedroom, Maurice Sendak's classic storybook has become one of the most cherished children's books of all time.
- **Popularity of WTWTA merchandise.** *Where the Wild Things Are* costumes, toys, apparel, figurines, and greeting cards are popular items at places like Pottery Barn Kids, Hallmark, and Target. And anything ?Max? is the top seller!
- **Based on award-winning bestseller.** Over 20 million copies of WTWTA sold worldwide to date. It was the winner of the 1964 Caldecott Medal, the 1964 Lewis Carroll Shelf Award, named among notable children's books of 1940-1970 (American Library Association) and best illustrated children's books of 1963, 1982 (*New York Times*).
- **Features Maurice Sendak's art.** The stickers feature the original artwork of Maurice Sendak, one of the most respected author-illustrators of the 20th century.

# Sesame Street: The Goodnight Elmo Kit: Nightlight and Illustrated Book

Sarah Albee



**\$9.95/\$12.50 Can.**

**Paperback**

**20K**

**4/25/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461387

BISAC Category: Antiques & Collectibles / Toys

Pages: 32

Key Selling Points:

- **Adapts one of the most successful kids' book themes-bedtime-into a must-have kit.** In addition to the unique mini Elmo nightlight, the kit brings the classic Elmo book, *Time to Go to Bed, Elmo* back into print, featuring the complete text and illustrations from the original story.
- **Features Sesame Street's Top Character-Elmo!**
- **Sesame Street is an iconic kids' brand.** 90 million kids have watched Sesame Street since it debuted in 1969, and it is still the #1 PBS Kids show with parents, reaching 1.5 million parents a week. It is in the top four brands that parents purchase for their kids. There is 98% brand awareness for Sesame Street.
- **New Life with HBO.** In January the new Sesame Street debuted on HBO. HBO will air new episodes every Saturday, 35 a year instead of the original 18 a year through PBS, and will also air classic episodes. HBO is developing a spin-off show with Sesame Street which will feature some original characters and new characters, with details to be revealed later this year. And they are working on new programming that will "age up" the Sesame audience-details in 2017.
- **More than 37 million kids and adults engage with Sesame Street on TV and digital platforms each quarter.** It's the #1 YouTube destination for preschoolers with 60 million views a month; top videos reach 10+ million views. Sesame Street has two robust websites at [sesamestreet.org](http://sesamestreet.org) and [pbs.org](http://pbs.org) with 9+ million visits a quarter.

# Sesame Street: The Monster at the End of this Book: Includes Illustrated Book and Grover Backpack Clip

Jon Stone, Mike Smollin



**\$9.95/\$12.50 Can.**

**Paperback**

**35K**

**4/25/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762460861

BISAC Category:

Antiques & Collectibles / Toys

Pages:

24

Key Selling Points:

- **The Monster at the End of this Book has sold more than 9 million copies to date.** Beloved by multiple generations of readers, it has never been out of print since first published in 1971. Written by Sesame Street's first head writer and longtime producer and director of the show, Jon Stone, it is a classic story with interactive elements. It is also a best-selling app and ebook.
- **Sesame Street is an iconic kids' brand.** 90 million kids have watched Sesame Street since it debuted in 1969, and it is still the #1 PBS Kids show with parents, reaching 1.5 million parents a week. It is in the top four brands that parents purchase for their kids. There is 98% brand awareness for Sesame Street.
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- **More than 37 million kids and adults engage with Sesame Street on TV and digital platforms each quarter.** It's the #1 YouTube destination for preschoolers with 60 million views a month; top videos reach 10+ million views. Sesame Street

# Wee Little Garden Gnome: A Tiny Bit O' Luck

Running Press



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**15K**

**4/25/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461561

BISAC Category: Humor

Pages: 48

Key Selling Points:

- **Refresh of a Bestselling Mini Kit.** The original *Wee Little Garden Gnome* has sold over 312,000 copies. In addition to the classic gnome figurine, we've added a two-sided illustrated backdrop, 5 sheets of electrostatic stickers to decorate the scenes, and some faux "grass" for your gnome to roam. And with its new illustrations and design, the kit is sure to enjoy even more success on the mini rack.
- **Legendary Creature.** The garden gnome has been an icon in gardens since the nineteenth century. Instantly recognizable, they are popular around the world, and are synonymous with gardening whimsy and fun.
- **Enduring Popularity.** Garden gnomes are pop culture icons and none is more famous than the Travelocity traveling gnome. There are also popular books, such as the quirky *How to Survive a Garden Gnome Attack* and the classic *Gnomes* (celebrating its 40th anniversary), and recent films featuring gnomes, such as *Gnomeo & Juliet* and its sequel *Gnomeo & Juliet: Sherlock Gnomes* coming to theaters January 2018.

After more than 10 years since its initial release, the Wee Little Garden

# Finger Yoga: Bend, Stretch, Relax

Mollie Thomas



**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**20K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461608

BISAC Category: Humor

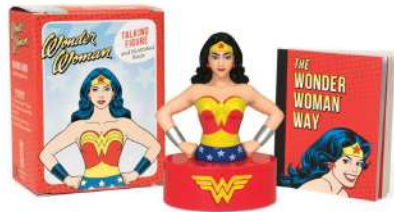
Pages: 32

Key Selling Points:

- **A blissful retreat...**right at your desk! All that typing has your fingers tired and aching for a release. Now, you can evoke the calming atmosphere of your favorite yoga studio any time with *Finger Yoga*. Simply unroll the mini yoga mat, slip the teeny yoga pants onto your fingers, and take your fingers through pint-sized poses, from the relaxing (Child's Pose, anyone?) to the powerful (hello, Warrior 2!).
- **The perfect gift for yogis everywhere.** From your Lululemon-obsessed sister to your crunchy granola aunt, yogis of every walk will get a kick out of this miniature version of their healthy obsession.
- **An evergreen trend.** The latest Yoga in America study shows that 20.4 million Americans practice yoga, compared to 15.8 million from the previous 2008 study (an increase of 29 percent!). As more and more people turn to the practice to get their calm on, the market is ripe for products that can extend their passion off the mat.
- **A mashup of two popular mini categories.** Finger activity kits-from *Thumb Sumo* to *Finger Soccer*-as well as calming, zen-focused kits-such as *Zen Meditation Balls*, *The Mini Zen Gardening Kit*, and *Yoga to Go*-have been huge sellers for Running Press. *Finger Yoga* brings together these two categories, just as full-sized yoga brings together a strenuous physical activity with a mindful practice.

# Wonder Woman Talking Figure and Illustrated Book

Running Press



**\$12.95/\$16.50 Can./£9.99 UK**

**Paperback**

**35K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762456949

BISAC Category: Humor

Pages: 48

Key Selling Points:

- **Wonder Woman movie coming in 2017, with more to follow:** After being featured in a supporting star role in *Batman v. Superman: Dawn of Justice*, Wonder Woman will return to the screen in her own film on June 23, 2017. Gal Godet (*Fast and the Furious* franchise) portrays the Amazon Princess. Wonder Woman will be seen again in the *Justice League* movies Parts 1 and 2 (slated for release in Fall 2017 and 2019, respectively). And DC Comics just announced an exclusive line of Wonder Woman cosmetics to be sold exclusively at Walgreens.
- **Empowering female icon:** She's a one-woman army on the side of freedom and justice, recognized and admired as a badass symbol of strength for girls and women.
- **Cult popularity:** Since her debut in 1941, Wonder Woman has thrived, starring in one of the longest-running comics series in the world. She has launched two live-action TV series and joined with other DC Comics heroes in several animated series, which continue to air worldwide.
- **Big collector's market:** From apparel and accessories to lunch boxes and bedding, Wonder Woman is a top seller in the DC Comics world.

# Harry Potter Talking Sorting Hat and Sticker Book: Which House Are You?

Running Press



**\$13.95/\$18.50 Can./£10.99 UK**

**Paperback**

**50K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461769

BISAC Category: Humor

Pages: 16

Key Selling Points:

- **Most successful "Mini" series.** With over 2 million Harry Potter kits sold, this is the best-selling line of minis in Running Press history.
- **Now with sound!** Our original Harry Potter Sorting Hat sold an impressive 82,000 copies before being put out of print due to technical issues. (The dyed liquid in the "magic 8-ball" feature clouded the window over time and you couldn't see the symbols anymore.) This new version is better than ever with the addition of sound—the actual voice of the Sorting Hat from the film series!
- **Harry Potter hitting a new high.** With a year of amazing product launches + a new film in 2016, brand engagement with all things Harry Potter is the strongest it has been in years.
  - *Harry Potter and the Cursed Child*, a new play based on an original Harry Potter story by J. K. Rowling, Jack Thorne, and John Tiffany opens July 30 at London's Palace Theatre.
  - First new Harry Potter book in years: a hardcover edition of the play's text will be released by Scholastic on July 31 (Harry Potter and J. K. Rowling's birthday!)
  - New publishing program from Wizarding World: the next lavishly illustrated volume in the Harry Potter series, *Harry Potter and the Chamber of Secrets*, pubs in October, with new editions of the Hogwarts Library books, including an edition of *Fantastic Beasts and Where to Find Them*, planned for 2017.
  - Re-launch of J. K. Rowling's Pottermore site, featuring all new content.



## Desktop Skee-Ball: Give it a roll!

Running Press



**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**20K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762460816

BISAC Category: Humor

Pages: 32

Key Selling Points:

- **A classic arcade game.** Skee-Ball is one of the most recognized and iconic games; there are over 100,000 Skee-Ball machines operating worldwide. The game is also played competitively across the country in the form of Skee-Ball leagues.
- **Skee-Ball Arcade app is a hit.** The Skee-Ball game app is the #1 brand bestseller paid iPhone app of all time and Apple's #20 bestseller iPhone game app. There has been nearly 25 million downloads of the game for iOS and Android.
- **Fun, unique components.** This one-of-a-kind Skee-Ball machine comes in three pieces that easily snap together, including two base/ramp pieces and one upright target piece. A small tray rests behind the target piece to collect the balls after they funnel through the point-value holes. The portable mini size allows you to play with this fun kit anytime, at home or at the office!
- **Latest installment in our desktop games series.** Our miniature desktop versions of the world's most popular sports and games are immensely popular, with over a million copies sold. Now fans can add *Desktop Skee-Ball* to their collection.

Also Available:

- 12-COPY 6-POCKET DESKTOP SPORTS FAVORITES MINI KIT DISPLAY

# The Tequila Mockingbird Kit: Cocktails with a Literary Twist

Tim Federle

**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**27.5K**

Announced 1st Print

**4/4/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762461547

BISAC Category:

Cooking / Beverages

Pages:

48

Key Selling Points:

- **Bestselling book turned mini.** *Tequila Mockingbird*, the bestselling title that this kit is based on, has sold over 210,000 copies. Existing fans of *Tequila Mockingbird* and newcomers alike will love this clever, portable kit.
- **Appeals to book lovers.** This kit is the perfect gift for any literature fan in your life. With cocktails and artwork inspired by the classics, it pairs well with whatever novel you're reading.
- **Portable cocktail recipes.** The *Tequila Mockingbird Kit* is easy to put in a purse or backpack for a night of literary wit paired with delicious cocktails and appetizers.
- **Drink related minis have strong track.** See comp grid for other drink-related minis; this kit is a fresh addition to the category.

Also Available:

- FATHER'S DAY 6 POCKET COUNTER DISPLAY

Tequila Mockingbird, Goodreads' Choice Award winner 2013 (Food & Cookbooks), is now a one-of-a-kind mini kit that includes a branded shot glass, 4 cocktail stirring sticks, and fifteen cocktail recipe cards.

# The Little World of Liz Climo: A Magnetic Kit

Liz Climo

**\$9.95/\$12.50 Can./£7.99 UK**

**Paperback**

**30K**

Announced 1st Print

**4/4/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762460854

BISAC Category: Humor

Pages:

32

Key Selling Points:

- **Based on Liz Climo's wildly popular blog!** Liz Climo's "Hi, I'm Liz" Tumblr blog boasts more than 260,000 unique monthly visitors and is often shared by big names such as "I F-ing Love Science" (21 million followers), George Takei (8.7 million followers), "The Chive" (1.4 million followers), and The Daily Beast (1.9 million followers). Climo also has more than 162,000 Facebook followers and nearly 8,000 Twitter followers. Climo's fanbase is clearly growing and is hungry for more from her "world."
- **The perfect gift for Climo lovers.** Fans of Climo's blog and Running Press books (*Lobster is the Best Medicine*-46k net sales since 2015 and *The Little World of Liz Climo*-44k net sales since 2014) will love this giftable, portable collection of Climo originals. The single-panel magnets are perfect for the fridge or bulletin board, and the 32-page book is great for a chuckle any time.
- **Extending the Climo brand off the page.** Fans have fallen in love with Climo's charming, quirky animal kingdom-a place where porcupines, anteaters, dinosaurs, and bears interact and grapple with everyday life with wit and humor. This kit joins greeting cards, calendars, and even emoji as yet another extension of the adorable, hilarious world of Liz Climo.

# Masterpieces by the Numbers

Running Press

**\$9.95/\$12.50 Can.**

**Paperback**

**10K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461578

BISAC Category:

Art / Reference

Pages:

32

Key Selling Points:

- **Refreshing a popular kit.** Our *Masterpieces by the Numbers* kit has sold more than 100,000 copies and has done very well in gift accounts. This new edition will feature three pre-printed canvases, foolproof by-the-number instructions, six vivid paints, and a paint brush, but now also includes a mini easel to proudly showcase your work. The kit also includes a 32-page book with paint-by-number tips and an abbreviated lesson in art history.
- **A fresh take on the coloring trend.** There's still no sign of the coloring trend slowing down, and our recently released *Relaxing Art Therapy Coloring Kit* and *Harry Potter Coloring Kit* are already seeing strong sales. This painting kit offers a unique take on the mindful activity trend, allowing consumers to channel their inner Vermeer or Mondrian as they paint their way calm.
- **Perfect for art lovers of all ages.** Everyone from classic art lovers to crafty kids will enjoy this kit, which makes it easy to replicate Van Gogh's *Still Life-Vase with Twelve Sunflowers*, a Mondrian *Composition*, and Vermeer's *Girl with a Pearl Earring* in no time.

Also Available:

- Fall 2017 Walmart 4-Pocket Display

# Desktop Disco Fever: Lights! Sound! Boogie!

Running Press

**\$12.95/\$16.50 Can.**

**Paperback**

**25K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461592

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

32

Key Selling Points:

- **Nostalgia.** The 70s are back! From bell bottoms on fashion runways to brightly patterned home decor, customers are hungry for 1970s style and pop culture. This mini kit highlights the best of that decade's music and dancing with its most iconic symbol of all-the disco ball.
- **Lights! Sound! Movement!** This kit features a wealth of special effects to bring the discotheque to the desktop. With four flashing, colored lights, a ball that spins, and a full 60 seconds of classic disco music, *Desktop Disco Fever* creates an instant party wherever you are.
- **Portable and Interactive.** Small, portable, and easy to set up, *Desktop Disco Fever* is an easy addition to any desk or office. The flashing lights and charming size will entice everyone to give the ball a spin, making this kit the perfect office distraction.

Get ready to boogie! With lights, music, and a spinning mini disco ball, Desktop Disco Fever has everything you need to "stay alive" in the office. Following in the footsteps of successful atmospheric desktop kits, from Desktop Paradise to the Mini Man Cave, this mini lets you set the

# The Book Lover's Cup of Tea: Includes Tea Infuser

Running Press

**\$9.95/\$12.50 Can./£5.99 UK**

**Paperback**

**15K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461615

BISAC Category:

Cooking / Beverages

Pages:

32

Key Selling Points:

- **Tapping into a strong market.** In the spirit of successful literary abridgments like our forthcoming *Shakespeare Box Set* and tea-focused kits like *Tea for Two*, *The Book Lover's Cup of Tea* targets two huge markets.
- **A clever twist on the classic tea ball.** Tea balls of yore now elicit yawns. With quirky infusers of all shapes cropping up, there's a hole in the marketplace for a book-themed infuser, perfect for anyone who loves to cozy up with a good book and a cuppa tea.
- **Gift package.** Our adorable miniature format allows this kit to grace the shelves everywhere from major booksellers to boutiques to tea shops. Consumers will love the giftable package, which pairs perfectly with a limited edition book or a bestselling page turner.
- **Tea time in a box.** Rounding out the package is a 32-page book with instructions for brewing the perfect cup of tea; suggestions for tea and book pairings (fancy a cup of Dorian Earl Gray?); and scrumptious recipes for tea sandwiches, cakes, and cookies, perfect for a book club gathering or a long, lazy day of reading.

# How to Win Friends & Influence People (Miniature Edition): The Only Book You Need to Lead You to Success

Dale Carnegie

**\$7.95/\$10.50 Can.**

**Hardcover**

**15K**

**4/4/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462018

BISAC Category:

Business & Economics / Personal Success

Pages:

136

Key Selling Points:

- **30 Million Copies Sold Worldwide.** *How to Win Friends & Influence People* was first published in 1936 and continues to be a bestseller worldwide, selling in the six-figure range annually.
- **Timeless.** The self-help classic is just as useful today as it was when it was first published--Carnegie had an understanding of human nature that will never be outdated.
- **Portable Size.** Now available for the first time in our Miniature Edition format, making it easy to fit in a backpack or purse for a dose of inspiration on the go.
- **Mini abridgements of bestselling business books are consistent sellers.** From *7 Habits to Highly Effective People* to *The Power of Positive Thinking*, sales of our inspirational business mini books are strong year after year. (see comp grid)

A Running Press mini abridgement of the most groundbreaking guidebook of all time.

# Smurfs The Lost Village: Dress Me Up Smurfette and Friends: A Magnetic Kit

Running Press

**\$9.95/\$12.50 Can./€7.99 EU**

**Paperback**

**25K**

Announced 1st Print

**2/28/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762461530

BISAC Category:

Humor

Pages:

32

Key Selling Points:

- **Smurfs: The Lost Village in theaters April 7, 2017.** The latest film in Sony Pictures Animation's Smurf series which has grossed nearly 1 billion worldwide (*The Smurfs*, 2011 and *The Smurfs 2*, 2013). The movie will feature Mandy Patinkin as Papa Smurf, Rainn Wilson as Gargamel, and Demi Lovato as Smurfette. The film will showcase the redesign of the characters and setting with a new animation style of classic meets contemporary, honoring the legacy of Peyo's original Smurf comic that debuted in 1958.
- **Everyone loves Smurfs!** With 95% global brand awareness, the Smurfs have multi-generational appeal with boys and girls 3-12 and adults/millennials with their nostalgia factor.
- **Multi-million dollar marketing campaign to turn the world blue and make Smurfs the must-see event of 2017.**
- "Blue"-chip promotional partners & massive licensing campaign
- **Retail powerhouse.** The Smurfs has made over 1 billion in retail sales since 2010:
  - 400 million figurines
  - 50 million books and comics
  - 10 million plush toys



# Peanuts: It's the Easter Beagle, Charlie Brown Coloring Kit

Charles M. Schulz

**\$9.95/\$12.50 Can.**

**Paperback**

**50K**

**2/28/2017**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762462155

BISAC Category:

Games & Activities / Activity Books

Pages:

45

Key Selling Points:

- **PEANUTS holiday titles have bestselling track!** Our RP Kids and Miniature Editions of *It's the Easter Beagle, Charlie Brown* have netted nearly 200k copies to date.
- **Unique and gifty package for a perennial brand.** Featuring an innovative accordion fold with text and artwork from the classic story to color, and packaged in our unique magnetic closure format with 10 colored pencils, this fresh new format is the perfect fit for *It's the Easter Beagle, Charlie Brown*.
- **The timeless holiday favorite meets the wildly popular coloring trend.** Our four art therapy coloring books have sold nearly 600k copies combined. Our *Art Therapy Coloring Kit* has sold 75k since its December release, and we've shipped more than 50k of the *Harry Potter Coloring Kit* since its March -the coloring trend doesn't seem to be going away anytime soon! This kit makes a great addition to our growing coloring kit series.
- **Our fourth coloring kit in the PEANUTS series.** The forthcoming *It's the Great Pumpkin, Charlie Brown Coloring Kit* and *A Charlie Brown Christmas Coloring Kit* have been well-received at accounts from B&N to Target. In addition to *It's the Easter Beagle*, we're also publishing the *Be My Valentine, Charlie Brown Coloring Kit* this season to have a PEANUTS coloring kit for all holiday gift-giving occasions.

# Naughty Truth or Dare

Running Press

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**6.5K**

Announced 1st Print

**1/3/2017**

On Sale

Imprint:

RP Minis

ISBN:

9780762460717

BISAC Category:

Humor

Pages:

105

Key Selling Points:

**A sexy twist on an old favorite.** *Naughty Truth or Dare* offers a modern take on the quintessential party game: truth or dare. For anyone looking to revive the tradition and get to know their party guests or partner better, this kit can turn any night into a raucous bout of fun. No longer must you rack your brain for the perfect "truth" or "dare"-simply close your eyes, draw a card, and let the fun begin.

**Kinky kits sell!** Running Press's love and erotica mini books and kits-such as *10 Nights of Passion*, *The Art of the Striptease*, and *Love Fortune Cookie*-have all sold very well. Risque and blushworthy while still being totally useful, *Naughty Truth or Dare* is the perfect addition to this strong category.

**The perfect gift for your Valentine-or yourself.** Timed to release in time for Valentine's Day gift-giving, this kit is the perfect purchase whether you want to send a hint to your hunny or add some naughty fun to your next party.

**Fun, portable format.** *Naughty Truth or Dare* will follow the same format as the well-received *The Naughty & Nice Dates Kit*-inside, there are 52 "truth" prompt cards on one side and 52 "dare" prompt cards on the other. The format makes it ideal for keeping in your bag for an anytime dose of sexy fun.

Looking to add a little spark to a date night in or a get-together with

# Peanuts: Be My Valentine, Charlie Brown Coloring Kit

Charles M. Schulz

**\$9.95/\$12.50 Can.**

**Paperback**

**25K**

Announced 1st Print

**12/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762462148

BISAC Category: Humor

Pages: 46

Key Selling Points:

**PEANUTS holiday titles have bestselling track!** Our RP Kids and Miniature Editions of *Be My Valentine, Charlie Brown* have netted nearly 240k copies to date.

**Unique and gifty package for a perennial brand.** Featuring an innovative accordion fold with text and artwork from the classic story to color, and packaged in our unique magnetic closure format with 10 colored pencils, this fresh new format is the perfect fit for *Be My Valentine, Charlie Brown*.

**The timeless holiday favorite meets the wildly popular coloring trend.** Our four art therapy coloring books have sold more than 250k copies combined. Our *Art Therapy Coloring Kit* has sold 75k since its December release, and we've shipped more than 50k of the *Harry Potter Coloring Kit* since its March release—the coloring trend doesn't seem to be going away anytime soon! This kit makes a great addition to our growing coloring kit series.

**Our third coloring kit in the PEANUTS series.** The forthcoming *It's the Great Pumpkin, Charlie Brown Coloring Kit* and *A Charlie Brown Christmas Coloring Kit* have been well-received at accounts from B&N to Target. In addition to *Be My Valentine*, we're also publishing *It's the Easter Beagle, Charlie Brown Coloring Kit* this season to have a PEANUTS coloring kit for all holiday gift-giving occasions.

**Makes the perfect gift for your Valentine—young or old!** PEANUTS have always appealed to both children and adults. This new mini kit will be a big hit for fans of all ages who want to spread the love with Charlie Brown and the gang!

# Doctor Who: Supreme Dalek and Illustrated Book: With Light and Sound

Richard Dinnick

**\$12.95/\$16.50 Can./£7.99 UK/€9.99 EU**

**Paperback**

**33K**

Announced 1st Print

**10/25/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460502

BISAC Category:

Performing Arts / Television

Pages:

48

Key Selling Points:

**Distinct but Deluxe Dalek at 12.95-with light and sound!** Our first Dalek kit (ISBN 978-0-7624-4931-6) has netted 130,000 copies since 5/13, proving the popularity of the mutant cyborg Daleks among *Doctor Who* fans. The original Dalek and Supreme Dalek (with special features!) can coexist as they are different in both color and design.

**560,000 *Doctor Who* kits sold in two-and-a-half years since the series launched..** This kit will be a great addition to the line!

**2014 LIMA Licensing Award for Retailer of the Year: at Hot Topic.** *DW* was the featured property for holiday at Hot Topic store wide. *DW* is the #2 property sold at **Think Geek**.

***Doctor Who* has staying power.** A BBC staple since 1963, *Doctor Who* is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per *The Guinness Book of Records*.

**More than 50 years later, *Doctor Who* is as popular as ever!**

- *Doctor Who* continues to perform strongly following its biggest ever season opener-3.29 million viewers. Episodes 2 and 3 continued to be the most watched

# Wisdom from Rich Dad, Poor Dad for Teens: The Secrets about Money--That You Don't Learn in School!

Robert T. Kiyosaki

**\$6.95/\$8.50 Can./£3.99 UK/€4.99 EU**

**Hardcover**

**7.5K**

Announced 1st Print

**10/25/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762461004

BISAC Category:

Juvenile Nonfiction / Business & Economics

Age Range:

Ages 13 And Up, Grades 8 to 17

Pages:

128

Key Selling Points:

**Timeless bestseller.** *Rich Dad Poor Dad* ranks as the longest-running bestseller on all four of the lists that report to *Publisher's Weekly*—*The New York Times*, *Business Week*, *The Wall Street Journal* and *USA Today*—and was named "USA Today's #1 Money Book" two years in a row. The Rich Dad series has sold over 27 million copies worldwide, and is the third longest-running "how-to" bestseller of all time.

**International hit.** Translated into 51 languages and available in 109 countries, the Rich Dad series has dominated best sellers lists across Asia, Australia, South America, Mexico and Europe.

**Strong backlist seller for Miniature Editions.** The previous mini edition of *Rich Dad Poor Dad for Teens* has sold 37k copies in North America. We published *Rich Dad Poor Dad* and *Rich Dad Poor Dad for Teens* in 2009; in 2014 the publishing rights transferred from Hachette to Plata Publishing so both mini books have been OP since 2014. They are making their triumphant return to the minis list in Fall 16—now with World rights!

# Wisdom from Rich Dad, Poor Dad: What the Rich Teach Their Kids About Money--That the Poor and the Middle Class Do Not!

Robert T. Kiyosaki

**\$6.95/\$8.50 Can./£3.99 UK/€4.99 EU**

**Hardcover**

**10K**

Announced 1st Print

**10/25/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460991

BISAC Category:

Business & Economics / Personal Success

Pages:

128

Key Selling Points:

**Timeless bestseller.** *Rich Dad Poor Dad* ranks as the longest-running bestseller on all four of the lists that report to *Publisher's Weekly*—*The New York Times*, *Business Week*, *The Wall Street Journal* and *USA Today*—and was named "USA Today's #1 Money Book" two years in a row. The Rich Dad series has sold over 27 million copies worldwide, and is the third longest-running "how-to" bestseller of all time.

**International hit.** Translated into 51 languages and available in 109 countries, the Rich Dad series has dominated bestsellers lists across Asia, Australia, South America, Mexico and Europe.

**Backlist bestseller for Miniature Editions.** The previous mini edition of *Rich Dad Poor Dad* has sold 67k copies in North America. We published *Rich Dad Poor Dad* and *Rich Dad Poor Dad for Teens* in 2009; in 2014 the publishing rights transferred from Hachette to Plata Publishing so both mini books have been OP since 2014. They are making their triumphant return to the minis list in Fall 16—now with World rights!

**Mini abridgements of bestselling business books are consistent sellers.**

# Elf Talking Buddy-in-a-Box: ""Does somebody need a hug?""

Running Press

**\$13.95/\$18.50 Can./£10.99 UK/€9.99 EU**

**Paperback**

**40K**

Announced 1st Print

**10/4/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460946

BISAC Category: Humor

Pages:

0

Key Selling Points:

**Headed for repeat success.** Our *Elf Snow Globe*, released in October 2014, has sold 66,000 copies-and counting. This kit, now more deluxe and featuring Will Ferrell's voice, is sure to be an even bigger success.

**Elf is already a classic.** In the twelve years since its initial theatrical release, *Elf* has become a TV staple around the holidays. On ABC it attracted over 22.8 million viewers in 8 airings last holiday season and 6 million in airings on VH1.

**Beloved cast and story.** The movie starred Will Ferrell, James Caan, Zooey Deschanel, Bob Newhart, and Ed Asner. It made over 220 million at the box office worldwide. It currently holds an 84% "Certified Fresh" rating on *Rotten Tomatoes*.

**Elf: Buddy's Musical Christmas.** The animated musical retelling of the film debuted for Christmas 2014 and attracted 6 million viewers. The DVD released in October 2015.

**Hit home entertainment.** Over 12 million DVDs sold worldwide. It's Warner Home Video's #3 holiday title.

**Elf merchandise sells.** There are ornaments, greeting cards, mugs, apparel,

# Emoji: A Magnetic Kit

Running Press

**\$9.95/\$12.50 Can./£5.99 UK/€7.99 EU**

**Paperback**

**35K**

Announced 1st Print

**10/4/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460762

BISAC Category:

Humor / Topic

Pages:

56

Key Selling Points:

**Everyone loves emoji.** Cell-phone users of all ages love using emoji including millennials, Gen-Xers, and Baby Boomers. Today, there are approximately 800something emoji available in a standard character set. Some of the most popular emoji will be included in this magnetic kit including happy and sad faces, a smiley face with lovesick eyes, a smiley face with sunglasses, a smiley face laughing tears of joy, a kissy face, a heart, cake, pizza, hand gestures, poo-and much more.

**Brand-new emoji merchandise.** Emoji has recently been partnering with companies to create emoji merchandise including stickers, plush, masks, and T-shirts and apparel. The brand has plans to continue licensing new products.

**An emoji film in the works.** After a high six-figure bidding war, Sony Pictures won the rights to develop an animated emoji movie. The release date of the movie is unknown, but will include Anthony Leondis directing and co-writing with Eric Siegel, with Michelle Raimo Kouyate producing.

**Oxford Dictionaries word of the year is a face with tears of laughter.** Every year, Oxford's selection team discusses several options and selects a word, or in this case, emoji, "that is judged to reflect the ethos, mood, or preoccupations of that particular year." Oxford Dictionaries has selected the "face with tears of joy" emoji as its "word" of the year for 2015 in both the U.S. and the U.K.

**Running Press's magnet kits sell well.** Running Press has had success with many magnet kits including *Frozen: Dress Me Up Elsa and Anna*, *Cat Butts*, *Hello*



# Mighty Morphin Power Rangers Dragon Dagger and Sticker Book: With Sound!

Running Press

**\$12.95/\$16.50 Can./£7.99 UK/€9.99 EU**

**Paperback**

**20K**

Announced 1st Print

**10/4/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460748

BISAC Category:

Performing Arts / Television

Pages:

16

Key Selling Points:

**Film tie-in.** The newest installment in the *Power Rangers* franchise is a full-length feature film produced by Lionsgate premiering on March 24, 2017. This mini kit will release right in time for the movie and stir up even more buzz for the beloved *Power Rangers*.

**A new TV show.** The *Power Rangers* brand stands for friendship, values, and good triumphing over evil. The latest show, *Power Rangers Dino Charge*, premiered in early 2015 and is already the top-rated show on Nick.com and the Nick Mobile App.

**Lots of merch.** The *Power Rangers* brand has over 200+ licensees with some of the most preeminent worldwide distributors and continues to expand. Some of their newest products include apparel, swimwear, sportswear and outerware, sleepwear, footwear, bedding and home décor, print-on-demand apparel, accessories, T-shirts, a free-to-play mobile card game, activity books, preschool products, and more.

**Still growing after 20+ years.** The *Power Rangers* have been a part of many families' homes since their debut in 1993 and their popularity hasn't slowed down. Power Rangers has 2 million fans on Facebook, over 1 billion views on YouTube, and they have over 800 episodes available on demand from providers like Netflix, Hulu, Amazon, and iTunes. *Power Rangers* is one of the longest-running, most-watched boys action series in TV history.

# Berenstain Bears Light-Up Tree House

Running Press

**\$12.95/\$16.50 Can./£9.99 UK/€9.99 EU**

**Paperback**

**12K**

Announced 1st Print

**10/4/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460830

BISAC Category: Humor

Pages: 32

Key Selling Points:

***Berenstain Bears* is one of the best-known and most-beloved book series for children.** Quick facts and figures:

- Over 380 books published since the early 1960s, over 190 still in print
- 300 million books sold worldwide
- 6.9 million annual U.S. sales
- 38 new titles planned through 2017

**Perfect for Christian retailers.** Zondervan's "Living Lights" series of *Berenstain Bears* books first published in October 2008. Over 2 million copies have been sold; 13 more titles are planned through 2017.

**Nostalgic property, appeals to kids and adults.** The *Berenstain Bears* first appeared in 1962. While the core market is children, grandparents and young parents fondly remember these beloved bears and are a market for this kit as well.

**A unique item—licensed *Berenstain Bears* merchandise is scarce!** The rights for merchandise were tied up for years and only recently went to licensing agent King Features. Our product will be especially unique because there aren't many ancillary items out there for fans.

# Game of Thrones: Oathkeeper

Running Press

**\$12.95/\$16.50 Can./£9.99 UK/€9.99 EU**

**Paperback**

**35K**

Announced 1st Print

**9/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460755

BISAC Category: Humor

Pages: 48

Key Selling Points:

***Game of Thrones*, HBO's smash hit original dramatic series, is:**

-2015 Emmy winner for Best Drama, and winner of a record-setting 12 Emmys for the year!

-A critically acclaimed, award-winning series that boasts an incredibly devoted and active fan community eager to watch, experience, and consume all things related to the show

-A powerful property that supports a vast array of licensed merchandise

-A phenomenon seen around the globe in over 200 markets

**Over 113,000 *Game of Thrones* kits sold in less than a year.** This will be the sixth mini kit in the successful series.

***Game of Thrones* continues to grow in popularity, with the fifth-season finale drawing the show's largest audience ever,** despite going up against the NBA Finals in most of the country.

**Confirmed for at least 2 more seasons.** And they are leaving the door open to a season 7 beyond that in negotiations with the major stars of the show, according to industry news.

# The Walking Dead Blood Globe

Running Press

**\$12.95/\$16.50 Can./£7.99 UK/€9.99 EU**

**Paperback**

**25K**

Announced 1st Print

**9/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460700

BISAC Category:

Humor

Pages:

32

Key Selling Points:

**Strong Viewership:** Since its first season, with 5.35 million viewers, the show has outperformed several Nielsen ratings and earned 17.3 million viewers to date. The fifth season's mid-season finale was the highest rated mid-season finale in TV history with 14.8 million viewers.

**Season Six Premiere:** The season six premiere of the show had almost 20 million viewers.

**Strong Publicity Presence:** AMC has cultivated a strong social media presence with 3.84 million Twitter and over 33 million Facebook followers. The series' marketing strategy has been known for its publicity stunts including costumed-zombie pranks in New York City's subway, the creation of a zombie-inspired burger, and a worldwide zombie invasion event that included 26 cities.

**Numerous Awards:** The television series was nominated for the 2011 Writers Guild of America Awards, 2011 Golden Globe Awards, 2011 Saturn Awards, and the 2011 Primetime Emmy Awards. It has been critically reviewed as well in *Entertainment Weekly*, *Time*, *Newsday*, and *Screen Rant*.

**Fear the Walking Dead:** The premiere of *Fear the Walking Dead*, the spin-off show, attracted 10.1 million total viewers and the series has garnered favorable reviews.

**The Walking Dead Comics:** The television series is based on Robert Kirkman's ongoing comic book series, which has passed its 100th issue. Over a decade into its

# Teeny-Tiny Nativity

Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**40K**

Announced 1st Print

**9/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460908

BISAC Category:

Religion / Holidays

Pages:

88

Key Selling Points:

**The perfect holiday gift.** *The Teeny-Tiny Nativity* is the perfect size as a stocking stuffer, and a great value for 9.95.

**Unique and collectible.** There are many nativity sets on the market, but this might be the tiniest! This adorable, beautifully designed set will be a must-have for collectors.

**Christmas kits have a great sales track.** From *A Charlie Brown Christmas* to *The Merry Berry Bonsai Kit*, both our licensed and home-grown Christmas kits have extremely good sales (see comp grid).

**Timeless.** As one of the most recognizable symbols of the Christmas season, and with its classic design, *Teeny-Tiny Nativity* is sure to sell for many seasons to come. It is destined to become a new holiday backlist staple.

Also Available:

- Fall 2018 Happy Holidays 6 Pocket Counter
- 6-Pocket BAM Holiday Display

# Desktop Boxing: Knock Out Your Stress!

Running Press

**\$10.95/\$13.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**25K**

Announced 1st Print

**9/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460809

BISAC Category:

Humor

Pages:

40

Key Selling Points:

**Don't take stress out on your coworkers**-take it out on this mini punching bag! *Desktop Boxing* is the perfect desk accessory for inconspicuous yet effective stress relief. Did you just get reamed out by your boss? Did Bob in accounting eat your sandwich out of the fridge again? Need a mid-day break from the monotony? Shut the door, plop the punching bag on your desk, slip the tiny boxing gloves onto your two pointer fingers, and let it out!

**A mashup of two popular mini kit categories.** Quirky "finger" mini kits, such as *Thumb Sumo*, *Desktop Soccer*, and *Desktop Hockey*, as well as "office reprieve" kits, such as the *Stress Buster Box* and *The Mini Office Voodoo Kit*, have all sold extremely well. *Desktop Boxing* offers the best of both of these formats and genres, using a fun, miniature activity as a getaway from work and the stress it brings.

**Caters to a wide audience.** Everyone from 9-to-5ers and workaholics to boxing fans and sports lovers will enjoy this fun, easy activity they can play anywhere (and not get hurt!).

Also Available:

- 12-COPY 6-POCKET DESKTOP SPORTS FAVORITES MINI KIT DISPLAY

# Desktop Rugby

Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**20K**

Announced 1st Print

**9/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762460915

BISAC Category:

Humor

Pages:

32

Key Selling Points:

**Rugby World Cup 2015.** A peak audience of 9.4 million UK viewers watched the 2015 Rugby World Cup, which just ended on October 31st. Hosted by England, New Zealand won the cup over runners-up Australia. Five million people on Facebook and 300,000 on Instagram posted about the event. It achieved 181 million page impressions in four languages. The Official App was downloaded by 1.5 million fans. The next Rugby World Cup will take place in 2019-it will be hosted by Japan.

**Rugby is growing in popularity.** As of September 2015, rugby matches have seen their highest level of viewership since 2007, with a peak of at 11.6 million. Organizers of the 2015 World Cup claim it is the third largest sporting event in the World, behind only the FIFA World Cup and the Olympics.

**Rugby sevens is now an Olympics sport and will make its debut in the 2016 Summer Olympics.** Rugby hasn't been featured in the Olympics since 1924 in any form; for 2016 and at least 2020 the IOC is re-introducing the seven-a-side version of the sport for the Olympic games.

**Rugby is gaining traction in the U.S.** In 2011 the USA Rugby League was founded, which contains fourteen teams from around the United States. NBC broadcasts rugby tournaments on network TV, including the USA Sevens which drew millions of viewers.

# Peanuts: A Charlie Brown Christmas Coloring Kit

Charles M. Schulz

**\$9.95/\$12.50 Can.**

**Paperback**

**60K**

**9/27/2016**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762461288

BISAC Category:

Games & Activities / Activity Books

Pages:

40

Key Selling Points:

**PEANUTS holiday titles have bestselling track!** Our in-print RP Kids and Miniature Editions of *A Charlie Brown Christmas* have netted nearly one million copies to date.

**Unique and gifty package for a perennial brand.** Featuring an innovative accordion fold with text and artwork from the classic story to color, and packaged in our unique magnetic closure format with 10 colored pencils, this fresh new format is the perfect fit for *A Charlie Brown Christmas* and makes the perfect gift for fans of all ages.

**The timeless holiday favorite meets the wildly popular coloring trend.** Our four art therapy coloring books have sold more than 250k copies combined, and our *Art Therapy Coloring Kit* has sold 35k since its December release and continues to be one of our top sellers. The coloring trend doesn't seem to be going away anytime soon! This kit makes a great addition to our growing coloring kit series.

***A Charlie Brown Christmas* has big crossover.** PEANUTS have always appealed to both children and adults. Young or old, this new mini kit will be a big hit for everyone this holiday season!



# Trolls: Poppy and Branch Finger Puppets

Edited by **Running Press**

**\$9.95/\$12.50 Can.**

**Other Merchandise**

**32.5K**

Announced 1st Print

**9/27/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762459803

BISAC Category: Humor

Pages:

0

Key Selling Points:

**Film tie-in.** The highly-anticipated theatrical release of DreamWorks Animation's musical comedy *Trolls*, starring Justin Timberlake and Anna Kendrick, is on Nov. 6, 2016.

**Troll doll phenomenon.** One of the biggest toy crazes of the 1960s, the original troll dolls were born in 1959 when a Danish fisherman and woodcutter carved a doll for his daughter that was based on the legendary Scandinavian troll. Trolls experienced a resurgence in the 1990s and their uniquely endearing faces and shocks of colorful hair continue to capture the hearts and imaginations of fans around the world.

**Big at retail.** A roll-out of new *Trolls* toys and merchandise leading up to the film's release is planned, with TRU regarding *Trolls* as one of their key Q3/Q4 Beacon brand opportunities. Core publishing will be released from Random House, and sound books, coloring and activity, and graphic novels will also be hitting the market, creating a big brand presence for *Trolls* in bookstores.

**Cross-over audience.** *Trolls* will appeal to nostalgic fans who remember and love the classic good luck trolls from their childhoods, as well as a whole new generation with this colorful, whimsical, and imaginative film that for the first time tells the

# Metallic Tattoos: 15 Temporary Tattoos to Dazzle and Delight

Running Press

**\$7.95/\$10.50 Can./£4.99 UK/€5.99 EU**

**Paperback**

**22.5K**

**9/27/2016**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762459414

BISAC Category:

Art / Body Art & Tattooing

Pages:

32

Key Selling Points:

**Temporary tattoos are back!** And this time, they're shiny, glamorous, and completely wow-worthy. From silver arm bands and rings to gold tribal art and necklaces, women everywhere are layering on these beautiful pieces to add oomph to their everyday looks. Whether you're a glitzy diva or a boho queen, there's sure to be a metallic look for you.

**Huge, growing trend.** Fashion icons such as Beyonce, Rihanna, Sarah Jessica Parker, and countless others have all been seen sporting the shiny pieces, and with new products on the market every month, the trend shows no signs of slowing down. The trend spans demographics, age groups, and style categories, with everyone from runway models to tweens taking advantage of a rare cheap fashion trend.

**Versatile and fun.** Coat your arms in funky metallic designs for your next music festival, create ornate body art for your next trip to the beach, or add one or two understated pieces on your wrist and fingers for simple sophistication for your next night out-the possibilities are endless.

**Perfect price point.** With many luxury tattoo companies selling sheets of temporary tattoos for upwards of 28.00, our kit will offer consumers 12 sheets of temporary metallic designs at a fraction of the cost. The perfect gift for yourself or others, *Metallic Tattoos* lets everyone enjoy celeb-status glamour.

# Peanuts: It's the Great Pumpkin Charlie Brown Coloring Kit

Charles M. Schulz

**\$9.95/\$12.50 Can.**

**Paperback**

**45K**

Announced 1st Print

**8/23/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762461462

BISAC Category:

Games & Activities / Activity Books

Pages:

40

Key Selling Points:

**PEANUTS holiday titles have bestselling track!** GP has netted over 800,000 copies across all children's and mini editions.

**Anniversary tie-in!** Celebrate the 50th anniversary of the classic, Emmy award-winning television special.

**PEANUTS Partnerships for GP Anniversary:**

-Happy Meal promotion with McDonalds

-Tie-in with Kraft's Jell-o

-Mass activation at retail with Walmart, Target, CVS partners (details tbd)

**Unique and gifty package for a perennial brand.** Featuring an innovative accordion fold with text and artwork from the classic story to color, and packaged in our unique magnetic closure format with 10 colored pencils, this fresh new format is the perfect fit for *It's the Great Pumpkin, Charlie Brown* and makes the perfect gift for fans of all ages.

**The timeless holiday favorite meets the wildly popular coloring trend.** Our four art therapy coloring books have sold more than 250k copies combined, and our *Art Therapy Coloring Kit* has sold more than 50k since its December release and continues to be one of our top sellers. The coloring trend doesn't seem to be going away anytime soon! This kit makes a great addition to our growing coloring kit series.

**99% brand global awareness.** 76% of PEANUTS Facebook followers are 34 or

# Harry Potter Magical Creatures Coloring Kit

Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**150K**

Announced 1st Print

**8/23/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762461479

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

40

Key Selling Points:

**Huge demand for our first *Harry Potter Coloring Kit* (April pub):** 75,000-copy first printing; 100,000-copy reprint underway!

**Over 2 million Harry Potter kits sold**, making it the best-selling line of minis in Running Press history.

**Harry Potter + coloring is a magical combination.** First 2 HP coloring books from Scholastic show combined sales of nearly 500,000 since December 2015 (Bookscan). Coloring books #3 and #4 are forthcoming in March and June 2016.

**With a year of amazing product launches + a new film, in 2016 brand engagement with all things Harry Potter will be the strongest it has been in years:**

-*Harry Potter and the Cursed Child*, a new play based on an original Harry Potter story by J. K. Rowling, Jack Thorne, and John Tiffany opens July 30 at London's Palace Theatre.

-First new Harry Potter book in years: a hardcover edition of the play's text will be released by Scholastic on July 31 (Harry Potter and J. K. Rowling's birthday!)

# Sugar Skulls Coloring Kit

Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**32.5K**

**8/23/2016**

Announced 1st Print

On Sale

Imprint:

RP Minis

ISBN:

9780762460793

BISAC Category:

Humor

Pages:

32

Key Selling Points:

**Everyone loves sugar skulls.** Diá De Los Muertos or Day of the Dead is celebrated in central and southern Mexico to honor deceased loved ones. One of the long-standing traditions of the holiday is making sugar skulls, which traditionally were made from sugar and candy. Today, the love for sugar skulls has spread into mainstream culture.

**Sugar skull merchandise is popular.** There are tons of beautiful sugar skull designs that can be found on everything from apparel to merchandise including shirts, hats, jewelry, backpacks, keychains, stationery, lunchboxes, shot glasses, and more. Popular retailers now carry sugar skull apparel and merchandise including department stores and specialty and gift accounts.

**Gift package with beautiful designs.** Featuring a variety of detailed sugar skull designs, this cool kit is packaged in a unique magnetic closure format and is the perfect gift for any fan of art or sugar skulls.

**Stress relief.** With the mix of detailed sugar skull patterns and a variety of colors, anyone can relax and have fun with this one-of-a-kind mini coloring kit.

**Art on-the-go.** The portable mini kit size fits perfectly in a purse, bag, or pocket to provide a relaxing, stress-relieving, and fun activity when you need it.

**Mash-up of two successful kits.** *Art Therapy Coloring Kit* (on sale in 12/15) has a first printing of 75K copies, and *Paint-Your-Own Sugar Skull* has sold 19,184 copies since 8/15, with a second printing already underway.

# Star Trek: Light-Up Shuttlecraft: Lights Up!

Chip Carter

**\$12.95/\$16.50 Can./£7.99 UK/€9.99 EU**

**Paperback**

**35K**

Announced 1st Print

**8/9/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762459346

BISAC Category:

Antiques & Collectibles / Popular Culture

Pages:

48

Key Selling Points:

**Star Trek Beyond in theaters July 2016.** J.J. Abrams' reinvented *Star Trek* movies are major box office hits and have grossed more than 2.4 billion worldwide. The franchise continues to have cultural, social, and political resonance around the world today. Our new *Star Trek* kits coincide with *Star Trek Beyond* releasing in July 2016.

**50th anniversary!** 2016 marks *Star Trek's* 50th anniversary. Lots of plans are in the works including an exhibit at the Smithsonian Air & Space Museum, branded credit cards with Federal Credit Union, partnerships with NASA, *National Geographic*, Barbie, Hot Wheels, a *Star Trek* cruise, and more.

**A cult phenomenon.** Debuting in 1966, *Star Trek* is still very much a part of our culture today. It has changed not just the way we look at space, but also our own world.

**A powerful franchise.** In addition to its six television series, the franchise also includes novels, games, eleven movies, a themed attraction in Las Vegas, and traveling exhibits. It is the longest-running show in UPN's history, StarTrek.com gets more than 1 million unique monthly visitors, and there are more than 8 million social media followers.

**Star Trek kits sell well.** Running Press has had success with *Star Trek: Light-Up Phaser* and *Star Trek: Light-up Starship Enterprise*, with more than 120,000 copies sold to date. Our two new kits for spring 2016, *Star Trek: Communicator* and *Star*

# Harry Potter F16 12-copy counter display

Running Press

**\$131.40/\$143.40 Can.**

**Dumpbin – Filled**

**8/9/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762459490

BISAC Category:

Non-Classifiable

Pages:

0

**Display holds:**

ISBN: 978-0-7624-2977-6 | Harry Potter Time Turner Sticker Kit | 2

ISBN: 978-0-7624-2821-2 | Harry Potter Golden Snitch Sticker Kit | 2

ISBN: 978-0-7624-4185-3 | Harry Potter Horcrux Locket Kit and Sticker Book | 2

ISBN: 978-0-7624-5937-7 | Harry Potter Wand with Sticker Book | 2

ISBN: 978-0-7624-4926-2 | Harry Potter Hogwarts Castle Snow Globe and Sticker Book | 2

ISBN: 978-0-7624-5932-2 | Harry Potter Hermione Wand with Sticker Book | 2

# Ghostbusters: Proton Pack and Wand

Running Press

**\$13.95/\$18.50 Can./£10.99 UK/€9.99 EU**

## Other Merchandise

**42K** Announced 1st Print

**6/14/2016** On Sale

Imprint: RP Minis

ISBN: 9780762460069

BISAC Category: Humor

Pages: 16

### Key Selling Points:

**Coincides with release of Ghostbusters reboot:** The new *Ghostbusters* film hits theaters July 15, 2016 and is garnering a lot of hype. The female-headed cast, along with cameos from the original cast, are making this film one of the most anticipated films of 2016.

**Proton pack is an iconic and well known weapon:** Used by the Busters to weaken and capture ghosts, the proton pack is a mainstay in the wardrobes of these ghost-exterminating doctors and are easily recognizable to fans. This kit will feature a replica of the new proton pack and wand from the new movie (and is very reminiscent of the original).

**Global brand recognition:** The fan base of *Ghostbusters* spans over age and location with 97% worldwide recognition of the logo from groups aged 6-12 and 13-54. Now a household name, the *Ghostbusters* films have been broadcasted to generations of fans and thus the kit will be bought by and for all ages.

**Large and diverse fan base:** Considered one of the most iconic films of all times, *Ghostbusters* and its sequel pulled in 500M+ worldwide. Thirty years later, the fan base of this timeless comedy has grown. With the inclusion of female leads, young girls will become a significantly larger market.



# The Calming Coloring Kit

Running Press

**\$9.95/\$12.50 Can./€7.99 EU**

**Paperback**

**60K**

Announced 1st Print

**6/14/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762461356

BISAC Category: Humor

Pages:

50

Key Selling Points:

**Our second art therapy coloring kit—now with World rights!** The *Art Therapy Coloring Kit* has been selling extremely well since its December release. For that kit we have just North American rights, so we've created this follow-up kit that can sell worldwide to take full advantage of the global phenomenon.

**Gift package including everything you need to color your cares away:** With 10 colored pencils and 50 illustrated cards featuring a mix of animals, pretty patterns, and natural scenes, this inspirational package in our unique magnetic closure format is the perfect gift.

**Art therapy on-the-go:** The portable mini kit size fits perfectly in a purse or handbag to provide a relaxing, stress-relieving activity when you need it.

**Latest addition to our list of bestselling adult coloring titles:** Our four art therapy coloring books have sold more than 250k copies combined, and our *Art Therapy Coloring Kit* has sold 35k since its December release and continues to be one of our top sellers. The trend doesn't seem to be going away anytime soon!

# Star Trek: Light-and-Sound Communicator: With Light and Sound!

Chip Carter

**\$13.95/\$18.50 Can./£10.99 UK/€9.99 EU**

**Paperback**

**35K**

Announced 1st Print

**5/24/2016**

On Sale

Imprint:

RP Minis

ISBN:

9780762459339

BISAC Category:

Humor

Pages:

48

Key Selling Points:

**Star Trek Beyond in theaters July 2016.** J.J. Abrams' reinvented *Star Trek* movies are major box office hits and have grossed more than 2.4 billion worldwide. The franchise continues to have cultural, social, and political resonance around the world today. Our new *Star Trek* kits coincide with *Star Trek Beyond* releasing in July 2016.

**50th anniversary!** 2016 marks *Star Trek's* 50th anniversary. Lots of plans are in the works including an exhibit at the Smithsonian Air & Space Museum, branded credit cards with Federal Credit Union, partnerships with NASA, *National Geographic*, Barbie, Hot Wheels, a *Star Trek* cruise, and more.

**A cult phenomenon.** Debuting in 1966, *Star Trek* is still very much a part of our culture today. It has changed not just the way we look at space, but also our own world.

**A powerful franchise.** In addition to its six television series, the franchise also includes novels, games, eleven movies, a themed attraction in Las Vegas, and traveling exhibits. It is the longest-running show in UPN's history, StarTrek.com gets more than 1 million unique monthly visitors, and there are more than 8 million social media followers.

**Star Trek kits sell well.** Running Press has had success with *Star Trek: Light-Up Phaser* and *Star Trek: Light-up Starship Enterprise*, with more than 120,000 copies sold to date. Our two new kits for spring 2016, *Star Trek: Communicator* and *Star*

# Peter Rabbit Finger Puppets

Illustrated by **Beatrix Potter**

**\$9.95/\$12.50 Can./£5.99 UK/€7.99 EU**

## Other Merchandise

**33K** Announced 1st Print  
**5/24/2016** On Sale

Imprint: RP Minis  
 ISBN: 9780762459384

BISAC Category: Humor  
 Pages: 48

### Key Selling Points:

**150th Anniversary:** 2016 is the 150th anniversary of Potter's birth and Running Press is celebrating with a mini kit starring the classic cherished art.

**Bestselling Author:** Having written and illustrated twenty-eight books, her works have been translated into more than thirty-five languages and sold over a hundred million copies. Last year Penguin sold a ton of copies of the classic books—the timing is perfect for a classic, gift-able mini kit with finger puppets of the beloved characters.

**Beloved Literary Figure:** Potter's works have been adapted to multiple films, a ballet, and television shows. Her work has been preserved by the Armitage Library and Museum and the British Museum. In addition, the largest public collection of her letters and drawings is housed at the Victoria and Albert Museum.

**Global Appeal:** **The world of Beatrix Potter is a childhood classic beloved in the UK, Canada, Australia, NZ, India—and has recently been a huge hit on Nick Jr in the US, along with Treehouse in Canada and the UK.**

**This adorable finger puppet kit features two of Beatrix Potter's most popular characters, Peter Rabbit and his mother Ms. Josephine Rabbit. Also included is a two-sided diorama and five sheets of electrostatic stickers to**

## Desktop BBQ: With sizzling sound!

Edited and translated by Running Press, Edited by Running Press

**\$9.95/\$12.50 Can./£5.99 UK/€7.99 EU**

**Other Merchandise**

**30K**

**Announced 1st Print**

**5/17/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762460090**

**BISAC Category: Antiques & Collectibles / Toys**

**Pages:**

**32**

### **Key Selling Points:**

Perfectly timed for Father's Day. A great gag gift for grill-loving dads on Father's Day or any day, *Desktop BBQ* is sure to receive some laughs and appreciation.

A mini homage to a much-loved activity. The miniature diorama with one-of-a-kind components and fun sizzling sound feature celebrates the relaxing pastime, and will conjure carefree days in the backyard.

Portable and interactive. The portable size and easy set-up makes *Desktop BBQ* the perfect desktop distraction and the unique components are sure to make it a conversation piece at the office.

Grilling has prominence in media: A number of grilling TV shows (*Primal Grill, BBQ Pitmasters, King of the Grill*) and grilling cookbooks are on air/sold consistently and are successful. A mini BBQ set will be excellent for those who gobble up all things smokey and charred.

### **Also Available:**

- **SUMMERTIME FUN 6 POCKET COUNTER DISPLAY**
- **FATHER'S DAY 6 POCKET COUNTER DISPLAY**

## **Finger Breakdancing: Plays fresh beats!**

Edited and translated by Running Press, Edited by Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**35K**

**4/5/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458875**

**BISAC Category: Performing Arts / Dance**

**Pages: 32**

### **Key Selling Points:**

**Viral hit. Finger breakdancing or "fingerbreaking" is a trend that started over ten years ago and is popular on YouTube. Dancers don tiny sneakers on their index and middle fingers and make their hands do a dazzling array of complex dance moves, which can easily be shared via smartphone recordings. One of the innovators of this style, Lilach Chen, has made 20 videos in her series of hands-only breakdancing videos, which have 32 million views!**

**Finger breakdancing is practical. Finger breakdancing helps a dancer understand the mechanics of a full-body breakdancing move before trying it, just as ballet dancers will move their hands to learn a pattern before executing the footwork. However, finger breakdancing has become popular on its own as evidenced by the millions of YouTube video views on the sport and is even its own category in the full-body breakdancing competition Red Bull BC One.**

**Other quirky "finger" mini kits sell well. Other original RP mini kits in this category, *Thumb Sumo*, *Finger Soccer*, and *Finger Hockey*, have sold nearly a half a million copies combined.**

# Harry Potter Hermione's Wand with Sticker Kit: Lights Up!

Running Press, Edited by Running Press

**\$12.95/\$13.95 Can./£9.99 UK/€9.99 EU**

**Paperback**

**50K**

**Announced 1st Print**

**4/5/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459322**

**BISAC Category: Humor**

**Pages: 16**

**Key Selling Points:**

**Over 1.7 million Harry Potter kits sold, making it the best-selling line of mini kits in Running Press history.**

**Brand new wand! Wands are big collector's items with HP fans. Hermione's is one of the most popular!**

**Movie tie-in with *Fantastic Beasts and Where to Find Them*. The movie version of J. K. Rowling's book set in the world of Harry Potter is scheduled for release on November 18, 2016. Additional films to follow in 2018 and 2020.**

**NEW opportunities for International sales! Within the past year we have added many new territories in which to sell the Harry Potter line, including the Middle East, Latin America, Asia, Australia, and New Zealand.**

***Harry Potter* is still strong.**

**- The brand is a worldwide phenomenon with a passionate, global fan base built through nearly twenty years of books, theatrical events, consumer products, video games, and themed entertainment**

**-The Wizarding World of Harry Potter is a global media and PR driver for**

# Harry Potter Wizard's Wand with Sticker Book: Lights Up! (*Revised*)

Running Press, Edited by Running Press

**\$13.95/\$18.50 Can./£10.99 UK/€9.99 EU**

**Paperback**

**50K**

**Announced 1st Print**

**4/5/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459377**

**BISAC Category: Humor**

**Pages: 16**

**Key Selling Points:**

**Over 1.7 million Harry Potter kits sold, making it the best-selling line of mini kits in Running Press history.**

**Improvement upon past success! We've sold 222,000 units of our original Harry Potter Wand. This new deluxe edition will change the format of the wand, adding a light-up feature, and the kit will now include a one-of-a-kind stand for the wand.**

**Movie tie-in with *Fantastic Beasts and Where to Find Them*. The movie version of J. K. Rowling's book set in the world of Harry Potter is scheduled for release on November 18, 2016. Additional films to follow in 2018 and 2020.**

**NEW opportunities for International sales! Within the past year we have added many new territories in which to sell the Harry Potter line, including Scandinavia, Latin America, Asia, Australia, and New Zealand.**

***Harry Potter* is still strong.**

**- The brand is a worldwide phenomenon with a passionate, global fan base built through nearly twenty years of books, theatrical events, consumer**

# The Screaming Goat

Running Press

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**20K**

**Announced 1st Print**

**4/5/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459810**

**BISAC Category: Humor**

**Pages: 32**

## **Key Selling Points:**

**An Internet sensation. Since going viral on YouTube, videos of screaming goats have been remixed and parodied across the board. Today, you can see them in commercials for Geico, Doritos, Sprint, Discover Card, and more, and in parody versions of famous songs by Taylor Swift, Kanye West, Bon Jovi, and more. There are even screaming goat ringtones for your cell phone.**

**A unique Running Press spin. Following in the footsteps of *OMG! Owls* and *What the Fox?*, this mini kit takes another animal trend and brings it to the mini list with a one-of-a-kind figurine with a hilarious sound feature.**

**A great gag gift. Since screaming goats are often featured as twists in music video mash-ups, fans now have the chance to humorously interrupt their own friends with a screaming goat in real life.**

**Appeals to millennials. The viral screaming goats video has been featured across the Internet on many pop culture websites such as Reddit, Gawker, Slate, BuzzFeed, FAIL Blog, Mashable, Urban Dictionary, New York Daily News, and on morning shows. This mini kit appeals to an entire generation of screaming goat fans.**

**Also Available:**



# Harry Potter Coloring Kit

Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**75K**

**Announced 1st Print**

**4/5/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762460977**

**BISAC Category: Antiques & Collectibles / Popular Culture**

**Pages: 30**

**Key Selling Points:**

**Over 2 million Harry Potter kits sold, making it the best-selling line of minis in Running Press history.**

**Harry Potter + coloring is a magical combination. Scholastic has a 1,000,000-copy first print run of their newly released *Harry Potter Coloring Book*, according to the licensor. Coloring books #2 and #3 are forthcoming in January and March 2016.**

***Harry Potter* is a worldwide phenomenon with a passionate, global fan base: supported through nearly twenty years of books, theatrical events, consumer products, video games, and themed entertainment.**

**-The Wizarding World of Harry Potter is a global media and PR driver for the brand and continues to generate record-breaking attendance figures.**

**-Harry Potter Wish List site launched in 2014. Wish List is a dynamic information center where visitors can find the latest Harry Potter news, an interactive film series overview, and learn about new licensed product ([www.harrypotter.com/wishlist](http://www.harrypotter.com/wishlist)).**

**-Warner Bros. Studio Tour London: The Making of Harry Potter and non-WB Studios initiatives, such as J. K. Rowling's global Pottermore site and Scholastic's new Harry Potter Reading Club in North America continue to**

# Lucky Cat: Bearer of Good Fortune

Danielle Selber

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**27K**

**3/29/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459445**

**BISAC Category: Humor**

**Pages: 32**

## **Key Selling Points:**

**Lucky Cat lore: Originating in Japanese culture, this cute figure, also known as *maneki-neko*, is regarded as a charm that brings good fortune to its owner. There are many variations—some say the raised right arm brings luck and wealth while the raised left arm brings customers and success in business—but in whichever form and adornment this cat is found, it is a welcome talisman.**

**Continuing successful Asian-themed mind/body/spirit line. Bestselling Running Press kits like *Itty Bitty Buddha*, *The Mini Bonsai Kit*, *The Zen Gardening Kit*, and *Magnetic Mahjong* prove that Asian-themed items with symbolic meaning behind them connect with buyers and have a stellar sales track record.**

**Makes a great gift. This bearer of good fortune is a sweet gift for yourself or loved ones.**

**Lucky Cat is famous. In pop culture the cat has appeared in *Super Mario World*, *Pokemon*, and it's a common sight in shop windows and Japanese and Chinese restaurants.**

# Desktop Beach Volleyball

Teresa Bonaddio

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**18K**

**3/29/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762460151**

**BISAC Category: Sports & Recreation / Volleyball**

**Pages: 32**

## **Key Selling Points:**

**Latest installment in our Bestselling Desktop Sports Series: Our miniature desktop versions of the world's most popular sports are immensely popular-more than 1 million copies sold combined!**

**Popular around the world: Beach volleyball originated in Southern California at the beginning of the 20th century, but has since expanded in popularity to Asia, Africa, Europe, and South America. Many different countries participate in beach volleyball at the Summer Olympics.**

**Time relevant with Summer Olympics 2016: This kit is time relevant as the summer Olympics will take place in 2016, with beach volleyball being an official Olympic sport and a popular one at that.**

**Beach/beach activity popularity: Beach trips are very popular in the US and abroad; beach volleyball is often associated with the casual, beach-centric lifestyle. The idea of transporting to the beach without having to leave your desk is an attractive one! With a spring release, many potential buyers will have vacation on the mind.**

**Large potential audience: Volleyball and beach volleyball is a sport beloved by many of differing ages and genders. Whereas golf might appeal more to men and ping pong to children, the beach volleyball kit can be enjoyed by anyone.**

# Shakespeare Box Set

William Shakespeare

**\$15.95/\$20.50 Can./£11.99 UK/€10.99 EU**

**35K**

**Announced 1st Print**

**3/29/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459438**

**BISAC Category: Literary Collections / Essays**

**Pages:**

**680**

## **Key Selling Points:**

Three bestselling Shakespeare mini books in one desirable box set. *William Shakespeare: The Complete Plays in One Sitting* has sold 92,000 copies since 2012, *The Bard's Guide to Abuses and Affronts* has sold 160,000 copies in two editions, and *Love Sonnets of Shakespeare* has sold 15,000 since the 2014 refreshed edition.

- **400th Anniversary of Shakespeare's Death.** The Bard will be celebrated on the BBC with the Shakespeare Project 2016 with new adaptations and events with the Globe, Royal Shakespeare Company, and Shakespeare Birthplace Trust. (all accounts that stock our titles)

- **Attractive price point.** Each of the three hardcover mini books retail for \$5.95 so at \$13.95, the *Shakespeare Box Set* is a terrific value.

- **Gift package.** Each book in the mini classics series features a distinctive illustration, embossed type, and a faux leather look, making these minis extremely giftable and highly collectible. The handsomely designed deluxe slipcase will bring even more gift appeal to the package.

**To paraphrase the Bard, though they be but little, they are fierce... A**

# Mighty Morphin Power Rangers Light-Up Ring and Illustrated Book: Lights Up!

Running Press

**\$9.95/\$12.50 Can./£5.99 UK/€7.99 EU**

**Paperback**

**22K**

**3/29/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458752**

**BISAC Category: Antiques & Collectibles / Popular Culture**

**Pages: 56**

## **Key Selling Points:**

**Film tie-in.** The newest installment in the *Power Rangers* franchise is a full-length feature film produced by Lionsgate premiering in January 2017. This mini kit will release right in time for the movie and stir up even more buzz for the beloved *Power Rangers*.

**A new TV show.** The *Power Rangers* brand stands for friendship, values, and good triumphing over evil. The latest show, *Power Rangers Dino Charge*, premiered in early 2015 and is already the top-rated show on Nick.com and the Nick Mobile App.

**Lots of merch.** The *Power Rangers* brand has over 200+ licensees with some of the most preeminent worldwide distributors and continues to expand. Some of their newest products include apparel, swimwear, sportswear, sleepwear, home décor, T-shirts, activity books, preschool products, and more.

**Still growing after 20+ years.** The *Power Rangers* have been a part of many families' homes since their debut in 1993 and they do not intend to slow down. Power Rangers has 2 million fans on Facebook, over 1 billion views on YouTube, and they have over 800 episodes available on demand from providers like Netflix, Hulu, Amazon, and iTunes. *Power Rangers* is one of

# Adventure Time Bowling

Edited by Running Press

**\$12.95/\$13.95 Can./£7.99 UK**

**Paperback**

**12.5K**

**3/29/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457984**

**BISAC Category: Humor**

**Pages: 32**

## **Key Selling Points:**

**A wildly popular animated series on the Cartoon Network.**

**-6 seasons, 200+ 11-minute episodes (has been renewed for season 7)**

**-over 30 new episodes and 8 tentpole events each year**

**-#1 show for boys 6-11, 9-14 demos in 7-9 pm Monday night time slot**

**-#1 show on Cartoon Network**

**-59 million fans tune in each quarter**

**-top 2 show among boys in Q1 2014, growing with girls**

**-episodes confirmed throughout 2017**

**Strong social media and digital presence.**

**-17M+ Facebook fans**

**-928K views on YouTube**

**-19K+ Youtube subscribers**

**-53M Video-on Demand**

**-#1 App**

**Fans of all ages. *Adventure Time* reaches all demographics—kids, tweens, teens, and adults.**

**Hot at retail. With over 100 licensees globally, *Adventure Time* has product**

# Dumb Ways to Die: Numpty Figurine and Songbook: Numpty Figurine and Songbook

Edited by Running Press

**\$12.95/\$16.50 Can./£7.99 UK/€9.99 EU**

**Paperback**

**22K**

**Announced 1st Print**

**3/29/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459117**

**BISAC Category: Humor**

**Pages:**

**56**

## **Key Selling Points:**

**Global Phenomenon:** *Dumb Ways To Die* has a worldwide audience. With over 100 million YouTube views and 50 million app downloads, it has become a recognized campaign with a large fan base.

**Mass Appeal:** The catchy song became an iTunes' Top Ten Song in November 2012 in over 28 countries.

**Award Winning:** The campaign won a number of awards, including: the Webby Award for "Best Animation Film & Video," the Gold Siren Award for "Best Advertisement of the Year," and the New York Festival's

International Advertising Awards' "Grand Trophy."

**Second App:** After the success of the first app, Metro Trains is creating a new app with even more dumb ways to die.

Inspired by the song and video that became a viral sensation, *Dumb Ways to Die: Numpty Figurine and Songbook* includes a bobbling figurine of Numpty that plays the catchy chorus, along with a 56-page mini book of lyrics and full-color illustrations.

# You Are a Badass® Talking Button: Five Nuggets of In-Your-Face Inspiration

Jen Sincero

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**15K**

**3/22/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762460083**

**BISAC Category: Self-Help / Motivational & Inspirational**

**Pages:**

**88**

**Key Selling Points:**

undefined

**Also Available:**

- **2018 Woman Power 6 Pocket Counter Display**

**In her refreshingly blunt *New York Times* bestseller *You Are a Badass*, Jen Sincero served up hilariously inspiring stories, sage advice, and the occasional swear word, all with the goal of helping readers reverse self-sabotaging behaviors and create a life they love. You will love this badass kit, wh...**

**Press your way to a pep talk with this Badass button and mini book of affirmations and advice, based on Jen Sincero's breakout #1 *New York Times* bestseller with more than 5 million copies sold**



# **Itty Bitty Buddha (Revised)**

Nicola Dixon, Nicola Dixon

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**30K**

**3/22/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459407**

**BISAC Category: Humor**

**Pages: 32**

**Key Selling Points:**

- **Original edition is a backlist bestseller. Since its publication in 2002, *Itty Bitty Buddha* has sold 389,362 copies!**
- **New design and mega-sized package. The updated edition features a fresh new design that will appeal to a modern, mindful audience but retains all of the whimsy of the original—it's just what you need to embark on your own path to nirvana.**
- **Mindfulness and meditation has become even more popular in recent years. More than ever, people are using mindfulness and meditation to let go of stress and find true happiness and inner peace. *Itty Bitty Buddha* is the perfect kit for those whose strive to live in the moment.**
- **Part of our bestselling Asian-themed mind/body/spirit line. Bestselling Running Press kits like *The Mini Bonsai Kit*, *Mini Zen Gardening Kit*, *Zen Meditation Balls*, and *Magnetic Mahjong* prove that Asian-themed items with symbolic meaning behind them connect with buyers and have a stellar sales track record.**

## Desktop Cornhole: Give it a toss!

Edited and translated by Running Press, Edited by Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**7.5K**

**Announced 1st Print**

**3/22/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459308**

**BISAC Category: Antiques & Collectibles / Popular Culture**

**Pages: 32**

### **Key Selling Points:**

Latest installment in our bestselling desktop games series. Our miniature desktop versions of the world's most popular sports and games are immensely popular, with millions of copies sold. Now fans can add the American pastime of cornhole to their collection.

A popular backyard game. Cornhole is not just a game from your childhood. Lots of people like to play cornhole in their backyards and it's a fun game for the beach or tailgating before sporting events. There is also a rising number of serious cornhole players who are involved in clubs and tournaments across the country. Cornhole has a wide, marketable appeal. Fun components. The one-of-a-kind mini components include two raised platforms and eight bean bags. You can easily play on the pavement or your desktop.

Big value. With the nostalgic appeal of the game, it makes for a fun office distraction-all for only 8.95. It is sure to appeal to kids, families, and adults looking for a fun desktop game.

### **Also Available:**

- **12-COPY 6-POCKET DESKTOP SPORTS FAVORITES MINI**

# My Little Pony: Glory and Illustrated Book

Edited and translated by Running Press, Edited by Running Press

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**20K**

**3/22/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459391**

**BISAC Category: Antiques & Collectibles / Toys**

**Pages: 32**

## **Key Selling Points:**

- **The start of a series.** This is the second kit in our new My Little Pony classic series—the first kit, *MLP: Firefly and Illustrated Book*, has already sold more than 22,000 copies since its April 2014 release.
- **30th Anniversary.** My Little Pony just celebrated its 30th birthday in 2014 so it's perfect timing to coincide with a wave of nostalgia with our classic MLP mini kit series.
- **Large audience.** *My Little Pony* fans include adult women and men who are avid collectors of all things MLP, as well as kids who enjoy the popular TV series *My Little Pony: Friendship Is Magic*.
- **#1 Mini Doll property in the U.S.** The My Little Pony franchise has grown from toys to include cartoon series, comic books, apps, apparel, and much more. My Little Pony is the #1 comic book of all time in the history of IDW publishing, and had a #1 Build-A-Bear launch with the most successful plush line ever for B.A.B. selling out in two weeks.
- ***My Little Pony: Friendship Is Magic* continues to be one of the HUB network's top shows.**

# So Audrey (Miniature Edition)

Cindy De La Hoz

**\$5.95/\$7.50 Can./£3.99 UK/€4.99 EU**

**Hardcover**

**13.5K**

**3/22/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762460489**

**BISAC Category:**

**Body, Mind & Spirit / Inspiration & Personal Growth**

**Pages:**

**136**

**Key Selling Points:**

**Miniature abridgement of 2011's *So Audrey*. The original book has sold 38,000 net + foreign rights sales. The mini version will have a new cover.**

**Audrey + fashion sells! *How to Be Lovely* (50,605 net, 2004), *What Would Audrey Do* (18,361 net, 2009), *How to Be a Hepburn in a Hilton World* (26,029 net, 2009), *Audrey Style* (21,177+ net, 1999).**

**Audrey fever does not subside. She was gorgeous but humble. Her fashion sense is timeless. She was a Hollywood mom whose children still cherish her memory. She was a genuine do-gooder anxious to lend a helping hand to the needy. A stellar role model, Audrey retains a fascination with women today and is in a class of her own in terms of beloved celebrities.**

**Great for International. Though she was the star of Hollywood classics, Audrey Hepburn is internationally beloved. She was born in Belgium, acted in British cinema, lived in Italy and Switzerland, and did her humanitarian work throughout the world, making her face and name familiar everywhere.**

**A perfect little gift. With its low price and cute size, Audrey Hepburn fans**

# Doctor Who: Adipose Collectible Figurine and Illustrated Book: With sound!

Richard Dinnick

**\$12.95/\$16.50 Can./£7.99 UK/€9.99 EU**

**Paperback**

**50K**

**Announced 1st Print**

**3/22/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459315**

**BISAC Category: Performing Arts / Television**

**Pages: 48**

**Key Selling Points:**

**500,000 *Doctor Who* mini kits sold in two years since the series launched.. This kit will be a great addition to the line!**

**2014 LIMA Licensing Award for Retailer of the Year: at Hot Topic. *DW* was the featured property for holiday at Hot Topic store wide. *DW* is the #2 property sold at Think Geek.**

***Doctor Who* has staying power. A BBC staple since 1963, *Doctor Who* is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per *The Guinness Book of Records*.**

**More than 50 years later, *Doctor Who* is as popular as ever!**

- *Doctor Who* continues to perform strongly following its biggest ever season opener—3.29 million viewers. Episodes 2 and 3 continued to be the most watched second and third episodes for *Doctor Who* ever in the US.**
- *Doctor Who* Complete Series 1-7 Blu Ray Gift Set sold its entire print run.**
- The Time of the Doctor went to #1 on the iTunes overall episode chart within 12 hours of release**
- *Doctor Who* Series 8 episodes have consistently run in the top five TV downloads on iTunes each week**

# Game of Thrones: The Hound's Helmet

Edited and translated by Running Press, Edited by Running Press

**\$12.95/\$16.50 Can./£9.99 UK/€9.99 EU**

**Other Merchandise**

**50K**

**Announced 1st Print**

**3/8/2016**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459353**

**BISAC Category: Fiction / Fantasy**

**Pages:**

**48**

**Key Selling Points:**

*Game of Thrones*, HBO's smash hit original dramatic series, is:

-A critically acclaimed, award-winning series that boasts an incredibly devoted and active fan community eager to watch, experience, and consume all things related to the show

-A powerful property that supports a vast array of licensed merchandise

-A phenomenon seen around the globe in over 200 markets

Continuing *Game of Thrones* line of kits. This will be the fifth mini kit in the series.

Confirmed for at least 2 more seasons. And they are leaving the door open to a season 7 beyond that in negotiations with the major starts of the show, according to industry news.

*Game of Thrones* continues to grow in popularity, with the fifth-season finale drawing the show's largest audience ever, despite going up against the NBA Finals in most of the country.

*Games of Thrones* achievements:

-Recognized as one of the best series on TV. It has been nominated for 59

# Batman: Talking Bust and Illustrated Book

Matthew K. Manning

**\$12.95/\$13.95 Can./£9.99 UK/€9.99 EU**

**Paperback**

**32K**

**2/9/2016**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458622**

**BISAC Category: Comics & Graphic Novels / Superheroes**

**Pages: 48**

**Key Selling Points:**

***Batman v. Superman: Dawn of Justice* premieres March 25, 2016. Starring Ben Affleck and Henry Cavill and directed by Zack Snyder (*Man of Steel*), the movie's sure to be a blockbuster.**

**Batman is the most relevant and visible global hero. The brand is supported year after year with blockbuster films, animated series, comics, publishing, video games and direct-to-DVD titles—to the tune of 10 billion+ worldwide at retail.**

**Batman is mainstream pop culture and is DC Comics' #1 Super Hero. He has unparalleled global influence in all forms of worldwide entertainment content.**

**– Comics: Batman came to life on the printed page in 1939 and is the top selling title for DC.**

**– Theatrical: Batman has starred in 8 theatrical films (3.7 billion worldwide box office), multiple animated TV series, as well as the live-action series from the 1960s, which was one of the most successful television shows of the decade.**

**– Video games: the Batman Arkham Franchise is the most critically acclaimed Super Hero game ever.**

# **Wonder Woman Tiara Bracelet and Illustrated Book**

**Matthew Manning**

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**22.5K**

**12/22/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458639**

**BISAC Category: Humor**

**Pages: 32**

**Key Selling Points:**

**Batman v. Superman: Dawn of Justice premieres March 25, 2016. Starring Ben Affleck and Henry Cavill and directed by Zack Snyder (Man of Steel), the movie's sure to be a blockbuster. Gal Godet (Fast and the Furious franchise) portrays Wonder Woman, and will have a big, important presence in the film.**

**More Wonder Woman coming to the big screen, so kit can have a long shelf life. In October 2014, Warner Bros. announced a slate of 10 DC Comics films to be released over the next several years, including Wonder Woman, starring Gal Godet, and The Justice League 1 in 2017, and The Justice League 2 in 2019.**

**A female icon of strength. She's a one-woman army on the side of freedom and justice, recognized and admired as a beacon of empowerment for girls and women.**

**Enduring popularity. Since her debut in 1941, Wonder Woman has continued to thrive, starring in one of the longest-running comics series in the world. She has launched two live-action TV series and joined with other DC Comics heroes in several animated series, all of which continue to air**



# **Art Therapy Coloring Kit**

*Illustrated by Sam Loman*

**\$9.95/\$10.95 Can.**

**Paperback**

**75K**

**12/22/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762460564**

**BISAC Category:** **Art / Techniques**

**Age Range:** **Ages 6 And Up, Grades 1 to 17**

**Pages:** **50**

**Key Selling Points:**

***Stress Relief: With the mix of detailed patterns and calming colors, anyone can relax with this one-of-a-kind mini coloring kit.***

***Gifty package with beautiful designs: Featuring a mix of animals, pretty patterns, and natural scenes, this inspirational kit in our unique magnetic closure format is the perfect gift for any fan of art and design.***

***Art therapy on-the-go: The portable mini kit size fits perfectly in a purse or handbag to provide a relaxing, stress-reliving activity when you need it.***

***A new, unique format to extend a popular brand: The latest addition to our popular Art Therapy series, following Color Therapy, Creative Therapy, Calming Therapy, and Art Therapy: An Inspiration Notebook.***

**Also Available:**

- **Art Therapy Coloring Kit display**

# **The Naughty & Nice Dates Kit**

**Jordana Tusman**

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Other Merchandise**

**10.5K**

**Announced 1st Print**

**12/22/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458257**

**BISAC Category: Family & Relationships / Dating**

**Pages:**

**104**

**Key Selling Points:**

**People need date ideas. Most people are unimpressed with tired date ideas like dinner and a movie. The Naughty & Nice Dates Kit goes above and beyond to bring you fun, creative ideas to spice up date night. Whether you're looking for something nice (picnic; amusement park; cooking together; couples game night; rock climbing) or naughty (bubble bath; sex workshops; body painting; dirty dancing; reading erotica), this kit provides 104 date ideas for you to choose from.**

**Running Press's love and erotica Minis have sold well. Both Running Press's love and erotica kits and mini books have sold well including Passion, 10 Nights of Passion, Passion Starters, The Art of the Striptease, Love Fortune Cookie, and more. The Naughty & Nice Dates Kit will be a perfect new addition to this category on the minis rack.**

**A perfect kit for Valentine's Day. Just in time for Valentine's Day, this kit is a fun gift for a single or coupled up friend, but also makes the perfect self-purchase if you're looking for exciting and new date ideas.**

**Brand-new format. The Naughty & Nice Dates Kit marks the debut of Running Press's brand-new card kit format, which includes our special magnetic closure feature. The magnetic closure adds a touch of elegance to an otherwise ordinary box and makes for easy opening and closing. Inside, there are 52 nice date cards on one side and 52 naughty date cards on the**

# **Doctor Who: Light-Up Weeping Angel and Illustrated Book**

**Richard Dinnick**

**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Paperback**

**50K**

**Announced 1st Print**

**11/3/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454617**

**BISAC Category: Performing Arts / Television**

**Pages: 48**

## **Key Selling Points:**

**Over 400,000 Doctor Who kits sold since May 2013. In only a year and a half, we've sold 408,880 DW kits (and counting!). This kit will be a great addition to the line!**

**2014 LIMA Licensing Award for Retailer of the Year: Doctor Who at Hot Topic. DW was the featured property for holiday at Hot Topic storewide. DW is the #2 property sold at Think Geek.**

**More than 50 years since its debut, Doctor Who is as popular as ever!**

- Doctor Who continues to perform strongly following its biggest ever season opener in 2014—3.29 million viewers. Episodes 2 and 3 continued to be the most watched second and third episodes for Doctor Who ever in the US.**
- Doctor Who Complete Series 1-7 Blu Ray Gift Set sold its entire print run.**
- "The Time of the Doctor" went to #1 on the iTunes overall episode chart within 12 hours of release**
- Doctor Who Series 8 episodes have consistently run in the top five TV downloads on iTunes each week**

**Doctor Who brand extensions:**

# ***Art Therapy: An Inspiration Notebook***

***Illustrated by Sam Loman***

**\$12.95/\$15.99 Can.**

**Hardcover**

**32.5K**

**11/3/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762459889**

**BISAC Category: Art / Techniques**

**Pages:**

**128**

***From the Bestselling international coloring book series. Creating beautiful art can be a positive and relaxing experience.***

***This notebook contains intricate pictures to color in, elegant patterns to complete, and fascinating quotes to reflect upon.***

***Allow it to be an inspiring starting point for creativity or a useful notebook in which to jot down lists and ideas - the choice is yours.***

# **Game of Thrones: Longclaw Collectible Sword**

*Edited by Running Press*

**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Paperback**

**50K**

**Announced 1st Print**

**10/20/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458219**

**BISAC Category: Fiction / Fantasy**

**Pages: 64**

**Key Selling Points:**

**Game of Thrones, HBO's smash hit original dramatic series, is:**

**-A critically acclaimed, award-winning series that boasts an incredibly devoted and active fan community eager to watch, experience, and consume all things related to the show**

**-A powerful property that supports a vast array of licensed merchandise**

**-A phenomenon seen around the globe in over 200 markets**

**Continuing Game of Thrones publishing. Print runs of Spring 15 product: In Memoriam: 41,000; Stark Direwolf and Hand of the King Wax Seal Kit: 70,000 each.**

**Confirmed for at least 2 more seasons. And they are leaving the door open to a season 7 beyond that in negotiations with the major starts of the show, according to recent industry news.**

**Ratings going up and up. Each season the ratings have been better than the last. Season 4 was watched by 19,000,000 viewers per episode worldwide.**

**Games of Thrones achievements:**

**-Recognized as one of the best series on TV. It has been nominated for 59**

# **Game of Thrones: Three-Eyed Raven**

*Running Press, Edited by Running Press*

**\$12.95/\$13.95 Can./£9.99 UK/€9.99 EU**

**Paperback**

**50K**

**Announced 1st Print**

**10/20/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458226**

**BISAC Category: Humor**

**Pages: 64**

**Key Selling Points:**

*Game of Thrones, HBO's smash hit original dramatic series, is:*

*-A critically acclaimed, award-winning series that boasts an incredibly devoted and active fan community eager to watch, experience, and consume all things related to the show*

*-A powerful property that supports a vast array of licensed merchandise*

*-A phenomenon seen around the globe in over 200 markets*

*Continuing Game of Thrones publishing. Print runs of Spring 15 product: In Memoriam: 41,000; Stark Direwolf and Hand of the King Wax Seal Kit: 70,000 each.*

*Confirmed for at least 2 more seasons. And they are leaving the door open to a season 7 beyond that in negotiations with the major starts of the show, according to recent industry news.*

*Ratings going up and up. Each season the ratings have been better than the last. Season 4 was watched by 19,000,000 viewers per episode worldwide.*

**Games of Thrones achievements:**

*-Recognized as one of the best series on TV. It has been nominated for 59*

# ***Plants vs. Zombies: Light-Up Sunflower: With Sound!***

***Running Press***

**\$12.95/\$13.95 Can./£7.99 UK**

**Paperback**

**15K**

**Announced 1st Print**

**10/13/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458233**

**BISAC Category: Humor**

**Pages: 32**

## **Key Selling Points:**

**Most Successful Launch in EA History: Since 2009, over 300 million copies of Plants vs. Zombies and its two sequels have been installed on PC, mobile device, DS, and Xbox worldwide. It was also the number one game for two weeks at the Apple store.**

**Large Fan Base: Plants vs. Zombies the brand has 11.2 million Facebook fans. Plants vs. Zombies 2 is the number one game in 137 countries, with 207 million downloads.**

**Award-winning: The Plants vs. Zombies franchise has won over 40 Game of the Year awards. Plus, Plants vs. Zombies: Garden Warfare is the Winner of 10 E3 awards, including Best of E3 and Best Action Game.**

**Cultural Icon: Due to its popularity, Plants vs. Zombies has become a cultural icon, with references in videogames as diverse as World of Warcraft and Zen Pinball, along with the card game, Magic: The Gathering.**

**Wide-Ranging Consumer Products Program: The Plants vs. Zombies franchise has over 80 licensees in various categories, including apparel, accessories, plush, figures, collectibles, games, calendars, and more.**

**Strong Bookstore Presence: HarperFestival has released a series of paperback children's books using the popular characters from Plants vs. Zombies. Our mini kits, Plants vs. Zombies: Raise Your Own Zombie and the Light-Up Sunflower kit, will be excellent complements to these**

# ***Jem and the Holograms: Light-Up Synergy Earrings and Illustrated Book***

***Edited by Running Press***

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**15K**

**Announced 1st Print**

**10/13/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458585**

**BISAC Category: Humor**

**Pages: 32**

## **Key Selling Points:**

**Live-action film coming to the big screen Oct. 23, 2015. From the director of G.I. Joe: Retaliation comes Jem and the Holograms. The film stars young actresses from the hit series Nashville, Pretty Little Liars, and A.N.T. Farm, as well as Molly Ringwald and Juliette Lewis in supporting roles.**

**30th anniversary of the nostalgic brand. A popular original animated series with fresh storytelling, Jem and the Holograms defined the original girl power, and still do! With themes of character duality, self-expression, music, friendship, and wish fulfillment, Jem and the Holograms still rocks in its reinvention.**

**Hasbro leads the charge in kickstarting cinematic franchises with toy brands. In recent years popular toy series like Transformers and G.I. Joe have enjoyed major success at the box office, with 4 Transformers films grossing over 4 billion worldwide. Hasbro will use their expertise in this area and tie-in product line to build the same buzz and franchise for Jem and the Holograms.**

**Consumer products program. IDW will be developing retro Jem comics set to hit shelves in May/June 2015 (pre-movie). There will also be a retro Jem apparel line, dolls, and other culture relevant collaborations are planned for apparel and accessories with Junk Food, Nasty Gal, Hot Topic, and Target, along with cosmetics from MAC.**



# ***The Peanuts Movie: Snoopy the Flying Ace: Figurine and Sticker Book Kit***

***Charles M. Schulz***

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

**Paperback**

**22.5K**

**9/22/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458974**

**BISAC Category: Humor**

**Pages: 16**

## **Key Selling Points:**

***The Peanuts Movie: The Peanuts Movie™ will open on 4,000 screens on November 6, 2015! This kit, including a mini figurine of Snoopy as The Flying Ace and a 16-page, full-color sticker book, is the perfect tie-in souvenir.***

***The 65th Anniversary: In celebration of the 65th anniversary of the comic, the Peanuts gang is coming to the big screen for the first time in 35 years with The Peanuts Movie™.***

***Best-Selling Comic: Peanuts is considered the most successful comic in history, selling hundreds of thousands of books across the world. The Peanuts Movie Mini Kit tie-in continues in this tradition.***

***Strong Backlist Title: The Peanuts Movie™ tie-in is based on the Peanuts: Snoopy the Flying Ace kit, which has sold over 19,000 copies.***

***Part of a Strong Brand: Running Press has an established copublishing brand with Peanuts—everything from Peanuts mini kits to children's books to adult books are represented. The Peanuts Movie Mini Kit will be another success.***

***Based on The Peanuts Movie™ starring Charlie Brown, Linus, Lucy, and the***

# **The Snowman and the Snowdog Snow Globe**

*Edited by Running Press*

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

**Other Merchandise**

**25K**

**Announced 1st Print**

**9/22/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458592**

**BISAC Category: Humor / Form**

**Pages: 32**

**Key Selling Points:**

***The Snowman is an International Christmas Favorite. The Snowman animated short film marked its 30th anniversary in 2012 and it continues to appeal to new and old fans alike with a new animated short film The Snowman and The Snowdog.***

***A New Perennial Classic. The Snowman and The Snowdog film first launched Christmas 2012 in the UK and already has a 25 year broadcast commitment from Channel 4. There were strong repeat ratings in the UK in 2013 with 7 million viewers, which is expected in 2014 and for years to come. Also, to date 1 million DVD's have been sold worldwide.***

***Successful Brand Expansion. The Snowman brand has partnerships with major UK companies such as the British Red Cross, Thomas Cook, and Thorntons. For example Thorntons' brand support includes feature in stores, window displays, competitions, exposure on social media, and new products.***

***Impressive Live Events. The Snowman live show and concert has played to over 1,220,000 people in the UK, Netherlands, Finland, Korea, and Japan and is set to become the longest running Christmas show in English history.***

# **The Tell-Tale Heart**

**Edgar Allan Poe**

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**14K**

**9/8/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762458615**

**BISAC Category: Literary Collections / Ancient & Classical**

**Pages: 40**

## **Key Selling Points:**

**Third Title in a Successful Series: The Tell-Tale Heart follows the success of our previous literary Halloween kits The Raven and The Legend of Sleepy Hollow, featuring a one-of-a-kind collectible component inspired by the story.**

**Perfect for Halloween Promotions: The Tell-Tale Heart makes the perfect Halloween impulse gift (though it will also sell year-round) with its creepy beating heart component and mini booklet containing the terrifying short story of the same name by Edgar Allan Poe.**

**Beloved Author: Edgar Allan Poe is a beloved horror writer whose stories and poetry continue to be read around the world, in addition to inspiring and appearing in literature, music, films, and television.**

## **Also Available:**

- **2016 Halloween 6-pocket counter display**

**Based on the popular short story The Tell-Tale Heart by Edgar Allan Poe, this haunting mini kit includes a "beating" heart and a 48-page mini book**

# **Casper the Friendly Ghost: Light-Up Pendant**

*Edited by Running Press*

**\$9.95/\$10.95 Can./£5.99 UK**

**Paperback**

**12K**

**9/8/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457748**

**BISAC Category: Performing Arts / Animation**

**Pages: 16**

**Key Selling Points:**

**Perfect for Halloween promotions. The Official Ambassador of Halloween, Casper is the global entertainment franchise that families think of first when it comes to Halloween. Fresh and friendly as ever, Casper continues to give new meaning to "high spirits!"**

**High awareness and cross-generational appeal.**

**-89% of all P6+**

**-93% of Adults 18+**

**-88% of Moms of Kids 2-5**

**-90% of Moms of Kids 6-11**

**Know Casper!**

**Well-established brand.**

**-1 Billion+ in Retail Sales**

**-Content on Multiple Digital Platforms (Hulu, Netflix, itunes, Google Play)**

**-1.6M+ likes on Facebook**

**-HERO of 1000s of Comics, STAR of the Classic Cartoon, a CGI TV Series, and his own Spielberg Film!**

**Casper the Friendly Ghost is a classic. Casper has been a Halloween staple**

# **Tea Leaf Reading: A Divination Guide for the Bottom of Your Cup**

**Dennis Fairchild**

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**15K**

**Announced 1st Print**

**9/1/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762456406**

**BISAC Category: Body, Mind & Spirit / Divination**

**Pages: 144**

## **Key Selling Points:**

**Part of a Long and Successful Series: Tea Leaf Reading follows the long-standing success of our other divination minis, including Palm Reading, Tarot, and Zen Meditation Balls.**

**Established Author: Dennis Fairchild is an experienced astrologist and tea leaf reader who has worked in the business for decades. He brings his years of expertise to this original Miniature Edition.**

**Continued Interest: Tea leaf reading is a popular pastime, being referenced in everything from Harry Potter to bags of Tazo Tea.**

**A practical, accessible miniature hardcover introduction to the ancient art of divination--a wonderful primer or palm-sized gift for the mystical tea-lover in all of us.**

**Read your future in tea leaves with this miniature guide to the ancient art of tea leaf reading. Every aspect is made easy, with instructions for picking out the correct utensils, dividing your cup, and even an in-depth glossary of symbols. Find all the secrets at the bottom of your teacup and enjoy with friends.**

# ***Paint-Your-Own Sugar Skull: With Gems and Glitter!***

***T.L. Bonaddio***

***\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU***

***Paperback***

***20K***

***Announced 1st Print***

***8/25/2015***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762458554***

***BISAC Category: Humor***

***Pages: 32***

## ***Key Selling Points:***

***Everyone loves sugar skulls. Diá De Los Muertos or Day of the Dead is celebrated in central and southern Mexico (Nov 1st and 2nd) to honor deceased loved ones. One of the long-standing traditions of the holiday is making sugar skulls, which traditionally were made from sugar and candy. Today, the love for sugar skulls has spread to mainstream culture.***

***Sugar skull merchandise is popular. There are tons of beautiful sugar skull designs that can be found on everything from apparel to merchandise including shirts, hats, jewelry, backpacks, keychains, stationery, lunchboxes, shot glasses, and more. Popular retailers now carry sugar skull apparel and merchandise including big-name department stores and specialty and gift accounts.***

***Everyone loves DIY. Sugar skulls are very colorful and can be decorated in a number of ways. Consumers will love the do-it-yourself aspect of the kit, which includes tons of supplies to decorate their sugar skull however they see fit. There is even a hole at the top of the skull and a little bit of ribbon so consumers have the choice to use it as an ornament or as a desktop item.***

***Paint-your-own. Whether it's painting your own birdhouse or painting your own planter pot or vase, the paint-your-own concept resonates with people of all ages and is a fun, creative way to give your favorite items their own***

# ***Plants vs. Zombies: Create Your Own Zombie: A Magnetic Kit***

***Edited by Running Press***

***\$9.95/\$10.95 Can./£6.98 UK***

***Paperback***

***15K***

***Announced 1st Print***

***6/9/2015***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762457335***

***BISAC Category: Humor***

***Pages: 32***

## ***Key Selling Points:***

***Most Successful Launch in EA History: Since 2009, over 300 million copies of Plants vs. Zombies and its two sequels have been installed on PC, mobile device, DS, and Xbox worldwide. It was also the number one game for two weeks at the Apple store.***

***Large Fan Base: Plants vs. Zombies the brand has 11.2 million Facebook fans. Plants vs. Zombies 2 is the number one game in 137 countries, with 207 million downloads.***

***Award-winning: The Plants vs. Zombies franchise has won over 40 Game of the Year awards. Plus, Plants vs. Zombies: Garden Warfare is the Winner of 10 E3 awards, including Best of E3 and Best Action Game.***

***Cultural Icon: Due to its popularity, Plants vs. Zombies has become a cultural icon, with references in videogames as diverse as World of Warcraft and Zen Pinball, along with the card game, Magic: The Gathering.***

***Wide-ranging consumer products program: The Plants vs. Zombies franchise has over 80 licensees in various categories, including apparel, accessories, plush, figures, collectibles, games, calendars, and more.***

***Strong Bookstore Presence: HarperFestival has released a series of paperback children's books using the popular characters from Plants vs. Zombies. Our mini kit will be an excellent complement to these publications.***

# ***Adventure Time: Finn and Jake Finger Puppets***

***Edited by Running Press***

***\$9.95/\$10.95 Can./£5.99 UK***

***Other Merchandise***

***17K***

***Announced 1st Print***

***5/12/2015***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762457311***

***BISAC Category: Humor***

***Pages:***

***0***

***Key Selling Points:***

***A wildly popular animated series on the Cartoon Network.***

***-6 seasons, 200+ 11-minute episodes***

***-over 30 new episodes and 8 tentpole events each year***

***-#1 show for boys 6-11, 9-14 demos in 7-9 pm Monday night time slot***

***-#1 show on Cartoon Network***

***-59 million fans tune in each quarter***

***-top 2 show among boys in Q1 2014, growing with girls***

***-episodes confirmed throughout 2017***

***Strong social media and digital presence.***

***-15M+ Facebook fans***

***-928K views on YouTube***

***-53M Video-on Demand***

***-#1 App***

***Fans of all ages. Adventure Time reaches all demographics—kids, tweens, teens, and adults.***

***Hot at retail. With over 100 licensees globally, Adventure Time has product in all categories, for all demos, and in all channels of distribution—including***



# **Pope Francis Bobblehead**

**Danielle Selber**

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**20K**

**Announced 1st Print**

**4/28/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762456925**

**BISAC Category: Humor / Topic**

**Pages: 32**

## **Key Selling Points:**

**Pope Francis is hugely popular. Never before has there been a pope who has been as well-liked, respected, and in the public eye. Pope Francis has broken out of Papal traditions and has impressed Evangelicals, Protestants, and the non-religious alike. Pope Francis is even on Twitter, with more than 4.1 million followers and over 685,000 likes on Facebook. This mini kit is a celebration of Pope Francis and is a perfect gift for anyone who is in awe of the pope.**

**Pope Francis books and merchandise. The "Pope Francis effect" has inspired tons of Pope Francis merchandise including T-shirts, music boxes, nesting dolls, pins, mugs, iPhone cases, balloons, and even dog sweaters, onesies, track suits, and cocktail shakers. Francis's books, *The Church of Mercy* and *The Joy of the Gospel*, have sold more than 45,000 combined copies in their first few months alone. Fans of the pope would surely love to have a mini-size bobblehead!**

**Other Popes and religious figures have had bobbleheads fashioned after them. Pope Benedict XVI has a bobblehead and there are a number of Jesus and Mother Teresa bobbleheads on the market. Given Pope Francis's huge popularity and likeability, a Pope Francis Bobblehead is sure to be a hit!**

## **Desktop Terrarium: No Green Thumb Required!**

*Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**17K**

**Announced 1st Print**

**4/28/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762456413**

**BISAC Category: Humor**

**Pages: 32**

### **Key Selling Points:**

***Terrariums are one of the hottest trends in home and wedding decor. Major retailers from West Elm, Crate & Barrel, Urban Outfitters, and Anthropologie, to Target and Michaels sell various terrariums and have featured displays on the DIY trend. They are wildly popular on Pinterest and decorating blogs and magazines, as well as in gardening stores with boutiques entirely devoted to terrariums, such as Twig Terrariums in Brooklyn, NY.***

***Easy to do. Part of the appeal of building a terrarium is that it does not require a great deal of gardening know-how. While regular house plants can demand considerable attention, terrariums offer a bit of nature—and the sense of calm it can confer—in a contained, easy-to-care-for way. This kit includes all the components you need to create your own miniature terrarium, along with an informative, illustrated book that includes assembly instructions and inspiration for your miniature oasis.***

***In our bestselling Desktop Aquarium format. Our Desktop Aquarium has sold more than 300,000 copies since 2008. We will use the same clear, plastic box for the packaging on this kit, which uniquely doubles as a vessel for your personalized terrarium scene.***

# **Book of Blessings: 75 Graces from Around the World (Revised)**

**Joseph Torsella, Laurada Byers**

**\$5.95/\$6.95 Can./£3.99 UK/€4.99 EU**

**Hardcover**

**5K**

**Announced 1st Print**

**4/14/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762456376**

**BISAC Category:**

**Body, Mind & Spirit / Inspiration & Personal Growth**

**Pages:**

**128**

**Key Selling Points:**

**The original edition has sold nearly 50,000 copies. The original edition, published in 2001, was a strong seller for the mini list, proving that saying grace is an ancient but still relevant tradition the world over. The fresh new illustrations and design of this updated edition will breathe new life into this backlist bestseller.**

**30% more material. This new edition of the Book of Blessings includes 30% more blessings and graces from around the world, offering your family more options when it comes to saying grace. The introduction will also be updated for a modern audience.**

**Practical size for easy travel. Whether you're headed to a family member's home for the holidays or out for a quick bite to eat, this pocket-sized reference allows you to take 75 sacred blessings wherever you go.**

**Wide selection of graces and blessings from around the world. The Book of Blessings is extensive in its range of blessings and graces from different cultures. From Chinese children's prayers to traditional Irish blessings, the book provides a diverse selection of blessings for any occasion.**

# **Game of Thrones: Hand of the King Wax Seal Kit**

*Edited by Running Press*

**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Other Merchandise**

**70K**

**Announced 1st Print**

**4/7/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457045**

**BISAC Category: Fiction / Fantasy**

**Pages: 32**

**Key Selling Points:**

**Game of Thrones, HBO's smash hit original dramatic series, is:**

**-A critically acclaimed, award-winning series that boasts an incredibly devoted and active fan community eager to watch, experience, and consume all things related to the show**

**-A powerful property that supports a vast array of licensed merchandise**

**-A phenomenon seen around the globe in over 200 markets**

**Start of new series of officially licensed mini kits. Kicking off with 2 one-of-a-kind Game of Thrones kits in Spring 15. Two additional kits are planned for Fall 15!**

**Kits will coincide with launch of Season 5 in March 2015.**

**Games of Thrones achievements:**

**-Recognized as one of the best series currently on TV. In three years it has been nominated for a total of 41 Emmys, with 10 wins, plus a Golden Globe win in its initial season**

**-Season 1 on DVD and Blu-Ray set HBO records for units sold in the first 7 days and most digital downloads. GOT Season 1 is HBO's best-selling first season release. Season 2 released on February 19, 2013 and saw more**

# **Game of Thrones: Stark Direwolf**

*Edited by Robb Pearlman*

**\$9.95/\$10.95 Can./£6.98 UK/€7.99 EU**

**Paperback**

**70K**

**4/7/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457038**

**BISAC Category: Fiction / Fantasy**

**Pages: 48**

## **Key Selling Points:**

**Game of Thrones, HBO's smash hit original dramatic series, is:**

**-A critically acclaimed, award-winning series that boasts an incredibly devoted and active fan community eager to watch, experience, and consume all things related to the show**

**-A powerful property that supports a vast array of licensed merchandise**

**-A phenomenon seen around the globe in over 200 markets**

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## **Grow Your Own Bouquet: Just Add Water!**

*Edited and translated by Running Press, Edited by Running Press*

**\$7.95/\$9.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**18K**

**4/7/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762452149**

**BISAC Category: Antiques & Collectibles / Toys**

**Pages: 48**

### **Key Selling Points:**

***Just in Time for Mother's Day: This Grow-Your-Own kit is the perfect add-on gift for the gardening mom in your life.***

***Part of a Successful Series: This mini kit is a new addition to our successful series of Grow-Your-Own kits, including The Mini Bonsai Kit, Grow Your Own Venus Fly Trap, Four-Leaf Clover Kit, and many more (see comp grid).***

***Gardening Is Popular: Gardening is a popular hobby and Grow Your Own Bouquet will appeal to those looking for the joy of making something grow with the ease of this mini kit, which includes a mini planter, peat pellet, and how-to instructions.***

***A Beautiful Variety: Including seeds to grow a collection of Pacific Beauty, Baby's Breath, and Zinnia, the flowers are perfect for brightening indoors or adding to a garden.***

***Practical: All of the flowers contained in this mini kit are known as versatile plants that will sprout almost anywhere. Combined with the peat pellet, planter, and 32-page book, they make growing flowers simple and are easily transferred from the mini planter to a garden, larger pot, or window box.***

**Also Available:**

# ***Alice in Wonderland Mad Hatter Tea Party***

*Edited by Running Press*

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**22K**

**Announced 1st Print**

**4/7/2015**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457458**

**BISAC Category: Juvenile Fiction / Classics**

**Pages: 88**

## **Key Selling Points:**

**150th Anniversary:** 2015 marks the 150th anniversary of Lewis Carroll's *Alice in Wonderland* (originally published Nov. 26, 1865). With organizations across the U.S. and U.K. celebrating the event, this will make a strong gift title available for promotions throughout the year.

**Strong Blacklist Title:** *Alice in Wonderland* is a perennially popular book and our mini kit, based off one of the more popular scenes, will be a strong backlist title as generation after generation fall in love with the book.

**Mad Hatter:** The Mad Hatter's tea party, or "The Mad Tea Party" as it is titled in the book, is one of the most popular scenes in the novel.

**Additionally,** the Hatter continues to be a fan favorite, with Johnny Depp playing him in Tim Burton's adaptation of *Alice in Wonderland*.

**Unique Item:** The *Alice in Wonderland Mad Hatter Tea Party Kit* is a one-of-a-kind item with a tea tray, pot, four cups, and four saucers, designed with original artwork from the book.

**John Tenniel Illustrations:** Our mini book and kit packaging will include John Tenniel's iconic illustrations of the Hatter's tea party, for which he was specially commissioned by Lewis Carroll for the original *Alice in Wonderland*.

**Game of Thrones 4 Pocket Assortment Display****Running Press****\$91.60/\$114.50 Can.****Dumpbin – Filled****4/7/2015****On Sale****Imprint:****RP Minis****ISBN:****9780762459179****BISAC Category:****Non-Classifiable**

No Image  
Available



# **Frozen: Ice Palace Snow Globe**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can.**

**Paperback**

**70K**

**3/31/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457410**

**BISAC Category: Antiques & Collectibles / Toys**

**Age Range: Grades 1 to 2**

**Pages: 16**

## **Key Selling Points:**

**Frozen is the highest grossing animated film of all time with over 1B worldwide box office total (May 15, 2014).**

**Award-winning. Frozen received widespread acclaim garnering multiple awards including:**

**-Academy Awards: Best Animated Feature, Best Original Song**

**-Golden Globe: Best Animated Feature Film**

**-Kid's Choice: Favorite Animated Movie**

**-BAFTA: Best Animated Film**

**#1 Soundtrack. The Frozen soundtrack is now the longest-running #1 soundtrack from an animated film on the Billboard 200.**

**Bestselling books in a variety of formats. Ten Frozen book titles have been included in the BookScan Juvenile Top 100, with the junior novelization Frozen a permanent fixture on the Children's Middle Grade New York Times bestseller list for 33 weeks (currently still holding #2 spot). Our mini kits will be nice complements to the range and will lend themselves to many cross-promotional and merchandising opportunities.**

**Frozen Storybook Deluxe App has ranked #1 in:**

**-iPad Entertainment Grossing Categories in 80 countries**

**-iPad Overall Download Category in 15 countries**

# **Frozen: Melting Olaf the Snowman Kit**

*Edited and translated by Running Press, Edited by Running Press*

**\$12.95/\$13.95 Can.**

**Paperback**

**85K**

**3/31/2015**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457403**

**BISAC Category: Antiques & Collectibles / Toys**

**Age Range: Grades 1 to 2**

**Pages: 32**

## **Key Selling Points:**

**Frozen is the highest grossing animated film of all time with over 1B worldwide box office total (May 15, 2014).**

**Award-winning. Frozen received widespread acclaim garnering multiple awards including:**

**-Academy Awards: Best Animated Feature, Best Original Song**

**-Golden Globe: Best Animated Feature Film**

**-Kid's Choice: Favorite Animated Movie**

**-BAFTA: Best Animated Film**

**#1 Soundtrack. The Frozen soundtrack is now the longest-running #1 soundtrack from an animated film on the Billboard 200.**

**Bestselling books in a variety of formats. Ten Frozen book titles have been included in the BookScan Juvenile Top 100, with the junior novelization Frozen a permanent fixture on the Children's Middle Grade New York Times bestseller list for 33 weeks (currently still holding #2 spot). Our mini kits will be nice complements to the range and will lend themselves to many cross-promotional and merchandising opportunities.**

**Frozen Storybook Deluxe App has ranked #1 in:**

**-iPad Entertainment Grossing Categories in 80 countries**

**-iPad Overall Download Category in 15 countries**

***X-Rated Cocktails: Bottoms Up!******Kirsten Amann******\$6.95/\$8.95 Can./£4.99 UK/€5.99 EU******Hardcover******8K******Announced 1st Print******3/24/2015******On Sale******Imprint:******RP Minis******ISBN:******9780762456895******BISAC Category: Cooking / Beverages******Pages: 160******Key Selling Points:***

***Naughty content. While most cocktail books are tame and PG-13, X-Rated Cocktails promises to be chock-full of drinks with sexually suggestive names like Hanky Panky, Sex Machine, and Deep Throat. And of course, all of the classic crowd-pleasing favorites like Screaming Orgasm and Sex on the Beach. Bottoms up!***

***Cocktail books sell well. Cocktail books always rake in high sales numbers and Running Press's Big Bad-Ass series of drinking books and kits has sold half a million copies. X-Rated Cocktails will be a perfect addition to the list. Perfect gift book. This accessible mini book includes 40 simple yet sexy recipes, cocktail essentials, and full-color photographs throughout in a fresh and fun design. The playful and blush-worthy cocktail recipes make it the perfect mini gift book for birthdays and bachelorette parties, bridal showers, and the college crowd.***

***Kirsten Amann is a cocktail expert. Kirsten has been published in numerous drink-related print and online publications. She is also the founder of the Ladies United for the Preservation of Endangered Cocktails' Boston chapter, in which she writes for their blog and coauthors a column in The Weekly Dig.***

# ***You'll Get Through This (Miniature Edition): Hope and Help for Your Turbulent Times***

***Max Lucado***

***\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU***

***Hardcover***

***8K***

***Announced 1st Print***

***3/24/2015***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762454891***

***BISAC Category: Religion / Christian Living***

***Pages: 224***

## ***Key Selling Points:***

***National bestseller. Max Lucado has had 17 titles that have gone on to become million-copy-plus bestsellers and his books have been translated into 54 languages. You'll Get Through This marks his 30th book, which has sold more than 128,000 hardcover copies in its first month of publication alone. The book released in September 2013.***

***Encouraging and motivational content. In this Miniature Edition, minister and New York Times bestselling author Max Lucado uses the Biblical story of Joseph in the Book of Genesis and in-depth reflection questions to give struggling readers a boost to a happier, more faithful place. Readers are inspired by Lucado's "questions for reflection" to take an honest look at their faith and turn doubt into trust and confidence.***

***Huge author platform. Max Lucado has been the pastor for 25 years at Oak Hills Church in San Antonio and is the only author to win three Evangelical Christian Publishers Association Book of the Year awards. He has 85 million books in print, has published 81 adult and children's books, and has had books on all of the national bestseller lists including PW, USA Today, the New York Times, CBA, and ECPA. He has appeared on USA Today and Larry King Live and has spoken at the National Prayer Breakfast before the***

## ***Popeye and Olive Oyl: Collectible Figurines and Illustrated Book***

*Edited by Running Press*

**\$9.95/\$10.95 Can./€7.99 EU**

**Paperback**

**5K**

**Announced 1st Print**

**12/23/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454518**

**BISAC Category: Comics & Graphic Novels / Humorous**

**Pages: 32**

### **Key Selling Points:**

***Popeye is a pop culture icon. Since his debut in 1929, Popeye has never gone out of style. His popularity originated in comic strips, continued in TV, and today stays strong through video gaming and mobile entertainment.***

***Worldwide appeal. Popeye is not just an American phenomenon, but an international superstar in Italy, Brazil, Mexico, Taiwan, Thailand, Japan, and Spain.***

***– He's seen on car ads in Switzerland, a UK-based green electricity company's ads, an Israeli investment firm's marketing pitch, and much more.***

***– Popeye is a major theme park attraction at Universal Orlando resort in the US, Universal Studios Japan, and Universal Mediterranea in Spain.***

***Nostalgic property, appeals to kids and adults. Popeye remains popular with adults who were children during Popeye's years as a comic strip and TV star, as well as the new generation of fans.***

***Popeye and Olive Oyl. This kit focuses on Popeye and his beloved Olive Oyl. Both characters remain popular in apparel for both children and adults.***

## **Frozen: Little Letters Set**

*Edited and translated by Running Press, Edited by Running Press*

**\$7.95/\$9.50 Can.**

**Paperback**

**45K**

**11/11/2014**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457427**

**BISAC Category: Antiques & Collectibles / Toys**

**Pages: 16**

### **Key Selling Points:**

**Frozen is the highest grossing animated film of all time with over 1B worldwide box office total (May 15, 2014).**

**Award-winning. Frozen received widespread acclaim garnering multiple awards including:**

**-Academy Awards: Best Animated Feature, Best Original Song**

**-Golden Globe: Best Animated Feature Film**

**-Kid's Choice: Favorite Animated Movie**

**-BAFTA: Best Animated Film**

**#1 Soundtrack. The Frozen soundtrack is now the longest-running #1 soundtrack from an animated film on the Billboard 200.**

**Bestselling books in a variety of formats. Ten Frozen book titles have been included in the BookScan Juvenile Top 100, with the junior novelization Frozen a permanent fixture on the Children's Middle Grade New York Times bestseller list for 33 weeks (currently still holding #2 spot). Our mini kits will be nice complements to the range and will lend themselves to many cross-promotional and merchandising opportunities.**

**Frozen Storybook Deluxe App has ranked #1 in:**

**-iPad Entertainment Grossing Categories in 80 countries**

**-iPad Overall Download Category in 15 countries**

**-iPad Kids Grossing Category in 93 countries**

# **Frozen: Dress Me Up Elsa and Anna: A Magnetic Kit**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£9.95 UK**

**Paperback**

**45K**

**Announced 1st Print**

**11/11/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762457434**

**BISAC Category: Antiques & Collectibles / Toys**

**Age Range: Grades 1 to 2**

**Pages: 16**

## **Key Selling Points:**

**Frozen is the highest grossing animated film of all time with over 1B worldwide box office total (May 15, 2014).**

**Award-winning. Frozen received widespread acclaim garnering multiple awards including:**

**-Academy Awards: Best Animated Feature, Best Original Song**

**-Golden Globe: Best Animated Feature Film**

**-Kid's Choice: Favorite Animated Movie**

**-BAFTA: Best Animated Film**

**#1 Soundtrack. The Frozen soundtrack is now the longest-running #1 soundtrack from an animated film on the Billboard 200.**

**Bestselling books in a variety of formats. Ten Frozen book titles have been included in the BookScan Juvenile Top 100, with the junior novelization Frozen a permanent fixture on the Children's Middle Grade New York Times bestseller list for 33 weeks (currently still holding #2 spot). Our mini kits will be nice complements to the range and will lend themselves to many cross-promotional and merchandising opportunities.**

**Frozen Storybook Deluxe App has ranked #1 in:**

**-iPad Entertainment Grossing Categories in 80 countries**

**-iPad Overall Download Category in 15 countries**

# ***E-Squared: Nine Do-It-Yourself Energy Experiments that Prove Your Thoughts Create Your Reality***

***Pam Grout***

***\$6.95/\$8.50 Can./£3.99 UK/€4.99 EU***

***Hardcover***

***4.5K***

***Announced 1st Print***

***10/14/2014***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762454976***

***BISAC Category: Self-Help / Motivational & Inspirational***

***Pages: 176***

## ***Key Selling Points:***

***Profound content.E-Squared could best be described as a lab manual with simple experiments to prove once and for all that reality is malleable, that consciousness trumps matter, and that you shape your life with your mind. Rather than take it on faith, you are invited to conduct nine 48-hour experiments to prove there really is a positive, loving, totally hip force in the universe. Yes, you read that right. It says prove.***

***Spiritually uplifting. Author Pam Grout encourages readers to let go of what you've been taught and that if you ask for it, you shall receive. Rather than take it on faith, E-Squared invites you to prove the following principles:***

- 1) There is an invisible energy force or field of infinite possibilities.***
- 2) You impact the field and draw from it according to your beliefs and expectations.***

***3) Your connection to the field provides accurate and unlimited guidance.***

***4) The universe is limitless, abundant, and strangely accommodating.***

***Thousands of copies sold.E-squared was on the New York Times bestseller list for four+ weeks only six months following publication, and it has been sold in twenty territories. Thousands of copies have been sold.***

***RP bestseller abridgments sell well. Running Press has had many successes***



# ***I Declare: 31 Promises to Speak Over Your Life***

***Joel Osteen***

***\$5.95/\$7.50 Can./£5.95 UK***

***Hardcover***

***6.5K***

***Announced 1st Print***

***9/30/2014***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762454877***

***BISAC Category: Religion / Christian Living***

***Pages:***

***192***

## ***Key Selling Points:***

***A bestselling book. Osteen's books always make the New York Times and Publishers Weekly bestseller lists. I Declare released in hardcover in fall 2012 and has already sold more than one million copies. The Miniature Edition will coincide with the release of the paperback version, due out in August 2014.***

***Inspiring content. Broken into thirty-one segments, this book defines the most powerful blessings in Scripture and encourages readers to declare one each day for a month. The declarations will affirm God's blessings in the areas of health, family legacy, decisions, finances, thoughts, outlook, and overcoming obstacles.***

***Strong author credibility. A senior pastor of Lakewood Church in Houston, Texas (which draws about 40,000 attendees every weekend) a bestselling author, and an inspirational televangelist, Joel Osteen reaches more than seven million viewers by broadcast media in more than one hundred nations around the world. Osteen was named one of the year's "Ten Most Fascinating People" by Barbara Walters and the "Most Influential Christian in America" by The Church Report, both in 2006.***

***RP bestseller abridgments sell well. Running Press has had many successes in its strong and growing category of bestsellers turned into mini book abridgments including Ellen DeGeneres's Seriously...I'm Kidding, Joel***

# ***War and Peace: The Epic Masterpiece in One Sitting***

*Joelle Herr*

**\$5.95/\$6.95 Can./£4.99 UK/€4.99 EU**

**Hardcover**

**13.5K**

**Announced 1st Print**

**9/30/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762448456**

**BISAC Category: Literary Collections / Ancient & Classical**

**Pages: 288**

## **Key Selling Points:**

***One of the most important works of world literature. Many major novelists of the past two centuries consider War and Peace the greatest novel ever written, from Ivan Turgenev to Virginia Woolf. It is considered Tolstoy's finest literary achievement, along with his other major prose work Anna Karenina.***

***New War and Peace adaptation coming to the BBC in 2015. The drama series based on Tolstoy's epic will consist of six hour-long episodes and eight 44-minute episodes for international markets and is scheduled to air on BBC One in 2015. Andrew Davies (House of Cards, Bridget Jones's Diary) will pen the script and The Weinstein Company has signed on as executive producer along with Faith Penhale of BBC (Sherlock, Doctor Who), among others.***

***Timeless with international appeal. War and Peace delineates in graphic detail events surrounding the French invasion of Russia, and the impact of the Napoleonic era on Tsarist society, as seen through the eyes of five Russian aristocratic families. The characters created by Tolstoy have transcended time and his brilliant use of descriptions and dialogue border on the beautiful, humorous, and horrific as he not only tells a historical story, but a story that captures generations.***

***Accessible. For those who want to get to get to know the greatest novel***

# **Doctor Who: K-9 Light-and-Sound Figurine and Illustrated Book**

*Edited by Running Press*

**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Paperback**

**40K**

**Announced 1st Print**

**9/30/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454785**

**BISAC Category: Performing Arts / Television**

**Pages: 48**

## **Key Selling Points:**

**5th Doctor Who kit. The series has gotten off to a terrific start! 69,000 net sales on the TARDIS, 55,000 sales of the Dalek kit. We printed 65,000 copies of the Cyberman kit. Sonic Screwdriver (introducing sound to the series) will keep the momentum going when it releases in Spring 14.**

**K-9 features light and sound and is packaged in the 12.95/£7.99 format!**

**Doctor Who has staying power. A BBC production since 1963, Doctor Who is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per The Guinness Book of Records.**

**50 years later, Doctor Who is as popular as ever!**

- #1 Doctor Who Series 7 premiere episode was the highest-rated telecast ever for BBC America**
- Every episode of Doctor Who Series 7 Part 1 went to the #1 spot in the iTunes TV episode chart within 12 hours of release**
- Doctor Who is the BBC's #1 best-selling drama/sci-fi series on DVD**

**Doctor Who brand extentions:**

- Publishing: 3 million tie-in and audio books sold worldwide**

## **Elf Snow Globe**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£6.98 UK/€7.99 EU**

**Other Merchandise**

**16K**

**Announced 1st Print**

**9/30/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454839**

**BISAC Category: Performing Arts / Film**

**Key Selling Points:**

***Elf is a new classic. In the ten years since its initial theatrical release, Elf has become a TV staple around the holidays-a modern-day classic.***

***Beloved cast and story. The movie starred Will Ferrell, James Caan, Zooey Deschanel, Bob Newhart, and Ed Asner. It made over 220 million at the box office worldwide. It currently holds an 84% "Certified Fresh" rating on Rotten Tomatoes.***

***Hit home entertainment. Over 12 million DVDs sold worldwide. It's Warner Home Video's #3 holiday title.***

***Buddy on Broadway...and beyond! Following the success of the 2010 stage production, the musical returned to the Al Hirschfeld theatre for a second holiday run through January 2013. The show is currently traveling to cities across the country over the holiday season.***

***Elf merchandise sells. There are ornaments, greeting cards, mugs, apparel, costumes, and much more.***

***The is the first Elf licensed snow globe on the market!***

**G.I. Joe: Cobra H.I.S.S. Tank: Includes Light & Sound!**

Andrew Farago

**\$12.95/\$13.95 Can./€9.99 EU****Paperback****16K****Announced 1st Print****9/23/2014****On Sale****Imprint:****RP Minis****ISBN:****9780762454525****BISAC Category: Humor****Pages:****56****Key Selling Points:**

**G.I. Joe, The Real American Hero. G.I. Joe is truly original as the very first action figure. G.I. Joe represents the American values of selfless heroism, teamwork, and determination against all odds. The gear and weaponry of G.I. Joe is as important and iconic as the characters themselves.**

**Successful brand history. In 1964, G.I. Joe revolutionized how boys played with toys; the action figures represented all branches of the services (Army, Navy, Air Force, Marines). The action figure evolved in the 70s and brought innovations like lifelike hair and Kung Fu Grip. Figures at first did not have names, but "G.I. Joe" stood for any man willing to defend freedom, fight bad guys, and adventure.**

**A new crop of fans. In 1982, G.I. Joe was re-launched as G.I. Joe: A Real American Hero. He fought Cobra, an evil organization determined to rule the world. In both 3-3/4" and 12" formats, G.I. Joe has been in the market continuously since.**

**A pop culture phenomenon.**

**-92% brand awareness among men 20+**

**-Nearly 500 comic books (recent collections with IDW publishing)**

**-Over 200 TV episodes (classic and new)**

**-85% of men now 25-40 played G.I. Joe**

**-#3 best-selling action figure franchise of all time**

# ***Paddington Bear: Finger Puppets***

***Edited by Running Press***

***\$9.95/\$10.95 Can./£5.99 UK***

***Paperback***

***18.5K***

***9/23/2014***

***Announced 1st Print***

***On Sale***

***Imprint:***

***RP Minis***

***ISBN:***

***9780762454280***

***BISAC Category: Humor***

***Age Range: Ages 5 to 6***

***Key Selling Points:***

***Paddington hits theaters December 12, 2014. (UK launch November 28, 2014.)***

- First-ever Paddington feature film, using a mix of CGI and live-action***
- 60 million investment; US release by the Weinstein Company***
- Stellar cast headed by Colin Furth as the voice of Paddington, Nicole Kidman as the film's villain, and Hugh Bonneville (Downton Abbey) as Mr. Brown***
- Produced by David Heyman (producer of the Harry Potter movie franchise)***

***One of the world's best-known and most-loved bears!***

- Over 35 million books sold to date***
- 25 million Paddington Bear plush have been sold worldwide***
- 130 licensees and 1,000+ products worldwide***
- New games app launched February 2013***

***Nostalgic property, appeals to kids and adults. Paddington first appeared in 1958. While the core market is children, grandparents and young parents fondly remember Paddington Bear and are a market for this kit as well.***

# ***The Witches' Love Spell Book: For Passion, Romance, and Desire***

***Cerridwen Greenleaf***

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**15K**

**Announced 1st Print**

**8/12/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454594**

**BISAC Category: Body, Mind & Spirit / Witchcraft**

**Pages: 168**

## **Key Selling Points:**

***Start of a new mini series. We printed and shipped 25,000 copies of The Witches' Spell Book this past August for the Halloween season and it has performed well. To continue the success we are publishing a follow-up, The Witches' Love Spell Book, including new spells all with a focus on love. Great for Halloween and Valentine's Day. This mini book is a great offering for both Halloween and Valentine's Day promotions, but the content isn't holiday-specific so it will also continue to sell year round.***

***Puts the magic and allure of witchcraft within everyone's reach. This collection of spells holds powerful and practical magic for infusing your life with love and passion and attaining what you desire using readily available ingredients such as candles, flowers, fabrics, and essential oils.***

***Attractive package. Featuring a flocked cover with gold stamping, rich paper, and gold gilded edges, this bewitching volume is as much of a pleasure to behold as it is to use.***

***Author Cerridwen Greenleaf is a practicing witch and astrologer. Cerridwen Greenleaf, a.k.a. Brenda Knight, is a member of Reclaiming, a national witchcraft association founded by the witch Starhawk, as well as the Women's Spirituality Forum. She leads retreats and Wicca workshops throughout the U.S.***

***Witchcraft is popular. Since its inception in the early 20th century,***

# **Edgar Allan Poe: The Selected Works**

*Edited and translated by Running Press, Edited by Running Press*

**\$6.95/\$8.50 Can./£4.99 UK/€4.99 EU**

**Hardcover**

**11K**

**Announced 1st Print**

**8/5/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454921**

**BISAC Category: Fiction / Horror**

**Pages: 296**

## **Key Selling Points:**

**One of the most prolific and influential writers of American literature. An author, poet, editor, and literary critic, Edgar Allan Poe (1809-1849) is one of the greatest and most influential figures in American literary history. Best known for his tales of mystery and the macabre, he was one of the earliest American practitioners of the short story and is generally considered the inventor of the detective fiction genre. He is further credited with contributing to the emerging genre of science fiction.**

**Enduring popularity of Poe. Poe and his works influenced literature in the United States and around the world, as well as in specialized fields, such as cosmology and cryptography. His work continues to appear throughout popular culture in literature, music, films, and television. A number of his homes are dedicated museums today. The Mystery Writers of America present an annual award known as the Edgar Award for distinguished work in the mystery genre.**

**Great for Halloween promotions. Poe's tales of terror and haunting poetry are favorites year-round but are especially enjoyed around the Halloween season—Edgar Allan Poe in the "In One Sitting" deluxe mini format will be an irresistible impulse buy at the creepiest time of year.**

**Portable entertainment. This mini-sized anthology includes some of Poe's best tales of terror and poetry in a perfectly portable format.**



# **Love Sonnets of Shakespeare**

*William Shakespeare*

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**15K**

**Announced 1st Print**

**7/29/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762454587**

**BISAC Category: Literary Collections / Essays**

**Pages: 176**

## **Key Selling Points:**

•**Part of a continued series. More literary authors in the mini classics series include Charles Dickens, Jane Austen, Mark Twain, Sherlock Holmes, Thomas Hardy, and more (see comp grid).**

•**Refreshed edition. The original Love Sonnets of Shakespeare was published in 1990 and is a mini backlist staple in the UK\*. With an expanded introduction and new biography, even more love sonnets, and refreshed treatment in the handsome mini classic series, this new edition will breathe new life (and love) into this perennial favorite.**

•**Enduring popularity of the Bard. William Shakespeare, one of the first titles in the mini classics series, has already sold 43,000 copies, the top performer in the series thus far. We've followed up with a refreshed and expanded edition of Shakespeare: The Bard's Guide to Abuses and Affronts, releasing in Spring 14. This third title with a focus on the sonnets will add to our range of deluxe Shakespeare minis.**

•**Great add-on gift for Valentine's Day or any day. This lovely mini book pays tribute to our most beautiful emotion and is the perfect token of affection for the one you love.**

# **Teenage Mutant Ninja Turtles: Mutagen Ooze and Illustrated Book**

*Edited by Running Press*

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**27.5K**

**7/1/2014**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762455928**

**BISAC Category: Antiques & Collectibles / Popular Culture**

**Age Range: Grades 3 to 4**

**Pages: 48**

**Key Selling Points:**

*undefined*

**Teenage Mutant Ninja Turtles branded mutagen ooze and magnets.**

**Kit includes:**

- **Mini canister of green glow-in-the-dark mutagen ooze**
- **10 temporary tattoos**
- **2 magnets**
- **48-page full-color book on the history of TMNT**

# **Teenage Mutant Ninja Turtles: Light-and-Sound Talking Keychain and Illustrated Book**

*Edited by Running Press*

**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Paperback**

**27.5K**

**6/24/2014**

**Announced 1st Print**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762453474**

**BISAC Category: Antiques & Collectibles / Popular Culture**

**Age Range: Grades 2 to 3**

**Pages: 48**

**Key Selling Points:**

*undefined*

***A Teenage Mutant Ninja Turtles branded keychain with sound and light.***

***Relive some of the Teenage Mutant Ninja Turtles' most iconic moments with this cool light-and-sound keychain featuring memorable quotes. Shaped like a sewer lid from the turtles' lair where they trained in the art of ninjutsu, this TMNT branded keychain also glows green. Kit also includes two magnets and a 48-page illustrated book.***

# **William Shakespeare's Hamlet: With sound!**

**Anita Sipala**

**\$9.95/\$10.95 Can./£7.99 UK/€6.99 EU**

**Paperback**

**18K**

**Announced 1st Print**

**5/13/2014**

**On Sale**

**Imprint:**

**RP Minis**

**ISBN:**

**9780762452989**

**BISAC Category: Humor**

**Pages: 32**

**Key Selling Points:**

**Extra special features! This kit:**

- Talks: plays several lines of Hamlet's speech to "poor Yorick's" skull**
- Lights up: The skull is lit from within and glows**

**Shakespeare remains as popular as ever. His plays continue to be performed on stage and screen, both in their original form and in endless adaptations. Shakespeare festivals take place in nearly every state in the U.S. and in countries throughout the world.**

**Timelessness of Shakespeare's work. Shakespeare is still constantly anthologized and studied in schools up and through the university level, proving the relevancy of his plays.**

**Hamlet: Shakespearean favorite.** The tragic play is regarded among the Bard's greatest works. It's among the most-performed, topping the Royal Shakespeare Company's performance list every season since 1879. The play is also among the most quoted works in the English language ("To be or not to be...").

**Also Available:**

## **Godzilla: With Light and Sound!**

Edited by **Running Press**

**\$12.95/\$13.95 Can./£7.99 UK**

**Paperback**

**20K**

*Announced 1st Print*

**5/6/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762454068*

*BISAC Category:*

*Comics & Graphic Novels / Media Tie-In*

*Pages:*

*16*

*Key Selling Points:*

**Godzilla hits theaters May 16, 2014.** *This kit will release in time to capitalize on renewed interest in the iconic monster.*

**Highly anticipated new film.** *After 29 consistent Godzilla films since 1954, the production company behind the series announced after 2004's Godzilla Final Wars that it would not produce another Godzilla film for 10 years. 2014 marks his highly anticipated return to the big screen.*

**New format, with light and sound!** *This kit will be packaged in our deluxe new box, priced at 12.95 and featuring light and sound.*

**Dream team behind the film.** *With Monsters director Gareth Edwards at the helm, the film will star Aaron Johnson, Breaking Bad's Bryan Cranston, Elizabeth Olsen, Ken Watanabe, and Juliette Binoche.*

**Will see a slew of new merchandise.** *Containing the classic elements of good vs. evil, amazing creatures, adventure, action, battles, new vehicles, and a beloved, cool, legendary monster, Godzilla is primed for a fresh merchandise offering for fans of all ages across mass and specialty retailers.*

# **My Little Pony: Firefly and Illustrated Book**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

**Paperback**

**17K**

*Announced 1st Print*

**4/22/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762454150*

*BISAC Category:*

*Games & Activities / Coloring Books*

*Pages:*

*32*

*Key Selling Points:*

**30th anniversary in 2013.** *My Little Pony just celebrated its 30th birthday so it's perfect timing to coincide with a wave of nostalgia with our classic mini kit.*

**We love the 80s.** *We are licensing the retro artwork featuring all the original characters so this kit will appeal to both adult women and girls alike.*

**#1 Mini Doll property in the U.S.** *The My Little Pony franchise has grown from toys to include cartoon series, comic books, apps, apparel, and much more. My Little Pony is the #1 comic book of all time in the history of IDW publishing, and had a #1 Build-A-Bear launch in March 2013 with the most successful plush line ever for B.A.B. selling out in two weeks.*

**My Little Pony: Friendship Is Magic continues to be one of the HUB network's top shows.**

**New animated film.** *My Little Pony: Equestria Girls is a brand new full-length feature introducing a whole new dimension to the world of My Little Pony. The film premiered this past June at the Los Angeles film festival and was released in 200 theaters nationwide. It will soon be released on DVD and will debut on the Hub network in the fall.*

# **Harry Potter Voldemort's Wand with Sticker Kit: Lights Up!**

*Edited and translated by Running Press, Running Press*

**\$13.95/\$18.50 Can./£10.99 UK/€9.99 EU**

**Paperback**

**35K**

*Announced 1st Print*

**3/25/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762452415*

*BISAC Category:*

*Antiques & Collectibles / Popular Culture*

*Age Range:*

*Grades 1 to 2*

*Pages:*

*16*

*Key Selling Points:*

**Well over a million Harry Potter kits sold**, making it the best-selling line of kits in Running Press history.

**New format, with light-up element!** This eighth kit in RP's Harry Potter series will be the first to include a special light-up feature, and it will be packaged in a slightly taller box, priced at 12.95.

**Harry Potter is a still strong brand.**

*-The brand is a worldwide phenomenon with a passionate, global fan base built through fifteen years of books, theatrical events, consumer products, video games, and themed entertainment*

*-In 2012, the lead categories for Harry Potter were themed attractions and publishing*

*-The Wizarding World of Harry Potter is a global media and PR driver for the brand and continues to generate record-breaking attendance figures for Universal Orlando Resort, with 8 million visitors in 2011, an increase of 29% over 2010*

# ***Are You There, Vodka? It's Me, Chelsea: The Miniature Abridged Edition***

***Chelsea Handler***

**\$5.95/\$6.95 Can./€4.99 EU**

**Hardcover**

**10.5K**

*Announced 1st Print*

**3/25/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762452118*

*BISAC Category:*

*Humor / Form*

*Pages:*

*176*

*Key Selling Points:*

***A bestselling book.*** *Are You There, Vodka? It's Me, Chelsea* debuted at #1 on the New York Times list and held on for 24 weeks before dropping onto the extended list. It has sold more than 1.5 million copies across print and e-book formats.

***Author visibility.*** *Chelsea Handler* has been starring in her own late-night TV series, *Chelsea Lately*, on E! Entertainment Television since July 2007, which has its own mockumentary spin-off, *After Lately*. She hosted the 2010 MTV Video Music Awards, makes regular appearances at comedy clubs across the country, and has appeared as a regular on *Girls Behaving Badly*, *The Bernie Mac Show*, and *My Wife and Kids*.

***Fresh voice in comedy.*** Known for her candor and unique comedic phrasing, *Are You There, Vodka? It's Me, Chelsea* showcases the best of *Handler's* comedic approach and hilarious stories from growing up, sure to gain a lot of laughs from her millions of fans.

***Bestselling books.*** *Chelsea Handler* is the author of three bestselling books in addition to *Are You There, Vodka? It's Me, Chelsea*, including *Chelsea Chelsea Bang Bang*, *Lies that Chelsea Handler Told Me*, and *My Horizontal Life*.

***This miniature hardcover abridgement of Chelsea Handler's bestselling***



# **Poems of the Great War: An Anthology 1914-1918**

Edited by **Christopher Navratil**

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**18.5K**

*Announced 1st Print*

**3/25/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762450886*

*BISAC Category:*

*Poetry / Anthologies (multiple authors)*

*Pages:*

*240*

*Key Selling Points:*

**Very timely.** *WWI Remembrance Day will take place in November 2013 and the 100-year WWI anniversary is in 2014.*

**A wide range of poets.** *This special World War I poetry collection will include 40 to 50 poems that will be arranged chronologically from 1914-1918. The verse is selected from a range of prominent poets, many of whom were killed in battle during the war, including Rupert Brooke, Siegfried Sassoon, Wilfred Owen, Ivan Gurney, Isaac Rosenberg, Richard Aldington, Edward Thomas, and Robert Graves, as well as by lesser-known writers such as Edgell Rickword, Gilbert Frankau, and John McCrae.*

**Part of a continued series.** *More literary classics to devour in one sitting include Charles Dickens, Jane Austen, William Shakespeare, Sherlock Holmes, Mark Twain and more.*

**Gift package.** *Each book in the mini classics series features a distinctive illustration, embossed type, and a faux leather look, making these minis extremely giftable and highly collectible.*

*World War I poetry collection arranged chronologically from 1914-1918*

# **Star Trek: Light-Up Starship Enterprise**

**Chip Carter**

**\$13.95/\$18.50 Can./£10.99 UK/€9.99 EU**

**Paperback**

**3/25/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449897*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*Also Available:*

- *Yes Prepack*

*This kit includes a Starship Enterprise with a cool light-up feature, and a 32-page book on the history of the Enterprise—a must-have item for Star Trek fans!*

*This kit includes a light-up Enterprise and full-color 32-page book on the development and history behind the iconic Starship.*

***Star Trek fans and collectors will love this one-of-a-kind, mini-size collectible light-up Starship Enterprise.***

*The Starship Enterprise from the original Star Trek served as the home and vehicle of exploration for 430 crewmen.*

*Kit includes:*

# **James Joyce: The Essential Works in One Sitting**

**Joelle Herr**

**\$5.95/\$6.95 Can./£3.99 UK/€4.99 EU**

**Hardcover**

**15K**

*Announced 1st Print*

**3/25/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762452125*

*BISAC Category:*

*Literary Collections / Essays*

*Pages:*

*208*

*Key Selling Points:*

**One of the most important writers of Irish literature.** *Joyce is considered a figurehead of Irish literature and all of his stories are set in the rich detail of Dublin. His epic Ulysses is ranked first on Modern Library's list of best novels and A Portrait of the Artist as a Young Man ranks third.*

**Timelessness of Joyce's work.** *Entire college courses are still taught about Joyce's work. In particular Ulysses is one of the seminal texts of the 20th century, building upon Homer's The Odyssey, and is still considered a classic in its own right.*

**Universal.** *Despite being set exclusively in Ireland, his reflections on Dublin bring to life concerns for Americans as well as he has said, "I always write about Dublin, because if I can get to the heart of Dublin I can get to the heart of all the cities of the world. In the particular is contained the universal."*

**Crosses literary genres.** *As a novelist, short story writer, and poet, Joyce's work spans several genres of literature, giving it appeal to fans of all different types of writing.*

**Accessible.** *For those who want to get to know Joyce's works in a hurry, or just need a refresher course, this miniature book is approachable as the perfect primer.*

**Part of a continued series.** *More literary classics to devour in one sitting include Charles Dickens, Jane Austen, William Shakespeare, Mark Twain, Thomas Hardy, Sherlock Holmes, and more (see comp grid).*

**Gift package.** *Each book in the deluxe mini classics series features a distinctive*

# **Doctor Who: Eleventh Doctor's Sonic Screwdriver Kit**

Edited by **Running Press**

**\$12.95/\$13.95 Can./£7.99 UK/€9.99 EU**

**Paperback**

**50K**

*Announced 1st Print*

**3/25/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762452965*

*BISAC Category:*

*Performing Arts / Television*

*Pages:*

*48*

*Key Selling Points:*

**4th Doctor Who kit.** *65,500 first print run on the Dalek and Tardis kits, with the Cyberman bust kit releasing in Fall 2013.*

**Includes light and sound in a new format!** *This replica of the eleventh Doctor's Sonic Screwdriver includes sound and light-up features. It will be packaged in a slightly taller box, priced at 12.95/13.95 CAN/£7.99 UK.*

**Doctor Who has staying power.** *A BBC production since 1963, Doctor Who is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per The Guinness Book of World Records.*

**50 years later, Doctor Who is more popular than ever!**

- #1 Doctor Who Series Six premiere episode was the highest-rated telecast ever for BBC America*
- Doctor Who Series Six is the #1 most downloaded series on iTunes*
- Doctor Who is the BBC's #1 best-selling drama/sci-fi series on DVD*
- 5+ million unique viewers on BBC America for Doctor Who Series Six*

**Doctor Who brand extentions:**

- **Publishing:** 3 million tie-in and audio books sold worldwide*

# **Shakespeare: The Bard's Guide to Abuses and Affronts**

*Edited and translated by Running Press, Edited by Running Press*

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**20K**

*Announced 1st Print*

**3/4/2014**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762453863*

*BISAC Category:*

*Literary Collections / Essays*

*Pages:*

*176*

*Key Selling Points:*

**Part of a continued series.** More literary classics to devour in one sitting include Charles Dickens, Jane Austen, Mark Twain, Sherlock Holmes, Thomas Hardy, and more (see comp grid).

**The original edition, Shakespeare: The Bard's Guide to Abuses and Affronts, has sold 127,583 copies.** With a new biography, expanded introduction, and even more insults, this new addition to the mini classic series is sure to delight readers.

**William Shakespeare, one of the first titles in the mini classics series, has already sold 43,000 copies,** indicating the enduring popularity of the bard.

**Gift package.** Each book in the mini classics series features a distinctive illustration, embossed type, and a faux leather look, making these minis extremely giftable and highly collectible.

**Famous at home and abroad.** William Shakespeare is one of the most recognizable names in English literature in the US, the UK, and around the world. His work is still constantly anthologized, studied, performed on stage, and adapted into films on both sides of the pond and worldwide.

**A delight to read.** Even the most casual Shakespeare reader will be able to baffle and impress friends with their knowledge of Shakespearean English by using these quotes to casually insult with dignified class, while long-time fans are sure to enjoy revisiting these scathingly refined quotes over and over again.

# **Bomp It!**

**T. L. Bonaddio**

**\$7.95/\$9.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**15K**

*Announced 1st Print*

**10/15/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762450206*

*BISAC Category:*

*Self-Help / Self-Management*

*Pages:*

*32*

*Key Selling Points:*

***More than 2,087,000 Humor Miniature Editions in print sold.***

***History of success with our inflatable toy kits.*** Besides the original Whomp It!, which has sold more than 165,000 copies, other inflatable kits like The Stress Buster Box, Bozo, and Whack-a-Zombie have fantastic sales (see comp grid).

***Stress-bumping opportunities are everywhere.*** We don't need statistics to tell us that people are more stressed out than they've ever been—there's war, road rage, school bullies, caffeine-addicted business cut-throats. What's a better way to exterminate anxiety than with a satisfying whack of the unique Bomp It! gavel?

***Fun for all ages.*** Bomp It! offers just the right amount of comic relief with its cartoon-ish design and illustrations and squeaking noise effect—sure to amuse both adults and kids alike.

*With an inflatable squeaking gavel and humorous book, this kit offers the sure solution to any problem: Just Bomp It!*

# ***The Tools (Miniature Edition): 5 Tools to Help You Find Courage, Creativity, and Willpower--and Inspire You to Live Life in Forward Motion***

***Phil Stutz, Michels Barry***

**\$5.95/\$6.95 Can./€4.99 EU**

**Hardcover**

**12.5K**

*Announced 1st Print*

**10/1/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762450985*

*BISAC Category:*

*Self-Help / Motivational & Inspirational*

*Pages:*

*168*

*Key Selling Points:*

***More than 2,600,000 Bestseller Abridgement Miniature Editions in print sold.***

***Thousands of copies sold.*** *The traditional therapy model asks patients to think about their past, but Stutz and Michels want people to use five tools to help change their present. Their innovative book has generated thousands of sales and was on the New York Times bestseller list for nine weeks. The paperback edition is set to release in May 2013.*

***Using the right tools.*** *Stutz and Michels think people should use their problems as opportunities to better themselves by using the right techniques and "tools." They show you how to change your behavior rather than your attitude, and how to empower yourself to do better even when life may get frustrating. The five tools they teach are The Reversal of Desire; Active Love; Inner Authority; The Grateful Flow; and Jeopardy.*

***High sales numbers on abridgments.*** *Bestselling titles that have been adapted into Running Press mini books have been very successful, including The Purpose Driven Life, Rich Dad Poor Dad, Trump: Think Like a Champion, Become a Better You, and more.*

***A portable format.*** *This new miniature and abridged version packs the same punch*

# **A Christmas Story: Triple Dog Dare Kit**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£5.99 UK**

**Paperback**

**40K**

*Announced 1st Print*

**9/24/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762450831*

*BISAC Category:* *Performing Arts / Film*

*Pages:*

*16*

*Key Selling Points:*

***More than 789,000 Christmas & Hanukkah Miniature Editions in print sold.***

***More than 1,972,000 Licensed Miniature Editions in print sold.***

***A Christmas Story is a proven hit for Running Press.*** *A Christmas Story Leg Lamp (978-0-7624-3769-6) was our best-selling kit of the holiday season last year; 53,000 copies have been sold to date.*

***30th anniversary is November 2013.*** *This will be a perfect gift for fans!*

***Based on the all-time holiday favorite.*** *A Christmas Story is the go-to film to get you in the holiday spirit.*

*- It's a tradition for the movie to air in a 24-hour marathon. In 2011, an estimated 4 million viewers watched the entire movie on Christmas Eve, and an astounding 38.4 million tuned in for at least a few minutes!*

*- It's the most rented holiday movie of all time on Netflix.*

*- Musical show based on the film has been a hit touring the country since 2009. It opens on Broadway November 2012*

*- 1.1 million fans on Facebook*

*- A sequel to the film releases in 2012 (to video only)*



# **Doctor Who: Cyberman Bust and Illustrated Book**

Edited by **Running Press**

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

**Paperback**

**50K**

*Announced 1st Print*

**9/24/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762450862*

*BISAC Category:*

*Performing Arts / Television*

*Pages:*

*32*

*Key Selling Points:*

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***50th anniversary of Doctor Who.*** A BBC production since 1963, Doctor Who is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per The Guinness Book of Records.

***50 years later, Doctor Who is More Popular than Ever!***

- #1 Doctor Who Series Six premiere episode was the highest-rated telecast ever for BBC America*
- Doctor Who Series Six is the #1 most downloaded series on iTunes*
- Doctor Who is the BBC's #1 best-selling drama/sci-fi series on DVD*
- 5+ million unique viewers on BBC America for Doctor Who Series Six*

***B&N and Hastings love Doctor Who!*** Barnes & Noble is committed to supporting the anniversary of Doctor Who by dedicating a table solely to books and merchandise related to Doctor Who. Last year Hastings launched an extensive in-store promotion dedicated to Doctor Who.

***Doctor Who brand extentions:***

- **Publishing:** 3 million tie-in and audio books sold worldwide*

# ***The Witches' Spell Book: For Love, Happiness, and Success***

***Cerridwen Greenleaf***

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**25K**

*Announced 1st Print*

**8/27/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762450817*

*BISAC Category:*

*Body, Mind & Spirit / Witchcraft*

*Pages:*

*176*

*Key Selling Points:*

***More than 6,122,000 Mind, Body, & Spirit Miniature Editions in print sold.***

***More than 157,000 Halloween Miniature Editions in print sold.***

***Great for Halloween!*** *This mini book is perfect for Halloween promotions, but isn't holiday-specific so will sell year round.*

***A Spell for Everyone.*** *Whether you seek true love, great wealth, lasting friendship, or profound wisdom, good witch Cerridwen Greenleaf has the spell for you. Each spell holds powerful and practical magic for infusing your life with enchantment and attaining what you desire.*

***Author Cerridwen Greenleaf is a practicing witch and astrologer.*** *Cerridwen Greenleaf, a.k.a. Brenda Knight, is a member of Reclaiming, a national witchcraft association founded by the witch Starhawk, as well as the Women's Spirituality Forum. She leads retreats and Wicca workshops throughout the U.S.*

***Witchcraft is popular.*** *Since its inception in the early 20th century, witchcraft has become popular as a holistic, mysterious, and primal religion. Whether you are a curious onlooker or a high priest, this book will appeal to you.*

*Also Available:*

- *2016 Halloween 6-pocket counter display*

# **The Brontes: The Complete Novels in One Sitting**

**Jennifer Kasius**

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**13.5K**

*Announced 1st Print*

**8/13/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762448449*

*BISAC Category:*

*Fiction / Literary*

*Pages:*

*200*

*Key Selling Points:*

**More than 1,750,000 Gift Miniature Editions in print sold.**

**The Bronte novels are classics.** Though their novels were published over 150 years ago, the Bronte legacy lives on. Countless adaptations of *Jane Eyre* and *Wuthering Heights* in particular keep the Brontes current, relevant, and in the public consciousness.

**The Bronte Parsonage Museum.** This is a society devoted to preserving the Bronte family heritage and celebrating their works. It is based in Haworth, West Yorkshire, in England, and has many branches in the U.S. (in almost every state), Ireland, Canada, Australia, South Africa, the Scandinavian countries, and France.

**Twilight connection.** *Wuthering Heights* is known to be Bella's favorite novel in the wildly popular *Twilight* series.

**Part of a continued series.** More literary classics to devour in one sitting include Charles Dickens, Jane Austen, William Shakespeare, Sherlock Holmes, and Mark Twain.

**International appeal.** The Bronte Sisters are, of course, extremely popular in the

# **Doctor Who: Dalek Collectible Figurine and Illustrated Book**

**Richard Dinnick**

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

**Paperback**

**65.5K**

*Announced 1st Print*

**5/28/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449316*

*BISAC Category:* *Performing Arts / Television*

*Pages:* *32*

*Key Selling Points:*

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***50th anniversary of Doctor Who.*** *A BBC production since 1963, Doctor Who is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per The Guinness Book of Records.*

***50 years later, Doctor Who is More Popular than Ever!***

- #1 Doctor Who Series Six premiere episode was the highest-rated, telecast ever for BBC America*
- Doctor Who Series Six is the #1 most downloaded series on iTunes*
- Doctor Who is the BBC's #1 best-selling drama/sci-fi series on DVD*
- 5+ million unique viewers on BBC America for Doctor Who Series Six*

***B&N and Hastings love Doctor Who!*** *According to Licensing! Global magazine, Barnes & Noble is committed to supporting the anniversary of Dr. Who by dedicating a table solely to books and merchandise related to Dr. Who. Last year Hastings launched an extensive in-store promotion dedicated to Dr. Who.*

***Doctor Who brand extentions:***

- **Publishing:** Nearly 3 million tie-in and audio books sold worldwide*

# **Doctor Who: Light-Up Tardis Kit**

**Richard Dinnick**

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

## **Other Merchandise**

**65.5K**

*Announced 1st Print*

**5/28/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449309*

*BISAC Category:*

*Performing Arts / Television*

*Pages:*

*20*

*Key Selling Points:*

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***50th anniversary of Doctor Who.*** A BBC production since 1963, Doctor Who is the "most successful sci-fi series ever" and "longest running sci-fi series ever" per The Guinness Book of Records.

### ***50 years later, Doctor Who is More Popular than Ever!***

- #1 Doctor Who Series Six premiere episode was the highest-rated, telecast ever for BBC America*
- Doctor Who Series Six is the #1 most downloaded series on iTunes*
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- 5+ million unique viewers on BBC America for Doctor Who Series Six*

***B&N and Hastings love Doctor Who!*** According to Licensing! Global magazine, Barnes & Noble is committed to supporting the anniversary of Dr. Who by dedicating a table solely to books and merchandise related to Dr. Who. Last year Hastings launched an extensive in-store promotion dedicated to Dr. Who.

### ***Doctor Who brand extentions:***

- **Publishing:** Nearly 3 million tie-in and audio books sold worldwide*

# **Superman: Collectible Figurine and Pendant Kit**

**Donald Lemke**

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**35K**

*Announced 1st Print*

**4/23/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449088*

*BISAC Category:*

*Comics & Graphic Novels / Superheroes*

*Pages:*

*48*

*Key Selling Points:*

***More than 2,200,000 Licensed Miniature Editions in print sold.***

***Man of Steel releases June 14, 2013.*** *The highly anticipated new Superman film is being produced by Christopher Nolan (The Dark Knight, Inception) and stars Henry Cavill as Clark Kent/Superman. Other stars include Amy Adams, Russell Crowe, Henry Costner, and Laurence Fishburne.*

### ***The ultimate Super Hero's history:***

- Created by Jerry Siegel and Joe Schuster in 1938, Superman has been part of American culture for 65 years.*
- Superman started Hollywood's love affair with live action Super Hero movies: Superman I (1978) and Superman II (1980), starring Christopher Reeve, are beloved classics.*
- Superman has been one of TV's brightest stars: Adventures of Superman starring George Reeves (1950s), Lois & Clark starring Dean Cain and Teri Hatcher (1990s), and Smallville, which completed ten successful seasons in 2011.*
- Superman has appeared in many cartoon series, including Superman: The Animated Series, Super Friends, Justice League, Legion of Super Heroes, and Young Justice.*
- Superman is one of the most licensed Super Heroes and has significant retail*

# **Superman: Glowing Kryptonite and Illustrated Book**

**Donald Lemke**

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**35K**

*Announced 1st Print*

**4/23/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449095*

*BISAC Category:*

*Comics & Graphic Novels / Superheroes*

*Pages:*

*48*

*Key Selling Points:*

***More than 2,200,000 Licensed Miniature Editions in print sold.***

***Man of Steel releases June 14, 2013.*** *The highly anticipated new Superman film is being produced by Christopher Nolan (The Dark Knight, Inception) and stars Henry Cavill as Clark Kent/Superman. Other stars include Amy Adams, Russell Crowe, Henry Costner, and Laurence Fishburne.*

### ***The ultimate Super Hero's history:***

- Created by Jerry Siegel and Joe Schuster in 1938, Superman has been part of American culture for over 65 years.*
- Superman started Hollywood's love affair with live action Super Hero movies: Superman I (1978) and Superman II (1980), starring Christopher Reeve, are beloved classics.*
- Superman has been one of TV's brightest stars: Adventures of Superman starring George Reeves (1950s), Lois & Clark starring Dean Cain and Teri Hatcher (1990s), and Smallville, which completed ten successful seasons in 2011.*
- Superman has appeared in many cartoon series, including Superman: The Animated Series, Super Friends, Justice League, Legion of Super Heroes, and Young Justice.*
- Superman is one of the most licensed Super Heroes and has significant retail*

# Star Trek: Light-Up Phaser

Running Press

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**25K**

Announced 1st Print

**4/9/2013**

On Sale

Imprint:

RP Minis

ISBN:

9780762450107

BISAC Category: Humor

Pages: 32

Key Selling Points:

**More than 2,200,000 Licensed Miniature Editions in print sold.**

**A cult phenomenon.** Debuting in 1966, Star Trek is still very much a part of our culture today. It has changed not just the way we look at space, but also our own world. Much of the future technology depicted on Star Trek is now a part of our everyday lives, from the communicator-like mobile phone to computer touch screens, now taken for granted.

**A powerful franchise.** In addition to its six television series, the franchise also includes novels, games, eleven movies, a themed attraction in Las Vegas, and traveling exhibits. It is also the longest-running show in UPN's history.

**Major box office hit.** J.J. Abrams' reinvented Star Trek movie was a major box office hit in 2009, grossing 385 million worldwide. The franchise continues to have cultural, social, and political resonance around the world today. The next movie is set to release in May 2013.

**Next installment in RP's movie tie-in kits.** Following in the footsteps of Batman Bat Signal, Batman Batmobile, The Amazing Spider-Man, The Avengers, and the success of the Green Lantern Power Ring Kit, Star Trek: Phaser will appeal to fans old and new.

**An iconic gadget.** The phaser is a directed-energy weapon from Star Trek that was first seen in the original series and later seen or referenced in almost all subsequent TV spin-offs and films. The phaser in this kit has a cool light-up element so it looks



# ***Peanuts Finger Puppet Theater: Starring Charlie Brown and Snoopy!***

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£5.99 UK**

**Other Merchandise**

**17.5K**

*Announced 1st Print*

**4/2/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762447893*

*BISAC Category: Juvenile Fiction / Media Tie-In*

*Key Selling Points:*

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***Well over half a million Peanuts Miniature Editions sold.*** *It's by far one of the best-selling licenses for Minis.*

## ***Everyone Loves Peanuts!***

- 99% brand awareness among adults 18-49*
- 89% brand awareness among teens 12-17*
- 83% brand awareness among kids 6-11*
- #1 rating in the Adults 18-49, Teens 12-17, and Kids 2-11 categories for ABC Peanuts specials*
- A Charlie Brown Christmas is the highest rated prime time special in all of broadcast television among kids 2-11*
- Forbes magazine named Snoopy America's #1 spokescharacter in 2010 & 2011*

***Brand Visibility.*** *1.4 billion media impressions to 44 million consumers watching Snoopy in the annual Macy's Thanksgiving Day Parade. #1 ratings on ten holiday primetime specials on ABC. 20 million consumers visit Planet Snoopy Amusement Parks annually.*

***Peanuts digital presence includes:***

# **The Quotable Oscar Wilde: A Collection of Wit and Wisdom**

**Running Press**

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**8.5K**

*Announced 1st Print*

**3/26/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449828*

*BISAC Category:*

*Reference / Quotations*

*Pages:*

*208*

*Key Selling Points:*

**More than 1,710,000 Gift Miniature Editions sold.**

**Part of a continued series.** More literary classics in the mini deluxe series include Charles Dickens, Jane Austen, William Shakespeare, Mark Twain, and Sherlock Holmes.

**The original edition, *The Quotable Oscar Wilde*, has sold 104,585 copies.**

**New material:** The new edition contains a short biography as well as the Wilde poem "Her Voice" and short story "The Nightingale and the Rose" reprinted in their entirety.

**Gift package:** Each book in the mini classics series features a distinctive illustration, embossed type, and a faux leather look, making these minis extremely giftable and highly collectible.

**Famous at home and abroad:** Oscar Wilde's popularity is vast. His plays are still performed in the US, his homeland of Ireland, and the UK.

**A Delight to Read:** Oscar Wilde's quotes are so fun and pithy, even if you've read

# **Sherlock Holmes: The Essential Mysteries in One Sitting**

**Jennifer Kasius**

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**16K**

*Announced 1st Print*

**3/26/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762448692*

*BISAC Category:* *Humor*

*Pages:* *208*

*Key Selling Points:*

**More than 1,750,000 Gift Miniature Editions in print sold.**

**Holmes is as popular as ever.** *Countless clubs, movies, plays, books, and miscellaneous products celebrate Sir Arthur Conan Doyle's literary creation. First introduced in 1887, the legacy lives on:*

- Sherlock Holmes (2009) and its sequel Game of Shadows (2011) have grossed over 1 billion dollars worldwide.*
- Elementary premieres on CBS in Fall 2012*
- The BBC series Sherlock premiered in July 2010*
- Museums exist in London (221b Baker Street to be exact!), Switzerland, and other countries across the globe*
- Sherlock Holmes societies exist all over the world, including more than thirty in the US alone. The Baker Street Irregulars in New York is among the most famous.*

**Part of a continued series.** *More literary classics to devour in one sitting include Charles Dickens, Jane Austen, William Shakespeare, and Mark Twain.*

**International appeal.** *Holmes is, of course, extremely popular in the UK as well as all over the world.*

# **The Quotable Winston Churchill: A Collection of Wit and Wisdom**

*Edited and translated by Running Press, Edited by Running Press*

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**7.5K**

*Announced 1st Print*

**3/26/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762449835*

*BISAC Category:*

*Reference / Quotations*

*Pages:*

*208*

*Key Selling Points:*

**More than 1,710,000 Gift Miniature Editions sold.**

**Part of a continued series.** *More literary classics in the mini deluxe series include Charles Dickens, Jane Austen, William Shakespeare, Mark Twain, and Sherlock Holmes.*

**The original edition, *The Quotable Winston Churchill*, has sold 55,000 copies.**

**New material added.** *Now a biography and excerpts from his most famous speeches have been included.*

**At home and abroad.** *Churchill is a well-known figure in the United States, his homeland of England, and around the world. His works and legacy are read the world over.*

**Gift package.** *Each book in the mini classics series features a distinctive illustration, embossed type, and a faux leather look, making these minis extremely giftable and highly collectible.*

# Desktop Croquet

Edited by **Running Press**

**\$8.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**20K**

*Announced 1st Print*

**3/26/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762447930*

*BISAC Category:* *Games & Activities / Travel Games*

*Pages:*

*32*

*Key Selling Points:*

***More than 1,068,000 Fun & Games Miniature Editions in print sold.***

***More than 2,523,000 Desktop & Office Miniature Editions in print sold.***

***Croquet clubs galore.*** *Croquet continues to increase in popularity around the world. An estimated 200 croquet clubs in cities across the US comprise the United States Croquet Association. The Croquet Hall of Fame is located in West Palm Beach, Florida. Croquet clubs are also big on college campuses. England hosts more than 150 clubs in the Croquet Association.*

***Croquet is one of the most widespread sports in the world.*** *With countries like Egypt, Japan, Australia, and England being members of the World Croquet Federation, there is strong potential for international sales.*

***Latest installment in our bestselling desktop sports series.*** *Our miniature desktop versions of some of the world's most popular sports over the past few years have been successful. Now croquet fans can "put the ball in play."*

***Unique components, huge value.*** *A lot of one-of-a-kind components come in this little package—all for only 8.95. The game also has loads of kid and kid-at-heart*

# Harry Potter Hogwarts Castle Snow Globe and Sticker Kit

Edited by **Running Press**

**\$9.95/\$10.95 Can./£6.99 UK/€7.99 EU**

## **Other Merchandise**

**40K** Announced 1st Print  
**3/26/2013** On Sale

Imprint: RP Minis  
 ISBN: 9780762449262

BISAC Category: Juvenile Fiction / Fantasy & Magic  
 Pages: 16

### Key Selling Points:

**Well over a million Harry Potter kits sold**, making it the best-selling line of kits in Running Press history. This is eighth in the series.

**Harry Potter brand still strong.** After eight blockbuster films, Harry Potter's magical legacy that will be shared by fans for generations to come.

- On December 6, 2011, WB and Universal announced a partnership to bring **The Wizarding World of Harry Potter** (WWOHP) to Universal Studios Hollywood-and to later expand to Universal Orlando. Since opening on June 16, 2010, the WWOHP has become a global calling card for the brand. With continued record-breaking attendance and phenomenal merchandise sales, the WWOHP is a must-see destination for fans of all ages.

- **Harry Potter: The Exhibition** is a state-of-the-art museum showcase which features over 200 artifacts and film-inspired settings. It has made record-breaking stops in Chicago, Boston, Toronto, Seattle, New York, and Sydney. Since opening in November 2011, the exhibition has attracted over-flow crowds and national media.

**Harry Potter is the top-grossing theatrical franchise of all time.** The series has earned 7.7 billion in worldwide receipts. Each film is among the top 35 highest-grossing films of all-time.

# **Hawke's Outdoor Survival Kit: Includes Survival Multi-Tool & Guide**

**Mykel Hawke**

**\$9.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**10K**

*Announced 1st Print*

**3/26/2013**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762447954*

*BISAC Category:* *Humor*

*Pages:* *88*

*Key Selling Points:*

**More than 1,710,000 Gift Miniature Editions in print sold.**

**Expert Author and Trusted Authority.** *The mini survival guide included in the kit (abridged from Mykel Hawke's Green Beret Survival Manual) is based on the real experiences of a Green Beret and Special Forces commander. His work in SPECOPS, Inc. makes him as an excellent teacher (see his web site: [www.specops.com](http://www.specops.com)). His TV work makes him a known and trusted guide.*

**TV Exposure.** *Hawke currently has two hit TV shows on the Discovery Channel—Man, Woman, Wild and One Man Army. See author bio for further TV credits.*

**8-in-1 multi-purpose tool.** *The kit includes Hawke's handy 8-in-1 multi-tool, an invaluable commodity in survival situations when you need it the most. Includes: Compass, Whistle, Signal Mirror, Waterproof Match Storage, Magnifying Glass, Emergency Light, Thermometer, and Lanyard.*

**"KISS: Keep It Simple & Safe!"** *Hawke's core principle of using minimum effort with maximum efficiency supplements tried and true methods of survival. This kit is targeted at the inexperienced, but is also invaluable for the most experienced of*

# ***Friends: The Television Series: Lessons on Life, Love, and Friendship***

***Shoshana Stopek***

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**4.5K**

*Announced 1st Print*

**10/23/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762446148*

*BISAC Category:*

*Performing Arts / Television*

*Pages:*

*128*

*Key Selling Points:*

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***More than 2,003,000 Humor Miniature Editions in print sold.***

***#1 rated comedy cast.*** *In 2011, readers of TV Guide voted the cast of Friends "Best Comedy Cast" of all time. Amassing 29% of the votes, its rating far surpassed Seinfeld's 18%.*

***HUGE cultural impact!*** *Friends influenced our daily lives in many ways. If you're a girl you may have copied "The Rachel" haircut. You may still make friends laugh by borrowing Joey's catchphrase, "How you doin'?" And of course you've sat in a coffeehouse that's a blatant knockoff of Central Perk, one of the main settings of the series.*

***TV ratings champ.*** *Averaging a legion of 20 million viewers throughout the original ten-year run of the series, Friends never fell out of the top ten in TV ratings from 1994 to 2004.*

***Went out on a high note.*** *Fans never got to see their favorite sitcom "jump the shark." Friends is one of those rare shows that only got more popular throughout its*



# **Frosty the Snowman**

Edited by **Running Press**

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**25K**

*Announced 1st Print*

**10/16/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762446445*

*BISAC Category:*

*Antiques & Collectibles / Popular Culture*

*Pages:*

*32*

*Key Selling Points:*

**More than 851,000 Christmas & Hanukkah Miniature Editions in print sold.**

**More than 2,612,000 Licensed Miniature Editions in print sold.**

**A holiday favorite!** Based on the 1950 song written by Jack Rollins and Steve Nelson, *Frosty the Snowman* is a holiday favorite who "comes to life" each year through television, home entertainment, books, and a wide variety of products fans love!

**Rankin/Bass classic = huge nostalgia factor.** is one of the most beloved Christmas/Holiday specials that airs on TV every year.

**Universal awareness.** Q Scores rank *Frosty* tops among kids 6-11 and parents of kids 2-5, averaging about 90% overall awareness!

**History of publishing success.** Board Books by Ideals Publications sell consistently well in mass market, warehouse clubs, and bookstores. Barnes & Noble has also seen success with their *Frosty*-themed storybooks.

**Continuing successful line.** Past mini kits and books based on the Rankin/Bass

# ***It's Your Time (Miniature Edition): Activate Your Faith, Achieve Your Dreams, and Increase in God's Favor***

**Joel Osteen**

**\$5.95/\$6.95 Can./€4.99 EU**

**Hardcover**

**13.5K**

*Announced 1st Print*

**10/9/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762444182*

*BISAC Category:*

*Religion / Christian Living*

*Pages:*

*176*

*Key Selling Points:*

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***More than 2,603,000 Bestseller Abridgment Miniature Editions in print sold.***

***Mini abridgment of the New York Times #1 bestseller It's Your Time.***

***Millions of copies sold.*** Joel Osteen is the bestselling author of *It's Your Time*, *Your Best Life Now*, *Become a Better You*, and others, which have sold millions of copies combined.

***It's time to believe.*** Bestselling author Joel Osteen encourages readers to recognize that God has given them the power to improve their lives. Whether one is going through a difficult time or would just like to increase in God's favor, this book provides bold prayers, inspiring stories, and practical tools to help readers realize their dreams and improve their faith.

***Inspiring televangelist.*** A senior pastor of Lakewood Church in Houston, Texas, a bestselling author, and an inspirational televangelist, Joel Osteen reaches more than seven million viewers by broadcast media in more than one hundred nations around the world.

***Accolades.*** Osteen was named one of the year's "Ten Most Fascinating People" by Barbara Walters, and was named "Most Influential Christian in America" by The Church Report, both in 2006.

# **Office Shark Tank: Don't Get Eaten Alive!**

**Running Press, Edited by Running Press**

**\$8.95/\$10.95 Can./£6.99 UK/€6.99 EU**

**Paperback**

**16K**

*Announced 1st Print*

**10/9/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762446162*

*BISAC Category:* *Humor*

*Pages:* *40*

*Key Selling Points:*

**More than 1,083,000 Fun & Games Miniature Editions in print sold.**

**More than 2,570,000 Desktop & Office Miniature Editions in print sold.**

**More than 2,003,000 Humor Miniature Editions in print sold.**

**Office Shark Tank is relatable.** *This kit will reach a wide audience of people who have felt at some time or another like they're working in shark-infested water, proven by the popularity of the book and film on this subject, Swimming With Sharks.*

**A great gag gift** *for your favorite coworker, a recent grad, or anyone starting a new job.*

**A one-of-a-kind game.** *Office Shark Tank is a totally unique game developed just for this kit, and the mechanical shark is an innovative component for the Running Press Minis line.*

**Stress relief-oriented kits sell.** *The success of the Running Press voodoo line and the perennial favorite Whomp It! proves there is a lot of aggression out there*

# **Jane Austen: The Complete Novels in One Sitting**

**Jennifer Kasius**

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**15.5K**

*Announced 1st Print*

**10/2/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762447558*

*BISAC Category:*

*Fiction / Romance*

*Pages:*

*208*

*Key Selling Points:*

**More than 1,750,000 Gift Miniature Editions in print sold.**

**Perpetual interest in the world of Jane Austen.** Continued devotion to the author extends to related movies (*Becoming Jane*, *The Jane Austen Book Club*); Bollywood (*Bride and Prejudice*); countless films based on her works; and of course, books (*Pride and Prejudice* and *Zombies: more than 600,000 copies sold across editions*).

**Jane Austen's appeal is timeless.** Countless clubs, movies, plays, books, and miscellaneous products celebrate her work.

**Appeals to statewide and International market.** This beloved author's life and works are celebrated at museums and festivals far and wide, including the UK (*Chawton and Bath*); US (*Louisiana, California, Kentucky, Pennsylvania, etc.*); Australia; and many more!

**What's your favorite Jane Austen novel?** Though written two hundred years ago, Jane Austen's novels have never lost their popularity. All six of Jane Austen's beloved novels are featured in this miniature book.

## **Chick Magnets: The Cutest Ever Hatched!**

*Edited and translated by Running Press, Edited by Running Press*

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**12K**

*Announced 1st Print*

**9/25/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762444151*

*BISAC Category:*

*Humor / Topic*

*Pages:*

*32*

*Also Available:*

- *2014 Kids Easter clip strip*
- *Easter Basket Delights (Easter A Mini a Month)*

*Contrary to what you're thinking, this kit includes exactly what it says: chicks— that are magnets! Kit contains a half a dozen magnetic pom-pom chicks that are so precious you will want to stick them on any magnetic surface to add some "ridiculously cute" to your home or workplace. Also included is...*

*Contrary to what you're thinking, this kit includes exactly what it says: chicks -- that are magnets! Kit contains a half a dozen magnetic pom-pom chicks that are so precious you will want to stick them on any magnetic surface to add some "ridiculously cute" to your home or workplace. Also included is a sweet and amusing mini book, *Stuff Chicks Like*, fully illustrated throughout. This adorable kit is sure to be an irresistible impulse item at Easter time or anytime!*

# **A Charlie Brown Christmas Snow Globe**

**Charles M. Schulz**

**\$9.95/\$10.95 Can./€6.99 EU**

**Paperback**

**32K**

*Announced 1st Print*

**9/25/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762446155*

*BISAC Category:* *Humor / Topic*

*Pages:*

*48*

*Key Selling Points:*

***More than 851,000 Christmas & Hanukkah Miniature Editions in print sold.***

***More than 2,612,000 Licensed Miniature Editions in print sold.***

***More than half a million Peanuts Miniature Editions sold. It's by far one of the best-selling licenses for Minis.***

***A Charlie Brown Christmas, Emmy and Peabody award-winning story, has warmed the hearts of millions by airing on television for more than forty-five years. Watching the TV special is an annual holiday tradition for millions (16 million tuned in during Christmas 2009).***

***RP history with A Charlie Brown Christmas. Across Minis and Kids Christmas-related Peanuts titles, we have sold well over half a million units.***

***More than 1.5 billion Peanuts greeting cards have been sold by Hallmark since 1960. In fact, one out of five Hallmark cards sold is a Peanuts card.***

***More than 90% of consumers are familiar with Charlie Brown and the gang. Only Mickey Mouse has a greater percentage of people who recognize the characters***

# Desktop Football

Edited by **Running Press**

**\$8.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**18.5K**

*Announced 1st Print*

**9/25/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762446179*

*BISAC Category: Sports & Recreation / Football*

*Pages:*

*32*

*Key Selling Points:*

**More than 2,570,000 Desktop & Office Miniature Editions in print sold.**

**More than 1,083,000 Fun & Games Miniature Editions in print sold.**

**Super Bowl 2011 Most Watched Program Ever!** For the second year in a row, the Super Bowl set a record for American television viewing. Nielsen ratings estimated 111 million people tuned in to professional football's ultimate game. (Huffington Post)

**Football is America's favorite sport.** At both high school and college (NCAA) levels, it has the most participants of any sport in the country.

**A great gift and great fun.** A low-priced gag gift for football fans everywhere. The game also has loads of kid and kid-at-heart appeal. Makes a fun office distraction!

**Unique components, huge value.** A lot of one-of-a-kind components come in this little package-all for only 8.95.

**Follow-up kit in strong series.** Our miniature desktop versions of some of the world's most popular sports over the past few years have been a success. This one,

# **William Shakespeare: The Complete Plays in One Sitting**

*Joelle Herr*

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**24K**

*Announced 1st Print*

**8/28/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762447565*

*BISAC Category:*

*Fiction / Classics*

*Pages:*

*328*

*Key Selling Points:*

**More than 1,710,000 Gift Miniature Editions sold.**

**Accessible.** For those intimidated by Elizabethan English, want to get to know Shakespeare's plays in a hurry, or just need a refresher course, this miniature book is approachable as the perfect primer.

**Popularity of the Bard in modern culture.** A search of "Shakespeare" on Google yields more than 31.3 million results, and his plays have been made into countless film adaptations. Most recently, the more obscure Coriolanus was released in late 2011 (starring Gerard Butler and Ralph Fiennes).

**Timelessness of Shakespeare's work.** Shakespeare is still constantly anthologized and studied in schools up and through the university level, proving the relevancy of his plays.

**World Shakespeare Festival 2012.** This celebration of Shakespeare as the world's playwright, produced by the Royal Shakespeare Company, runs from April 23 to November 2012. It forms part of the London 2012 Festival, which is the culmination of the Cultural Olympiad, bringing leading artists from all over the world together in a UK-wide festival in the summer of 2012. Our mini book will capitalize



## **A Tolkien Treasury**

*Edited and translated by **Running Press**, Edited by **Running Press***

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**18.5K**

*Announced 1st Print*

**8/7/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762446216*

*BISAC Category:*

*Literary Collections / Essays*

*Pages:*

*96*

*Also Available:*

- *A Tolkien Treasury 2-pocket correagate*

*Stories, poems, illustrations, and essays by writers such as W.H. Auden, Colin Wilson, and Edmund Wilson that celebrate the work of the popular fantasy writer J.R.R. Tolkien.*

# **A Tolkien Journal**

**Running Press, Edited by Running Press**

**\$9.95/\$12.00 Can./£7.99 UK/€7.99 EU**

**Paperback**

**17.5K**

*Announced 1st Print*

**7/10/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762447466*

*BISAC Category:*

*Language Arts & Disciplines / Writing*

*Pages:*

*128*

*Key Selling Points:*

**A Hobbit's Journal is a proven success.** First published in 2001 by Running Press, the journal has sold more than 100,000 copies.

**Middle Earth, Tolkien's fantasy world ranked #1 among consumers.** Warner Bros. Interactive research shows that Middle Earth is more popular than fantasy worlds of Star Wars and Harry Potter.

**Tolkien's stories are a successful franchise.** The Lord of the Rings trilogy of the early 2000s achieved over 7 billion combined in worldwide box office, consumer products, and home video sales.

**Hobbits are small but the movies are huge!** Tolkien's heroic characters from the trilogy are being introduced in two prequel films based on the book *The Hobbit* set to release in 2012 and 2013.

*Authentic journal beautifully illustrated with quarter-page drawings in the Middle Earth style so beloved by Tolkien fans the world over.*

*Aspiring writers and Tolkien fans everywhere will be inspired by this fantastical journal. Harkenina back to a time of quills and parchment in the magical world of*

# **Batman: Bat Signal**

**Danielle Selber**

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**32K**

*Announced 1st Print*

**5/22/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762445264*

*BISAC Category:*

*Humor*

*Pages:*

*48*

*Also Available:*

- *Superheroes 12-copy counter display (A Mini a Month)*
- *Super Hero clip strip*

***A one-of-a-kind, officially licensed, light-up miniature replica of Batman's Bat-Signal.***

- ***Deluxe Collectible:*** *A finally detailed 2-3/4 inch high Bat-Signal*
- ***Light-up Function:*** *Projects the iconic Batman symbol onto nearby walls and other surfaces*
- ***Book Included:*** *A 48-page book of explores Batman's history*
- ***Art Straight from the Comic Pages:*** *Full-color classic comic art throughout the book book*
- ***Officially Licensed:*** *An authentic Batman collectible*

*Requires one 3-volt CR1632 button cell battery (inclu...*

# ***Elements: A Visual Exploration of Every Known Atom in the Universe***

***Theodore Gray, By (photographer) Nick Mann***

**\$19.99/\$25.99 Can./£16.99 UK**

**Paperback**

**4/3/2012**

*On Sale*

*Imprint:*

*Black Dog & Leventhal*

*ISBN:*

*9781579128951*

*BISAC Category:*

*Science / Chemistry*

*Pages:*

*240*

***With more than 1 million copies sold worldwide, The Elements is the most entertaining, comprehensive, and visually arresting book on all 118 elements in the periodic table.***

*Includes a poster of Theodore Gray's iconic photographic periodic table of the elements!*

*Based on seven years of research and photography by Theodore Gray and Nick Mann, The Elements presents the most complete and visually arresting representation available to the naked eye of every atom in the universe. Organized sequentially...*

## **Desktop Basketball: It's a Slam Dunk!**

**Shoshana Stopek**

**\$9.95/\$12.50 Can./£5.99 UK/€6.99 EU**

**Paperback**

**16K**

*Announced 1st Print*

**3/27/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762444205*

*BISAC Category:*

*Sports & Recreation / Basketball*

*Pages:*

*32*

*Also Available:*

- *Core Sports 14-copy counter display (A Mini a month)*

**Master this one-of-a-kind, miniature basketball game from the comfort of your own desk! Kit includes:**

- *Easy-to-assemble basketball hoop with backboard and suction cup base that attaches to a desk or tabletop surface. Measures approximately 5" high when assembled.*
- *Mini rubber basketball*
- *32-page rule book on Desktop Basketball*

## **Zombie Bowling: Heads Will Roll!**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**15K**

*Announced 1st Print*

**3/27/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762444854*

*BISAC Category:*

*Games & Activities / Gambling*

*Pages:*

*32*

*Also Available:*

- *F17 6-Pocket Halloween Prepack*
- *Halloween 15-copy counter display (A Mini a month)*
- *Halloween clip strip*

*From bestselling TV shows to films to books, interest in the undead has not waned, and with the continuing threat of the zombie apocalypse on the rise, Zombie Bowling will provide the practice you need to bowl over those flesh-eating monsters -- for good.*

*Following the success of Nun Bowling and Penguin Bowling, this one-of-a-kind kit includes 10 decapitated zombie body pins, one zombie head bowling ball, and a mini guide to Zombie Bowling.*

# ***Peanuts: Snoopy the Flying Ace***

***Charles M. Schulz***

***\$9.95/\$10.95 Can./£5.99 UK/€6.99 EU***

***Paperback***

***20K***

*Announced 1st Print*

***3/27/2012***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762444229*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*This kit commemorates Snoopy in his iconic role as the Flying Ace, the daring World War I fighter pilot who sits atop his Sopwith Camel (i.e. doghouse), ever determined to take down his arch nemesis, the Red Baron. Kit includes a figurine of Snoopy as the Flying Ace in fight mode and a 32-page book of "Flying Ace"-themed Peanuts comics.*

# **Charles Dickens: The Complete Novels in One Sitting**

**Joelle Herr**

**\$7.95/\$10.50 Can./£6.99 UK/€4.99 EU**

**Hardcover**

**22.5K**

*Announced 1st Print*

**2/7/2012**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762445714*

*BISAC Category:*

*Fiction / Classics*

*Pages:*

*248*

*Also Available:*

- *Tiny Tomes for Tall Tales (Mini Classics A Mini a Month)*
- *Charles Dickens 6-copy display*

***Get to know this collection of Charles Dickens's great literature now in a tiny pocket-sized edition perfect for pouring over while sipping tea!***

*In a keepsake cloth-feel binding, and small enough to slip into your pocket, Charles Dickens: The Complete Novels contains synopses, character profiles, and illustrations, bringing to life twenty classic tales and the indelible characters that populate Dickens' fictional world. Featuring Oliver Twist, A Christmas Carol, Great Expectations, A Tale of Tw...*



## **A Christmas Story Leg Lamp Kit**

*Edited and translated by Running Press, Edited by Running Press*

**\$11.95/\$15.50 Can./£5.99 UK/€7.99 EU**

**Paperback**

**25K**

*Announced 1st Print*

**9/27/2011**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762437696*

*BISAC Category:*

*Religion / Holidays*

*Pages:*

*16*

*Also Available:*

- *2019 BAM Holiday 12-copy Minikit Counter Display*

***This miniature light-up leg lamp prop replica from A Christmas Story is the perfect "stocking stuffer"!***

- ***Specifications:*** *3.5" tall replica of the movie's iconic Leg Lamp prop, complete with an actual light-up feature and packaging material to protect the "fragile" ornamental piece*
- ***Lights Up:*** *Leg Lamp lights up by flipping a switch*
- ***Sticker Book Included:*** *2.5 x 3" book featuring 8 full-color stickers*
- ***A Perfect Present:*** *The iconic leg lamp is a perfect gift or self-purchase for fans of the film*
- ***Of...***

## ***Rudolph The Red-Nosed Reindeer Kit: His Nose Glows!***

***Perseus***

***\$9.95/\$10.95 Can.***

***Paperback***

***9/27/2011***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762442010*

*BISAC Category:*

*Non-Classifiable*

*Pages:*

*16*

*For all of those fans out there who tune in each year to watch the 1964 stop-motion classic television special, comes this mini kit featuring a Rudolph the Red-Nosed Reindeer figurine with a light-up nose!*

*Accompanying the Rudolph figurine is a sticker book complete with all of the original and beloved characters: Hermey the Elf, the Abominable Snow Monster, Yukon Cornelius, Santa Claus, Sam the Snowman and more! This is the perfect gift complete with the holiday's most treasured characters. Rudo...*

## ***Finger Hockey: No Poke Checking!***

***Agnes Flanigan***

***\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU***

***Paperback***

***21.5K***

*Announced 1st Print*

***9/6/2011***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762442577*

*BISAC Category:*

*Sports & Recreation / Winter Sports*

*Pages:*

*32*

*Also Available:*

- *Core Sports 14-copy counter display (A Mini a month)*

***A portable mini hockey set that you can play with your fingers!***

*Kit includes:*

- *Set of finger "goalie" pads*
- *Net*
- *Hockey stick*
- *Puck*
- *"Skating rink" playing mat*
- *Mini book with the rules of Finger Hockey*

# Harry Potter Horcrux Locket and Sticker Book

Running Press, Edited by Running Press

**\$10.95/\$14.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**30K**

*Announced 1st Print*

**3/22/2011**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762441853*

*BISAC Category:*

*Humor*

*Pages:*

*16*

*Also Available:*

- *12-COPY 6-POCKET HARRY POTTER MINI KIT DISPLAY*
- *F17 Harry Potter 12-Copy Mix 6-Pocket Display*

*This deluxe kit will be on sale in time for the highly anticipated release of Harry Potter and the Deathly Hallows: Part II, in July 2011. In the movie, Harry and his friends are on a mission to seek and destroy Lord Voldemort's Horcruxes. This kit contains a replica of the elusive Horcrux locket an...*

***Wear or display this finely detailed, full-size replica of Lord Voldemort's horcrux locket on a metal necklace chain, a one-of-a kind collectible for Harry Potter fans.***

***Specifications:*** *This kit includes an approximately 2 1/4 inch functional vinyl replica of the elusive horcrux locket found in the Harry Potter films with a clasp that allows you to open and close the locket*

# **Uncle John's Slightly Irregular Bathroom Reader: The Miniature Edition**

**The Bathroom Readers' Institute**

**\$5.95/\$6.95 Can./£4.99 UK/€4.99 EU**

**Hardcover**

**17.5K**

*Announced 1st Print*

**2/22/2011**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762440795*

*BISAC Category:*

*Humor / Topic*

*Pages:*

*192*

*The Uncle John's Bathroom Reader' series is the longest-running, most popular series of its kind, with more than 10 million copies in print. The Uncle John's brand is the most recognized and trusted source for bathroom reading material in the world with more than 22 editions.*

*Uncle John's Slightly Irregular Bathroom Reader': The Miniature Edition (TM). is the fourth installment of our best-selling mini Bathroom Readers, packed with fun facts, amusing stories, and fascinating trivia--all in a cond...*

## **Three Mustaches and a Soul Patch: No Testosterone Required!**

**David Jones**

**\$6.95/\$8.95 Can./£5.99 UK/€4.99 EU**

**Paperback**

**17K**

*Announced 1st Print*

**2/22/2011**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762439812*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*Now you can go incognito, look older than your years, or simply become more hip with the three stylish mustaches and soul patch in this kit. Styles featured include the Cop-stache, the Western, and Fu Manchu along with one soul patch, all self-adhesive. Kit also comes with a stand-up "valet" to store your facial hair when not in use, a mini mustache comb, and the 32-page Field Guide to Mustaches. Go from boyish to manly in moments!*

# **Baby Booties Knit Kit**

**Julia Pretl**

**\$6.95/\$8.95 Can./£4.99 UK/€4.99 EU**

**Paperback**

**17.5K**

*Announced 1st Print*

**2/22/2011**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762440788*

*BISAC Category:*

*Crafts & Hobbies / Needlework*

*Pages:*

*32*

*It's the perfect add-on gift for baby showers, perfect for crafty people, and perfect for anyone who has a baby in their life. This kit has everything needed to knit one adorable pair of baby booties: 40 yards of white yarn, circular knitting needles, a darning needle, 2 stitch markers, an instruction book, and for a bow, lengths of blue and pink ribbon so you can personalize the booties for him or her.*

# **Harry Potter Hedwig Owl Kit and Sticker Book**

*Edited and translated by Running Press, Edited by Running Press*

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**30K**

*Announced 1st Print*

**10/12/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762440627*

*BISAC Category:*

*Antiques & Collectibles / Popular Culture*

*Pages:*

*16*

*Also Available:*

- *Harry Potter 15th Anniversary 12-copy counter display (A Mini a month)*

***Make Hedwig your companion with this detailed miniature keepsake figure of Harry Potter's faithful snowy owl, complete with cage.***

*Kit includes:*

- *2-1/2-inch polyresin figure of Hedwig in his cage*
- *16-page book of full-color stickers to relive the magic of a boy and his owl*



# **The Little Book of Etiquette (Revised)**

**Dorothea Johnson**

**\$6.95/\$8.50 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**10K**

*Announced 1st Print*

**10/5/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762441488*

*BISAC Category:*

*Reference / Etiquette*

*Pages:*

*128*

**Dorothea Johnson** is the Founder of The Protocol School of Washington®, the nation's leading etiquette and protocol firm and the first and only nationally accredited school of its kind. Ms. Johnson has presented etiquette and protocol seminars and briefings to more than 50,000 individuals worldwide, ...

**Good manners and a respect for entertaining heritage is never out of style: this practical, pretty and authoritative miniature hardcover introduction to etiquette slips into your pocket for take-along expertise wherever you need it.**

*Never again hesitate when selecting a fork from a fancy place setting, making a formal introduction, hosting a business dinner, or dining on awkward foods. The experts at the Protocol School of Washington will save you from embarrassing future faux pas!*

# ***Peanuts Holiday Box Set***

***Charles M. Schulz***

**\$9.95/\$12.50 Can.**

**Hardcover**

**9/28/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762439584*

*BISAC Category:*

*Juvenile Fiction / Media Tie-In*

*Pages:*

*128*

*Relive the classic moments from the Peanuts holiday television specials and spend Halloween, Thanksgiving, Christmas, and Valentine's Day with the Peanuts gang. This special-edition box set contains four 128-page paperback editions of some of our best-selling Peanuts titles, featuring text and art f...*

*Relive the classic moments from the Peanuts holiday television specials and spend Halloween, Thanksgiving, Christmas, and Valentine's Day with the Peanuts gang. This special-edition box set contains four 128-page paperback editions of some of our best-selling Peanuts titles, featuring text and art from four holiday-time Peanuts TV specials.*

# Desktop Ping Pong

Chris Stone

**\$8.95/\$11.50 Can./£6.99 UK/€5.99 EU**

**Paperback**

**22.5K**

**9/7/2010**

*Announced 1st Print*

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762439539*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*Also Available:*

- *DESKTOP SPORTS 6-POCKET COUNTER DISPLAY*

*Ping pong lovers can now take their favorite sport with them wherever they go! This newest addition to our growing line of desktop sports mini kits contains all you need to get a competitive ping pong game going in minutes.*

*Included are two mini paddles, easy-to-assemble desktop net, one ping pong ba...*

***Ping pong lovers can now take their favorite sport with them wherever they go with this mini-sized ping pong set.***

*This portable set includes all you need to get a competitive ping pong game going in minutes:*

# **Big Bad-Ass Bar Tricks**

**Jordana Tusman**

**\$5.95/\$6.95 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**20K**

*Announced 1st Print*

**8/31/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762439560*

*BISAC Category:*

*Humor*

*Pages:*

*160*

*The newest entry in our top-selling Bad-Ass series, Big Bad-Ass Bar Tricks is an essential guide to the best and most amusing bar tricks ever created! Great for bartenders and those who wish they were, this book will inspire any light-hearted reader to perfect their skills through easy instruction for dozens of tricks involving dollar bills, matches, beer bottles, wine glasses, cocktail napkins, olives, fruit, straws, toothpicks, and more.*

# Desktop Golf

Chris Stone

**\$8.95/\$11.50 Can./£6.99 UK/€5.99 EU**

**Paperback**

**20K**

*Announced 1st Print*

**4/27/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438150*

*BISAC Category:*

*Humor / Topic*

*Pages:*

*32*

*Also Available:*

- *12-COPY 6-POCKET DESKTOP SPORTS FAVORITES MINI KIT DISPLAY*
- *DESKTOP SPORTS 6-POCKET COUNTER DISPLAY*
- *FATHER'S DAY 6 POCKET COUNTER DISPLAY*

***Relieve stress at the office with this fun desk accessory, a must-have for golf enthusiasts!***

*This miniature set includes:*

- *2-1/2" x 10-1/2" mini fairway*
- *2 golf balls*
- *2 metal clubs*
- *a packet of sand*
- *Mini book of fun facts and rules of the game*

# **Think Like a Champion: An Informal Education in Business and Life**

**Donald Trump, With Meredith McIver**

**\$6.95/\$8.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**15K**

*Announced 1st Print*

**4/27/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438563*

*BISAC Category:*

*Business & Economics / Personal Success*

*Pages:*

*192*

***Who better to give advice to aspiring leaders than Donald Trump? Trump's most basic strategies, principles, and thoughts are abridged here for the perfect pocket-sized (3") hardcover gift.***

*Donald Trump shares his thoughts on life, personal and professional, in essays that reveal his winning strategies and lofty goals. Trump covers "Learn to Think on Your Feet," "Keep it Short, Fast, and Direct," "There are Times When You Should Move On," and "How to Get Rich."*

*This is an abridged, miniature ha...*

# ***A Woman's Journal: A Blank Book with Quotes by Women***

*Edited by Running Press*

**\$11.95/\$14.99 Can./£7.99 UK/€8.99 EU**

**Hardcover**

**3.5K**

*Announced 1st Print*

**4/13/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438983*

*BISAC Category:*

*Language Arts & Disciplines / Writing*

*Pages:*

*128*

*Everyone needs an outlet for the thoughts and emotions that fill our daily lives. Sized to be portable, with lay-flat capability and a terrific new design and content, A Woman's Journal will again stand out as a diary writer's dream. Featuring quotes by history's most inspirational women, this journal is sure to unlock the mysterious territory that is a woman's mind.*

## ***Runes: Unlock the Secrets of the Stones***

***Sarah O'Brien***

***\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU***

***Paperback***

***15K***

*Announced 1st Print*

***3/30/2010***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438136*

*BISAC Category:*

*Body, Mind & Spirit / Divination*

*Pages:*

*88*

*Unlock the Secrets of the Stones*

***Gain ancient wisdom and peek into your future with this mini runes kit.***

*Once used by village shamans for meditation and fortune telling, runes are stones with Elder Futhark inscriptions that make predictions about your wealth, love life, happiness, and future. Kit includes:*

- *24 runes*
- *White cloth to do your runes casting on*
- *88-page book on everything you need to know about runes*



# ***Your Pregnancy Week by Week***

***Glade B. Curtis, Judith Schuler***

***\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU***

***Hardcover***

***13K***

*Announced 1st Print*

***3/23/2010***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438600*

*BISAC Category:*

*Health & Fitness / Pregnancy & Childbirth*

*Pages:*

*256*

*This highly successful trade bestseller is now a Miniature Edition™. Written by an experienced doctor and a family health expert, this generously sized abridgment is updated, fully revised, and packed with critical information. Find out how your baby is developing, changes in your body, nutritional information, essential tips, and weekly exercises that are safe for you and your baby. The week-by-week format and helpful line drawings throughout will keep soon-to-be mothers informed at every stage...*

# ***Peanuts Philosophers***

***Perseus***

**\$9.95/\$12.50 Can.**

**Paperback**

**3/23/2010**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438617*

*BISAC Category:*

*Non-Classifiable*

*Pages:*

*128*

*Marking the sixtieth anniversary of the comic strip, the classic Peanuts® Philosophers series is back in print with its retro style and timeless nuggets of wisdom preserved. This slip-cased box set includes four miniature hardcover books in which Snoopy, Charlie Brown, Lucy, and Linus deliver their thoughts on an array of their favorite topics. Charlie Brown has a lot to say on loneliness, defeat, and disillusionment. Snoopy philosophizes on dancing, anxiety, and a dog's life. Lucy discusses hap...*

# ***Snoopy & Woodstock: Best Friends***

***Charles M. Schulz***



***\$8.95/\$10.95 Can./£7.99 UK/€6.99 EU***

***Paperback***

***32.5K***

***2/23/2010***

*Announced 1st Print*

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762438143*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*Also Available:*

- 

*Sixty years after the debut of the Peanuts' comic strip, this kit commemorates the enduring friendship of Snoopy and Woodstock. They share a love of ice hockey, ice cream, and so much more. Woodstock chirps out birdspeak, a one-of-a-kind language that Snoopy is fortunate enough to understand, so they can communicate in a very special way. It's kind of like that with your own best friend, isn't it?*

*This is a perfect gift for the Peanuts fan or anyone with whom you share that exclusive bond called ...*

## **Hello Kitty: Little Letters Set**

**Perseus**

**\$6.95/\$8.95 Can.**

**Paperback**

**11/3/2009**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762437009*

*BISAC Category:*

*Non-Classifiable*

*Pages:*

*16*

*Small Gift, Big Smile!*

*Keep in touch with the people you love in Hello Kitty® style! It's not the size of the message or gift that matters; it's the precious way in which it is delivered. For Hello Kitty® fans new and old, this kit—including tiny envelopes, stationery, stamps, and a book of stickers—offers them a way of sending warm messages of love, friendship, or longing.*

**Elements: A Visual Exploration of Every Known Atom in the Universe, Book 1 of 3***Theodore Gray*, By (photographer) **Nick Mann****\$29.99/\$37.99 Can./£25.00 UK****Hardcover****10/1/2009***On Sale**Imprint:* Black Dog & Leventhal*ISBN:* 9781579128142*BISAC Category:* Science / Chemistry*Pages:* 240*Also Available:*

- *Reactions-8-copy mixed prepack*
- *Reactions-16-copy mixed floor display(buy 7, get 1 free)*
- *6-copy Theodore Gray Hardcover Backlist Prepack*

***With more than 1 million copies sold worldwide, The Elements is the most entertaining, comprehensive, and visually arresting book on all 118 elements in the periodic table.***

*Includes a poster of Theodore Gray's iconic photographic periodic table of the elements!*

*Based on seven years of research and photography by Theodore Gray and Nick Mann, The Elements presents the most complete and visually arresting representation available to the naked eye of every atom in the universe. Organized sequentiall...*

# ***Snowflake Origami: They Sparkle!***

***Jordana Tusman***

***\$7.95/\$9.50 Can./£4.99 UK/€5.99 EU***

***Paperback***

***15K***

*Announced 1st Print*

***9/29/2009***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762437054*

*BISAC Category:*

*Crafts & Hobbies / Origami*

*Pages:*

*48*

*Also Available:*

- *Christmas corrugate #1*
- *Mini Xmas Counter Pack*

*They Sparkle!*

***Step-by-step instructions to create a variety of wintry snowflakes. Create your own Winter Wonderland! This mini kit includes 24 sheets of sparkly, iridescent, and textured papers, a pair of mini scissors, and a 48-page book of illustrated instructions to create an origami snowflake and a variety of fold-and-cut paper snowflakes -- create a dazzling display of snowflake designs!***

# **Desktop Horseshoes**

**Lindsay Rosoff**

**\$8.95/\$10.95 Can./£4.99 UK/€6.99 EU**

**Paperback**

**14K**

**9/29/2009**

*Announced 1st Print*

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762436354*

*BISAC Category:*

*Games & Activities / Gambling*

*Pages:*

*32*

*It's a Ringer!*

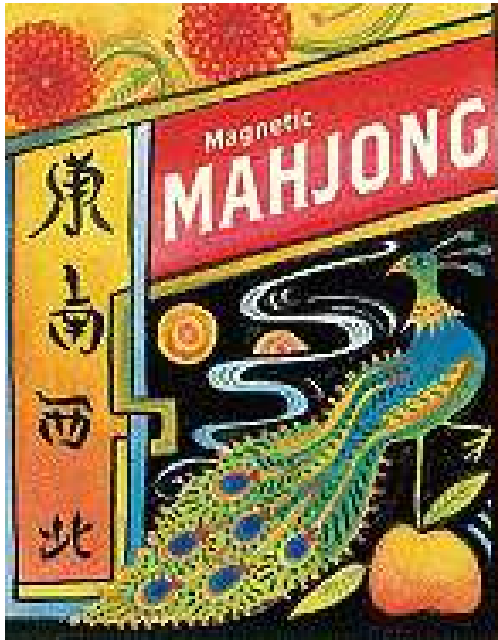
***Bring the fun of horseshoes indoors with this miniature desktop version of the classic game!***

*Kit includes:*

- *Mini plastic pit with metal stake*
- *4 metal horseshoes*
- *bag of sand*
- *Illustrated mini book that will help you become a horseshoe pitching champ in no time*

# Magnetic Mahjong

Katie Greczylo



**\$8.95/\$10.95 Can./£4.99 UK/€6.99 EU**

**Paperback**

**15K**

**9/29/2009**

*Announced 1st Print*

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762436996*

*BISAC Category:*

*Humor*

*Pages:*

*88*

*The ancient Chinese tile-matching game comes alive with magnets! For thousands of years, this simple, meditative game has kept traditions alive with a long history in fortune-telling and Asian lore. Play with 144 tiles imprinted with dragons, flowers, the four seasons, and the four winds: match up like tiles and remove them to gain points. This kit is made for traveling and playing solo, wherever your fancy strikes.*



# **Thumb Sumo**

*Illustrated by Jason Kayser*

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**32.5K**

*Announced 1st Print*

**8/25/2009**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762437085*

*BISAC Category:*

*Sports & Recreation / Wrestling*

*Pages:*

*32*

*Also Available:*

- *DESKTOP SPORTS 6-POCKET COUNTER DISPLAY*

*Good ol' American thumb wrestling meets the East with this unique kit that brings the competitive Japanese contact sport to both wrestling and sumo enthusiasts all over the world! This humorous kit includes two rubber sumo wrestlers that cover your thumbs, and a 32-page guide packed with fun facts and new variations on the classic pastime.*

# **Hello Kitty: A Little Book of Happiness**

Created by **Sanrio**



**\$5.95/\$6.95 Can.**

**Hardcover**

**5/26/2009**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762435944*

*BISAC Category:*

*Non-Classifiable*

*Pages:*

*96*

*For Hello Kitty happiness is all around. On each page discover the tiny moments that bring cheer to her face. From spending time with friends to growing a garden, let her little world inspire you to give the gift of happiness to yourself and others.*

*For Hello Kitty happiness is all around. On each page discover the tiny moments that bring cheer to her face. From spending time with friends to growing a garden, let her little world inspire you to give the gift of happiness to yourself and others.*

# **Finger Soccer**

**Chris Stone**

**\$7.95/\$9.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**4/7/2009**

*On Sale*

*Imprint: RP Minis*

*ISBN: 9780762435029*

*BISAC Category: Sports & Recreation / Soccer*

*Pages: 32*

*Also Available:*

- *DESKTOP SPORTS 6-POCKET COUNTER DISPLAY*

*Become the David Beckham of the boardroom! Soccer has finally come off the field and into the office with Finger Soccer. The kit includes a soccer mat, two goal posts, one soccer ball, two pairs of soccer cleats for your fingers, and a 32-page book to help you create your very own miniature soccer g...*

***Bring all of the fun and excitement of soccer to your desktop with this portable mini set that you play with your fingers!***

*Kit includes:*

- *Soccer mat*
- *2 goal posts*
- *2 pairs of soccer cleats for your fingers*
- *Soccer ball*
- *Mini book with trivia, tips, and rules of the game*

# **Big Bad-Ass Drinking Games**

**Jordana Tusman**

**\$10.95/\$13.50 Can./£8.99 UK/€7.99 EU**

**Paperback**

**3/24/2009**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762435937*

*BISAC Category:*

*Games & Activities / Travel Games*

*Pages:*

*16*

***Get the party started with your buddies and a travel-size kit of drinking-game fun! This 3" tall packed party kit includes everything you need to add excitement to an otherwise run-of-the-mill bar night.***

*Mini kit includes:*

- *Shot glass*
- *Standard dice*
- *"Dirty" dice*
- *Deck of cards with 48 drinking games*
- *16-page book*

# **The Classic Art of Origami Kit**

**John Morin**

**\$7.95/\$10.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**2/24/2009**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762435975*

*BISAC Category:*

*Non-Classifiable*

*Pages:*

*48*

*Also Available:*

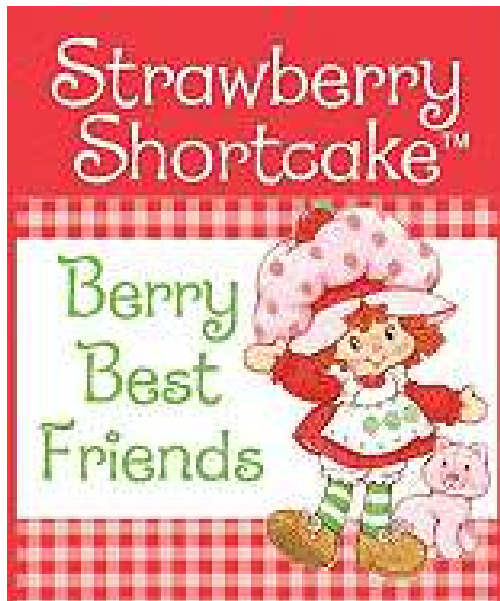
- *Fun For All 16-copy counter display (A Mini a Month)*

***Everything you need to make beautiful paper sculptures in the traditional art of origami, in a miniature kit complete with paper, instructions, and more.***

*Folding paper—what a fascinating art! But forget about clunky origami books with complicated instructions. This little kit is packed full of travel-size origami basics, including fourteen colorful sheets of paper and simple instructions on how to create five beautiful origami designs—the Japanese helmet, swan, penguin, sailboat, and the classic...*

## **Strawberry Shortcake: Berry Best Friends**

Edited by **Running Press**



**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**  
**2/24/2009**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762435890*

*BISAC Category:*

*Non-Classifiable*

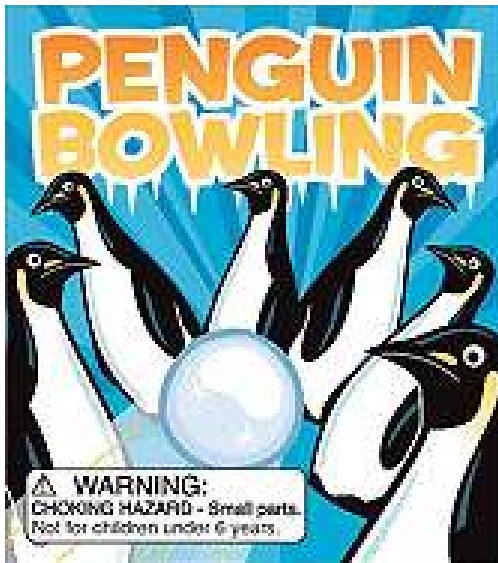
*Pages:*

*128*

*No one knows better than Strawberry Shortcake and her pals how sweet it is to have best friends. The berry merry world of vintage Strawberryland is captured in this mini book that comes packed with visions of friendship in the art of Strawberry, Blueberry Pie, Angel Cake, and each of their delectable buddies. This heart-warming little book makes a perfect gift to those who bring sunshine to our lives everyday. The retro Strawberry Shortcake is a generational success story. The children who loved...*

# Penguin Bowling

Rebecca McCarthy



**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**20K**

**10/23/2008**

*Announced 1st Print*

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762431908*

*BISAC Category:*

*Games & Activities / Travel Games*

*Pages:*

*32*

***Strike out with the coolest flock of waddling tuxedoes in the alley with this mini penguin bowling kit!***

*Whether you need to chill out at the office or knock down some spare time, this icy hot kit provides surefire entertainment. Our resident expert Patty the Penguin offers bowling pointers, fun penguin facts, and even some belly-flopping riddles along the way. Kit includes:*

- *10 penguin-shaped bowling pins*
- *1 snow-white marble "bowling ball"*
- *32-page guidebook on penguin bowling games*

# ***Whack-a-Zombie: You Can't Keep a Good Zombie Down!***

***Sarah O'Brien***

**\$6.95/\$8.95 Can./£5.99 UK/€4.99 EU**

**Paperback**

**8/19/2008**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762434244*

*BISAC Category:*

*Juvenile Fiction / Holidays & Celebrations*

*Pages:*

*32*

*Go ahead, take out all your frustrations on the undead. After all, it won't hurt them! Whack-a-Zombie combines a love for our favorite brain-snacking monsters and the universal need to reduce stress. The creepy desktop accessory bop bag keeps on coming back for more, and the 32-page book provides a mini encyclopedia on everything zombie, including the best in zombie cinema. What better way to celebrate Halloween than with this classically frightful creature by your side?*



# ***Be My Valentine, Charlie Brown***

***Charles M. Schulz***

***\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU***

***Hardcover***

***12/25/2007***

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762427543*

*BISAC Category:*

*Juvenile Fiction / Holidays & Celebrations*

*Age Range:*

*Ages 6 And Up, Grades 1 to 17*

*Pages:*

*128*

*A great collector's edition and a perfect gift for your own Valentine*

*Valentine's Day is here, but will Charlie Brown get a Valentine? While the rest of the Peanuts gang is busy making cards and buying presents, Charlie Brown is still waiting to see if his first ever Valentine's Day card will come, maybe from that little red-headed girl! This adaptation of everyone's favorite Valentine's Day cartoon is a great collector's edition and a perfect gift for your own Valentine!*

# **The Gumby and Pokey Kit**

## **The Clokeys**

**\$8.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**10/9/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762421831*

*BISAC Category:*

*Antiques & Collectibles / Toys*

*Pages:*

*32*

*This green superstar and his equine sidekick are about to make a comeback*

*Gumby, an upbeat, beyond quirky green superstar, made himself a cultural icon after appearing in a feature film and over 220 TV episodes over 50 years. He's already entering his Golden years, and they're proving to be some of his most golden yet. He's on the verge of major merchandising and film productions, including the rerelease of favorite episodes and a new movie and TV series. Pokey, Gumby's loyal, sometimes reluctant sidekick, has achieved equal fame as a loveable talking equine. It's pro...*

# **Magnetic Cubism**

**P. Casso**

**\$9.95/\$12.50 Can./£7.99 UK/€7.99 EU**

**Paperback**

**10/9/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762430932*

*BISAC Category:*

*Art*

*Pages:*

*32*

*Not all art's made for museums or above the sofa*

*<>Not all art's made for museums or above the sofa<>*

*Not all art's made for museums or above the sofa*

## ***Nun Bowling: It's Sinfully Fun!***

*Edited by Running Press*

**\$8.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**10/9/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762430949*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*Conquer your nun-phobia with this sinfully fun kit*

*Nuns have had a great run. Ever since Sister Act established they could be cool and fun as well as severe and scary, the habits have been flying into stores and off the shelves. As a great addition to the new trend, this deliciously fun bowling set presents ten praying nun pins, one Satanic fireball, and 32-page introduction to the nun bowling sport. Many adults still have nun-phobia left over from their childhoods. This kit offers a healing experience that, at this price, is the cheapest therap...*

## **A Charlie Brown Christmas Kit: Book and Tree Kit**

**Charles M. Schulz**

**\$9.95/\$10.95 Can./£5.99 UK/€6.99 EU**

**Paperback**

**9/25/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762431458*

*BISAC Category:*

*Juvenile Fiction / Holidays & Celebrations*

*Age Range:*

*Ages 6 And Up, Grades 1 to 17*

*Pages:*

*128*

*Also Available:*

- *Fall 18 Canada 12 copy counter display*

*A chance to nurture your very own Charlie Brown Christmas Tree*

***Nurture your very own "Charlie Brown Christmas Tree" with A Charlie Brown Christmas: A Book-and-Tree Kit.***

*This irresistible mini kit includes a sad-looking 3-1/2" tall Charlie Brown Christmas tree, one red decorating bulb, Linus's blanket to wrap around the tree's roots, and a full-color mini book version of A Charlie Brown Christmas.*

# **Rudolph, the Red-Nosed Reindeer**

**Elizabeth Encarnacion**

**\$5.95/\$6.95 Can.**

**Hardcover**

**9/25/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762430987*

*BISAC Category:*

*Juvenile Fiction / Holidays & Celebrations*

*Age Range:*

*Ages 6 And Up, Grades 1 to 17*

*Pages:*

*128*

*Rudolph's story is captured into this very special mini book*

*Maybe it's the charming red nose. Or maybe it's his plucky team spirit and willingness to answer a last-minute call. Whatever it is about Rudolph, his story of how he saved Christmas gets told and retold each holiday season to every new generation of kids and other sugar-plum dreamers. When it's time once again for the family tradition of sitting and watching Rudolph's famous animated TV special, make sure this very special mini book is handy to follow along.*

## **Quit: Read This Book and Stop Smoking**

**Charles F. Wetherall**

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**5/1/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762430475*

*BISAC Category:*

*Self-Help / Aging*

*Pages:*

*176*

*Our pocket-sized guide to quitting smoking*

*The classic anti-smoking bestseller, revised and updated for the 21st century, is now coming to our Miniature Edition(R) line! With an estimated 45 million smokers in the U.S. and smoking-related diseases claiming 438,000 American lives each year, a revision of this perennial bestseller is just what the doctor ordered. Now in our pocket-sized, accessible Miniature Edition(R) format, fully updated with the most current disease and smoking statistics and its positive, persuasive message, this book...*

# Harry Potter Time Turner Sticker Kit

Running Press

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**3/6/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762429776*

*BISAC Category:*

*Antiques & Collectibles / Popular Culture*

*Age Range:*

*Ages 3 And Up, Grades P to 17*

*Pages:*

*16*

*Also Available:*

- *F17 Harry Potter 12-Copy Mix 6-Pocket Display*

*A great surprise for any Harry Potter fan*

***Wear or display this kit featuring a collectible, life-size replica of Hermione's time turner and deluxe sticker book, perfect for fans of the Wizarding World of Harry Potter.***

- *SPECIFICATIONS: This deluxe, life-size replica of the time turner features rotating inner rings, a functional hourglass, and engraving; measures approximately 2 inches in diameter, and is complete with a chain, perfect for wearing or displaying*
- *AUTHENTIC REPLICA: This sleek, bronze time turner is based on the time turner Her...*



## **Grow Your Own Venus Fly Trap: Just Add Flies!**

**Sara Phillips**

**\$7.95/\$9.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**3/6/2007**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762429417*

*BISAC Category:*

*Gardening / Container*

*Pages:*

*32*

*Enter the mysterious realm of a true oddity-a carnivorous plant. The book that comes with this kit leads you on an absorbing journey from a contemplation of how the flytrap works without muscles or nerves to the care and feeding of the plant. Scientists as well as everyday gardeners are fascinated b...*

*Enter the mysterious realm of a true oddity-a carnivorous plant. The book that comes with this kit leads you on an absorbing journey from a contemplation of how the flytrap works without muscles or nerves to the care and feeding of the plant. Scientists as well as everyday gardeners are fascinated by this natural wonder, which-despite its primeval exoticism-is actually indigenous to the southern U.S. The kit contains Venus Flytrap seeds, mini planter, peat pellet, sand, sealable plastic bag for ...*

## Harry Potter Golden Snitch Sticker Kit

Edited and translated by **Running Press**, Edited by **Running Press**

**\$9.95/\$10.95 Can./£7.99 UK/€7.99 EU**

**Paperback**

**20K**

Announced 1st Print

**9/26/2006**

On Sale

Imprint:

RP Minis

ISBN:

9780762428212

BISAC Category: Antiques & Collectibles / Popular Culture

Pages:

16

Key Selling Points:

**SUCCESS WITH OTHER HARRY POTTER MINI KITS:** With over 3 million Harry Potter kits sold, this is the best-selling line of minis in Running Press history.

**HUGE FANDOM AROUND QUIDDITCH:** With real-life Quidditch leagues in the US and around the world that stage tournaments and championships, the magical sport has taken on a growing fandom all its own.

**WIZARDING WORLD CONTINUES TO EXPAND:** With the release of *The Crimes of Grindelwald* in 2018 and the third film in the *Fantastic Beasts* series slated for release in 2022, brand engagement with all things Harry Potter shows no signs of letup. A passionate, global base of fans spanning all ages continue to immerse themselves in product, experiences, and social media (78 million followers), related to Harry Potter.

**INTERNATIONAL SALES TRACK:** The UK, Asia, and Latin America, among others, have all seen great success with our Harry Potter program.

Also Available:

- *WIZARDING WORLD 6 Pocket Counter Display*

# Zen Meditation Balls

Alison Trulock

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**3/14/2006**

On Sale

Imprint:

RP Minis

ISBN:

9780762426874

BISAC Category:

Body, Mind & Spirit

Pages:

88

**Alison Trulock** is a freelance writer who has penned various mini kits including, *Build Your Own Snow Globe*, *Groovy Magma-Motion Lamp*, *Scapegoat*, and *Wee Little Garden Gnome*. More recently, she co-authored *Snowwoman in a Box*. She lives in Kirkwood, MO. Our Zen Meditation Balls are a moving counterpoint...

Our Zen Meditation Balls are a moving counterpoint to the inner stillness of a meditative session. By hitting specific pressure points on the palms of your hands, these metal balls send signals through your nervous system that it's time to relax and let go. You can make meditation a part of your daily routine with this kit. Complete with 2 beautiful, high-quality, gently chiming meditations balls, and an 88-page book with step-by-step instructions on how you can lower stress, and improve your he...

# Lump o' Coal

Zolo

**\$7.95/\$10.50 Can./£4.99 UK/€5.99 EU**

**Paperback**

**9/27/2005**

On Sale

Imprint:

RP Minis

ISBN:

9780762425082

BISAC Category:

Juvenile Fiction / Holidays & Celebrations

Age Range:

Ages 6 And Up, Grades 1 to 17

Pages:

32

*Based on the success of our previous Christmas-themed mini kits, this is the quintessential stocking stuffer-appropriate for almost everyone, since nobody is an angel all year round. It's a funny little practical joke, a kit that comes with lumps of faux coal, plus a 32-page book of holiday humor.*

"B...

*Based on the success of our previous Christmas-themed mini kits, this is the quintessential stocking stuffer-appropriate for almost everyone, since nobody is an angel all year round. It's a funny little practical joke, a kit that comes with lumps of faux coal, plus a 32-page book of holiday humor.*

# Cat Butts

Blue Q

**\$7.95/\$10.50 Can./£5.99 UK/€5.99 EU**

**Paperback**

**5/11/2005**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762422173*

*BISAC Category:*

*Humor*

*Pages:*

*32*

*"Just watch your cat lovers connect with this charming, magnetic mini kit! Five popular breeds immortalized on die-cut magnets with a bonus hairball piece, too! The Educational North American Cat Butts"*

*Just watch your cat lovers connect with this charming, magnetic mini kit! Five popular breeds immortalized on die-cut magnets with a bonus hairball piece, too! The Educational North American Cat Butts Field Guide rounds out this epic gift opportunity from the Blue Q gang.*

# **Uncle John's Ahh-Inspiring Bathroom Reader**

**Bathroom Reader's Institu**

**\$5.95/\$6.95 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**1/3/2005**

*On Sale*

*Imprint: RP Minis*

*ISBN: 9780762421954*

*BISAC Category: Humor*

*Pages: 192*

*"The Uncle John's Bathroom Reader ® series is the longest-running, most popular series of its kind, with more than 22 editions in print and over 4 million sold. This is our third installation of our m"*

*The Uncle John's Bathroom Reader' series is the longest-running, most popular series of its kind, with more than 22 editions in print and over 4 million sold. This is our third installation of our miniature Readers, another engaging anthology packed with fun facts, amusing stories, and enough trivia to fuel a television game show, all in a condensed, portable form. With toilet paper roll charm attached.*

# ***Boundaries: When to Say Yes, When to Say No-To Take Control of Your Life***

***Dr. Henry Cloud, Dr. John Townsend***

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**9/8/2004**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762421022*

*BISAC Category:*

*Religion / Christian Living*

*Pages:*

*160*

***Dr. Henry Cloud*** and his colleague Dr. John Townsend are popular speakers, psychologists, cohosts of the nationally broadcast *New Life Live!* radio program, and cofounders of the *Cloud-Townsend Clinic* and *Cloud-Townsend Resources*. He graduated with a doctorate in clinical psychology from Rosemead Grad...

*The full-size edition of this inspiring Zondervan title has sold nearly 1 million copies. The Gold Medallion award-winning Christian book, by two psychologists who've written a number of self-help guides, offers a realistic, compassionate plan for setting healthy boundaries with family, friends, and co-workers.*

**Lyricist's Notebook**

Matthew Teacher

**\$8.95/\$11.50 Can./£4.99 UK/€5.99 EU****Paperback****9/8/2004**

On Sale

Imprint:

RP Minis

ISBN:

9780762419388

BISAC Category:

Music / Instruction &amp; Study

Pages:

96

**No Image  
Available**

*"Here's a great new journal designed for the introspective poet or the accomplished singer-songwriter. Our musical journals have been strong sellers (The Musician's Notebook sold more than 100,000 copi"*

*Here's a great new journal designed for the introspective poet or the accomplished singer-songwriter. Our musical journals have been strong sellers (The Musician's Notebook sold more than 100,000 copies), and this handsome parchment lyricist's diary promises to follow suit. There's plenty of space for penning soulful lyrics, with inspiration and commiseration in the form of quotes from artists, writers, and musicians, such as Leonard Bernstein, Gilda Radner, and Ernest Hemingway.*



## **X-rated Shots**

Edited by **Running Press**

**\$5.95/\$7.50 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**4/14/2004**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762418633*

*BISAC Category:*

*Cooking / Beverages*

*Pages:*

*128*

*"It's more than just the alcohol that gives these shot recipes that extra kick! With names that range from the merely suggestive to the downright risqué, these mini pages offer ways to take a tiny tast"*

*It's more than just the alcohol that gives these shot recipes that extra kick! With names that range from the merely suggestive to the downright risqué, these mini pages offer ways to take a tiny taste of good-natured fun. More than 50 recipes are accompanied by images of collectible shot glasses and other illustrations.*

# **Build Your Own Snow Globe**

**Alison Trulock**

**\$9.95/\$12.50 Can./£5.99 UK/€6.99 EU**

**Paperback**

**11/6/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762416202*

*BISAC Category:*

*Crafts & Hobbies*

*Pages:*

*32*

*"Here's a charmingly kitschy kit for the creative minded. A real snow globe is packaged with ""snow"" crystals, 4 interchangeable pieces (snowman, leaf, flower, and beach ball) to represent different sea"*

*Here's a charmingly kitschy kit for the creative minded. A real snow globe is packaged with "snow" crystals, 4 interchangeable pieces (snowman, leaf, flower, and beach ball) to represent different seasons, and a 32-page guide that explains why snow globes have become such hot collectibles, and how to customize this one.*

# **A Charlie Brown Christmas**

**Charles M. Schulz**

**\$5.95/\$6.95 Can./£4.99 UK**

**Hardcover**

**10/16/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762416011*

*BISAC Category:*

*Juvenile Fiction / Holidays & Celebrations*

*Age Range:*

*Ages 6 And Up, Grades 1 to 17*

*Pages:*

*128*

*"The beloved Peanuts holiday special about Charlie Brown, Linus, a sad Christmas tree that's rescued, and the meaning of Christmas first aired on television in the 1960s. This charming, full-color abri"*

*The beloved Peanuts holiday special about Charlie Brown, Linus, a sad Christmas tree that's rescued, and the meaning of Christmas first aired on television in the 1960s. This charming, full-color abridgment of the animated classic is the perfect stocking stuffer to celebrate the holiday season.*

# ***The Purpose Driven Life***

***Rick Warren***

***\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU***

***Hardcover***

***10/2/2003***

*On Sale*

*Imprint: RP Minis*

*ISBN: 9780762416844*

*BISAC Category: Self-Help / Motivational & Inspirational*

*Pages: 128*

*Also Available:*

- *Inspirational/Easter Pre-pack display*

*Rick Warren, founding pastor of Saddleback Church in Lake Forest, California, one of America's largest and best-known churches, shows you how to lead a Purpose-Driven Life. This Miniature Edition™ will help you understand why you are alive and God's amazing plan for you--both here and now, and for e...*

*Rick Warren, founding pastor of Saddleback Church in Lake Forest, California, one of America's largest and best-known churches, shows you how to lead a Purpose-Driven Life. This Miniature Edition (TM). will help you understand why you are alive and God's amazing plan for you--both here and now, and for eternity.*

# **God's Words Of Life For Women**

**Running Press**

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**10/2/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762416790*

*BISAC Category:*

*Religion / Christian Living*

*Pages:*

*112*

*"Filled with uplifting and encouraging Scripture, arranged topically this book will be an appreciated addition to any woman's personal library."*

*Filled with uplifting and encouraging Scripture, arranged topically this book will be an appreciated addition to any woman's personal library.*

# ***The Art of War***

***Ralph D. Sawyer***

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**7/18/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762415984*

*BISAC Category:*

*History / Military*

*Pages:*

*128*

*"The ancient Chinese general Sun Tzu is universally recognized as the greatest military strategist in history, a master of warfare interpretation. This condensed version of his influential classic impa"*

*The ancient Chinese general Sun Tzu is universally recognized as the greatest military strategist in history, a master of warfare interpretation. This condensed version of his influential classic imparts the knowledge and skills to overcome every adversary in war, at the office, or in everyday life.*

# **The Stress Buster Box**

**Joelle Herr**

**\$7.95/\$8.95 Can./£4.99 UK/€5.99 EU**

**Paperback**

**4/30/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762414758*

*BISAC Category:*

*Humor / Topic*

*Pages:*

*32*

*Also Available:*

- *Put the "Om" Back in Mom (Mom's Day A Mini a Month)*

*"Chill! This thoughtful kit includes a wise and witty 32-page guide to managing stress, featuring innovative tips on identifying and coping with tension, and working toward a positive attitude. Also in"*

*Chill! This thoughtful kit includes a wise and witty 32-page guide to managing stress, featuring innovative tips on identifying and coping with tension, and working toward a positive attitude. Also inside is a blow-up plastic boxing-glove to gently relieve any residual stress!*

# **The 7 Habits of Highly Effective Teens**

**Sean Covey**

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**4/7/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762414741*

*BISAC Category:*

*Juvenile Nonfiction / Social Science*

*Pages:*

*108*

*Based on his father's bestselling The 7 Habits of Highly Effective People, Sean Covey applies the same principles to teens, using a vivacious, entertaining style. To keep it fun, Covey writes, he "stuffed it full of cartoons, clever ideas, great quotes, and incredible stories about real teens from all over the world . . . along with a few other surprises." Did he ever! Flip open to any page and become instantly absorbed in real-life stories of teens who have overcome obstacles to succeed, and st...*



# **The Four Leaf Clover Kit**

**Pamela Liflander**

**\$6.95/\$8.95 Can./£4.99 UK/€4.99 EU**

**Paperback**

**2/11/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762414734*

*BISAC Category:*

*Gardening*

*Pages:*

*32*

*"For anyone who has ever searched the grass for that elusive predictor of good luck, here's something that eliminates all guesswork. The happy-go-lucky kit comes complete with a 32-page book filled wit"*

*For anyone who has ever searched the grass for that elusive predictor of good luck, here's something that eliminates all guesswork. The happy-go-lucky kit comes complete with a 32-page book filled with facts and trivia, plus seeds for growing your four-leaf clover. The box doubles as a planter!*

# **Womans Simple Delight**

**Kerry Colburn**

**\$5.95/\$6.95 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**2/11/2003**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762414857*

*BISAC Category:*

*Social Science / Women's Studies*

*Pages:*

*128*

*"Scores of fun, easy ideas for enjoying life fill the pages of this uplifting Miniature Edition™ with special appeal to women. It's all about giving yourself permission to relax and be playful, if only"*

*Scores of fun, easy ideas for enjoying life fill the pages of this uplifting Miniature Edition (TM). with special appeal to women. It's all about giving yourself permission to relax and be playful, if only for a few precious moments on a stressed-out day . .*

*..*

# **Uncle John's Absolutely Absorbing Bathroom Reader: Bathroom Reader The Miniature Edition**

**The Bathroom Readers' Institute**

**\$5.95/\$6.95 Can./£4.99 UK/€4.99 EU**

**Hardcover**

**10/10/2002**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762413850*

*BISAC Category:*

*Humor / Topic*

*Pages:*

*192*

*This perfectly portable bathroom companion features highlights from the perennially popular collection of humorous stories, interesting facts, jokes, and trivia about film, literature, music, entertainment, education, and life in contemporary America.*

*"This perfectly portable bathroom companion featu...*

*This perfectly portable bathroom companion features highlights from the perennially popular collection of humorous stories, interesting facts, jokes, and trivia about film, literature, music, entertainment, education, and life in contemporary America.*

# **Tarot: The Complete Kit**

**Dennis Fairchild**

**\$9.95/\$10.95 Can./£5.99 UK/€7.99 EU**

**Paperback**

**9/13/2002**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762413829*

*BISAC Category:*

*Body, Mind & Spirit*

*Pages:*

*88*

*Peering into the future is an irresistible way to have some fun with friends. This ingenious kit contains everything you need to conduct a reading, including a complete deck of compact, easy-to-handle cards bearing traditional Tarot images, a fold-out mat for arranging the cards, and an 88page book ...*

*Peering into the future is an irresistible way to have some fun with friends. This ingenious kit contains everything you need to conduct a reading, including a complete deck of compact, easy-to-handle cards bearing traditional Tarot images, a fold-out mat for arranging the cards, and an 88page book full of instructions and tips.*

# ***The Power Of Positive Thinking: A Practical Guide To Mastering The Problems Of Everyday Living***

***Dr. Norman Vincent Peale***

**\$6.95/\$7.95 Can./€4.99 EU**

**Hardcover**

**5/27/2002**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762412556*

*BISAC Category:*

*Self-Help / Personal Growth*

*Pages:*

*128*

*This condensed version of the most famous self-help book ever written is a pocket-size volume of inspiration that's as relevant today as it was when first published in 1952. It contains the wisdom of Dr. Norman Vincent Peale's best-selling original and Peale's sage advice about developing the mental...*

*This condensed version of the most famous self-help book ever written is a pocket-size volume of inspiration that's as relevant today as it was when first published in 1952. It contains the wisdom of Dr. Norman Vincent Peale's best-selling original and Peale's sage advice about developing the mental acumen to surmount obstacles and maintain a positive outlook.*

## **Lefty Notebook: Where The Right Way To Write Is Left**

**Danielle McCole**

**\$7.95/\$9.99 Can./£6.99 UK/€5.99 EU**

**Paperback**

**4/6/2001**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762409426*

*BISAC Category:*

*Self-Help / Motivational & Inspirational*

*Pages:*

*96*

*"For all the lefties out there who are fed up with using notebooks made for right-handed folks, here's a journal designed especially for southpaws! This beautiful parchment notebook is bound on the rig"*

***Celebrate your left-handed specialness with this palm-sized (2.5 x 3 inches) notebook which includes lots of tidbits and trivia sprinkled throughout.***

*For all the lefties out there who are fed up with using notebooks made for right-handed folks, here's a journal designed especially for southpaws! This beautiful parchment notebook is bound on the right side for the convenience of left-handed writers, and it's filled with fascinating, little-known facts about lefties, myths and misconceptions.*

*RP M...*

## **Poet's Notebook: Inspiration, Techniques, And Advice On Crafts**

**Perseus**

**\$7.95/\$9.50 Can./£4.99 UK/€5.99 EU**

**Paperback**

**11/9/2000**

*On Sale*

*Imprint: RP Minis*

*ISBN: 9780762408245*

*BISAC Category: Non-Classifiable*

*Pages: 96*

*"Following the tremendous success of our Musician's Notebook, this parchment notebook is a worthy companion for poets and wordsmiths of all ages. Part blank journal, part helpful workbook and reference"*

*Following the tremendous success of our Musician's Notebook, this parchment notebook is a worthy companion for poets and wordsmiths of all ages. Part blank journal, part helpful workbook and reference, its pages are highlighted with insights from famous poets, an exercise to summon the muse, and definitions of classic poetic techniques. The content is first-rate, and the format is wonderfully inspiring. This ingenious and useful writing tool also includes a six-page appendix with rules of form, ...*

# **The Little Book of Hanukkah**

**Steven Zorn**

**\$5.95/\$6.95 Can./£1.50 UK/€4.99 EU**

**Hardcover**

**10/25/2000**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762407903*

*BISAC Category:*

*Juvenile Nonfiction / Holidays & Celebrations*

*Age Range:*

*Ages 6 And Up, Grades 1 to 17*

*Pages:*

*128*

*"Here's a profound collection of Hanukkah traditions and celebrations, including quotations, songs, blessings, stories, games and recipes, contained within the pages of a Running Press; Miniature Edition"*

*Here's a profound collection of Hanukkah traditions and celebrations, including quotations, songs, blessings, stories, games and recipes, contained within the pages of a Running Press; Miniature Edition (TM).. Fun and informative, it makes a great gift for anyone, young or old, who celebrates the holiday or wants to learn about it.*



# ***The 7 Habits of Highly Effective People (Miniature Editions)***

***Stephen R. Covey***

***\$7.95/\$10.50 Can./£6.99 UK/€4.99 EU***

***Hardcover***

***9/26/2000***

*On Sale*

*Imprint: RP Minis*

*ISBN: 9780762408337*

*BISAC Category: Self-Help*

*Pages: 96*

*The priceless wisdom and insight found in the bestselling *The 7 Habits of Highly Effective People* (more than 10 million sold!) is distilled in this palm-size Running Press Miniature Edition™. It's full of advice on taking control of your life, teamwork, self-renewal, mutual benefit, proactivity, and...*

*The priceless wisdom and insight found in the bestselling *The 7 Habits of Highly Effective People* (more than 10 million sold!) is distilled in this palm-size Running Press Miniature Edition (TM).. It's full of advice on taking control of your life, teamwork, self-renewal, mutual benefit, proactivity, and other paths to private and public victory. Steven R. Covey is chairman of the Covey Leadership Center and the nonprofit Institute for Principle-Centered Leadership.*

## **Love: Quotations From The Heart**

*Edited and translated by Running Press, Edited by Running Press*

**\$5.95/\$6.95 Can./£1.50 UK/€4.99 EU**

**Hardcover**

**8/5/1999**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762406654*

*BISAC Category:*

*Family & Relationships*

*Pages:*

*96*

*"The feeling of love is a singular experience, plurally felt. Notables as diverse as George Sand, James Thurber, Elizabeth Barrett Browning, Henri Matisse, and David Byrne share their thoughts on love"*

*The feeling of love is a singular experience, plurally felt. Notables as diverse as George Sand, James Thurber, Elizabeth Barrett Browning, Henri Matisse, and David Byrne share their thoughts on love's universal joys and intimate depths.*

# **Irish Blessings**

**Ashley Shannon**

**\$6.95/\$7.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**2/25/1999**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762404506*

*BISAC Category:*

*Photography*

*Pages:*

*128*

*"This tribute to the Land of Welcomes captures the spirit of the Irish people in traditional blessings and classic verse. Featuring beautiful full-color photographs of the Emerald Isle, this inspiring"*

*This tribute to the Land of Welcomes captures the spirit of the Irish people in traditional blessings and classic verse. Featuring beautiful full-color photographs of the Emerald Isle, this inspiring keepsake is perfect for the beginning of a journey, a toast among mates, or any time you need a little luck o' the Irish!*

# ***Irish Myths And Legends***

***Lady Gregory***

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**2/25/1999**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762404513*

*BISAC Category:*

*History / Europe*

*Pages:*

*128*

*"Lady Gregory's translations of ancient Celtic stories inspired a generation of writers, including W. B. Yeats, whose original foreword to Gods and Fighting Men is abridged for this classic miniature v"*

*Lady Gregory's translations of ancient Celtic stories inspired a generation of writers, including W. B. Yeats, whose original foreword to Gods and Fighting Men is abridged for this classic miniature version. A perfect gift for all lovers of literature.*

## **Simple Wisdom**

*Edited and translated by **Running Press**, Edited by **Running Press***

**\$5.95/\$7.50 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**2/24/1999**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9780762401970*

*BISAC Category:*

*Body, Mind & Spirit*

*Pages:*

*128*

*"An inspirational book of quotes from famous people around the globe and across the ages. Embrace words of wisdom from writers, artists, actors, politicians, musicians, philosophers, and others. This M"*

*An inspirational book of quotes from famous people around the globe and across the ages. Embrace words of wisdom from writers, artists, actors, politicians, musicians, philosophers, and others. This Miniature Edition™ celebrates meaningful insights into value, character, love, success, well-being, and personality.*

## ***Friends: A Treasury Of Quotations***

***Jane Mjolsness***

**\$5.95/\$7.50 Can./£5.99 UK/€3.99 EU**

**Hardcover**

**2/18/1998**

*On Sale*

*Imprint:* RP Minis

*ISBN:* 9780762402540

*BISAC Category:* Self-Help / Motivational & Inspirational

*Pages:* 128

*Where would we be without our friends? Here's a well-earned tribute to those pals who are always there when you need them, with illuminating reflections on friendship from friends from around the world and throughout history: Aristotle, Shakespeare, Jane Austen, Charles Shultz, Lauren Bacall, Bette ...*

*Where would we be without our friends? Here's a well-earned tribute to those pals who are always there when you need them, with illuminating reflections on friendship from friends from around the world and throughout history: Aristotle, Shakespeare, Jane Austen, Charles Shultz, Lauren Bacall, Bette Midler, and many more. Brightened with colorful illustrations, this sweet little feel-good book will fill your heart--just the way treasured friends do--with lots of love, laughter, and hugs.*

## **Secrets Of Serenity: A Treasury Of Inspiration**

Edited by **Running Press**

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**2/29/1996**

*On Sale*

*Imprint:*

*RP Minis*

*ISBN:*

*9781561386901*

*BISAC Category:*

*Body, Mind & Spirit*

*Pages:*

*152*

*"For thousands of years, mankind has searched for enlightenment and inner peace. This small book unlocks the door on the wisdom of the ages, from 12th century B.C. Egyptian writer Amenemope and the Dal"*

*For thousands of years, mankind has searched for enlightenment and inner peace. This small book unlocks the door on the wisdom of the ages, from 12th century B.C. Egyptian writer Amenemope and the Dalai Lama to Laura Ingalls Wilder and Amy Tan.*

# ***Palm Reading: A Little Guide To Life's Secrets***

***Dennis Fairchild***

**\$6.95/\$8.50 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**8/24/1995**

*On Sale*

*Imprint:* RP Minis

*ISBN:* 9781561386260

*BISAC Category:* Body, Mind & Spirit / Divination

*Pages:* 144

*Key Selling Points:*

- ***New edition of a major backlist success.*** *The original Palm Reading mini book has netted 270,000 copies and continues to sell across channels. This new edition brings a fresh design and new ISBN to that backlist champion.*
- ***Mystical minis sell well across accounts!*** *Magical minis are strong sellers for RP, from classics (the original Dreams mini book, Runes) to recent hits (Everyday Tarot Mini Tarot Deck, Himalayan Mood Lamp). These minis work beautifully in all kinds of accounts and sell year-round.*
- ***Part of a renewed push for mini books.*** *We've ramped up our mini book program in recent seasons, from box sets to licensed celebrations of nostalgic properties. This mini book joins Dreams, Crystals, and Essential Oils to bridge that program and our thriving magical list.*
- ***Fresh illustrations and giftable package.*** *This edition of Palm Reading will feature newly commissioned, modern artwork from celebrated illustrator Katie Vernon and a jacketless hardcover binding perfectly in line with today's magic-curious consumer.*

*Noted psychic Dennis Fairchild reveals the mysteries of a centuries-old art, showing how to interpret the lines and formations in the hand to*



# **The Secrets Of Joy: A Treasury Of Wisdom**

Edited by **Running Press**

**\$5.95/\$6.95 Can./£3.50 UK/€4.99 EU**

**Hardcover**

**2/23/1995**

*On Sale*

*Imprint:* RP Minis

*ISBN:* 9781561385164

*BISAC Category:* Self-Help / Motivational & Inspirational

*Pages:* 128

*"What is joy? Where can we find it, and how can we share it? Is it a gratifying sense of personal fulfillment, or an intense passion? An extended feeling of harmony, or merely a moment of peace? Here"*

*What is joy? Where can we find it, and how can we share it? Is it a gratifying sense of personal fulfillment, or an intense passion? An extended feeling of harmony, or merely a moment of peace? Here is a treasury of insights from some of the world's greatest writers, artists, thinkers, and leaders. These voices from throughout the centuries explain what joy means to them and what they have learned about giving their happiness to others. Full of thought-provoking wisdom, these quotations are quid...*

## ***Native American Wisdom***

*Edited and translated by Running Press, Edited by Running Press*

**\$7.95/\$10.50 Can./£5.99 UK/€4.99 EU**

**Hardcover**

**10/15/1993**

*On Sale*

*Imprint:* RP Minis

*ISBN:* 9781561383078

*BISAC Category:* Reference / Quotations

*Pages:* 128

*The words and evocative black/white photographs in this book provide a dramatic visual and spiritual portrayal of Native American culture.*

*Quotations by Native American leaders inspire us with their wisdom.*

*The words and evocative black/white photographs in this book provide a dramatic visual and spi...*

***A thoughtful, miniature (3") hardcover gift, ideal for carrying wisdom along through life's journey.***

*The words and evocative black-and-white photographs provide a dramatic visual and spiritual portrayal of Native American culture. Quotations by indigenous leaders inspire reflection.*

# **Lil' Air Force Pilot**

**RP Kids**, Illustrated by **Lisa Engler**

**\$8.99/\$12.99 Can./£7.99 UK**

**Board Book**

**75K**

*Announced 1st Print*

**6/1/2021**

*On Sale*

*Imprint:*

*Running Press Kids*

*ISBN:*

*9780762472574*

*BISAC Category:*

*Juvenile Nonfiction / Careers*

*Age Range:*

*Ages 3 And Under*

*Pages:*

*26*

*Key Selling Points:*

- **Huge audience of active military families and veterans.** *There are 1.4 million active duty service members and 810,000 National Guard and Selected Reserve. 56% of active duty service members are married and there are about 500,000 service members with children ages 0-5 years (there are 1.2 million military children). There are 20.4 million US veterans (as of 2016), and many of those have grandchild/great-grandchildren who they would likely buy these books for.*
- **Large sales opportunities across various channels.** *We see these books working in the trade and mass channels, as well as gift accounts.*
- **Includes a slight nod to early concepts through careers and increasing vocabulary.** *Parents are always on the search for books that will teach their children something and this has a nice nod to careers, which can enhance the reach of this book/series.*
- **No competition on the market for this type of reverent board book series.**

***Celebrate real-life heroes in the US Air Force with this early introduction board book series to the US military branches.***

# Lil' Marine

RP Kids, Illustrated by Lisa Engler

**\$8.99/\$11.99 Can./£7.99 UK**

**Board Book**

**75K**

*Announced 1st Print*

**5/18/2021**

*On Sale*

*Imprint:*

*Running Press Kids*

*ISBN:*

*9780762472550*

*BISAC Category:*

*Juvenile Nonfiction / Careers*

*Age Range:*

*Ages 0 to 3, Grades P to P*

*Pages:*

*26*

*Key Selling Points:*

- **Huge audience of active military families and veterans.** *There are 1.4 million active duty service members and 810,000 National Guard and Selected Reserve. 56% of active duty service members are married and there are about 500,000 service members with children ages 0-5 years (there are 1.2 million military children). There are 20.4 million US veterans (as of 2016), and many of those have grandchild/great-grandchildren who they would likely buy these books for.*
- **Large sales opportunities across various channels.** *We see these books working in the trade and mass channels, as well as gift accounts.*
- **Includes a slight nod to early concepts through careers and increasing vocabulary.** *Parents are always on the search for books that will teach their children something and this has a nice nod to careers, which can enhance the reach of this book/series.*
- **No competition on the market for this type of reverent board book series.**

***Celebrate real-life heroes in the US Marine Corps with this early introduction board book series to the US military branches.***

# **Lil' Navy Sailor**

**RP Kids, Illustrated by Lisa Engler**

**\$8.99/\$11.99 Can./£7.99 UK**

**Board Book**

**50K**

*Announced 1st Print*

**11/3/2020**

*On Sale*

*Imprint:*

*Running Press Kids*

*ISBN:*

*9780762498819*

*BISAC Category:*

*Juvenile Nonfiction / Careers*

*Age Range:*

*Ages 3 And Under*

*Pages:*

*26*

*Key Selling Points:*

- **Huge audience of active military families and veterans.** There are 1.4 million active duty service members and 810,000 National Guard and Selected Reserve. 56% of active duty service members are married and there are about 500,000 service members with children ages 0-5 years (there are 1.2 million military children). There are 20.4 million US veterans (as of 2016), and many of those have grandchild/great-grandchildren who they would likely buy these books for.
- **Large sales opportunities across various channels.** We see these books working in the trade and mass channels, as well as gift accounts.
- **Includes a slight nod to early concepts through careers and increasing vocabulary.** Parents are always on the search for books that will teach their children something and this has a nice nod to careers, which can enhance the reach of this book/series.
- **No competition on the market for this type of reverent board book series.**

# **Lil' Army Soldier**

**RP Kids**, Illustrated by **Lisa Engler**

**\$8.99/\$11.99 Can./£7.99 UK**

**Board Book**

**50K**

*Announced 1st Print*

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*Age Range:*

*Ages 0 to 3, Grades P to P*

*Pages:*

*26*

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