The Creepypasta Collection, Volume 2
25 Stories. No Sleep.
Edited by MrCreepyPasta

Just when you thought it was safe to go back online

- The follow-up volume to bestselling The Creepypasta Collection!
- Features even creepier stories from the darkest corners of the internet, collected and edited by MrCreepyPasta, whose popular youtube channel has more than 1 million subscribers
- Creepypasta is an increasingly popular genre of online fiction, with more than 300,000–400,000 searches every month

For years, dark, unsettling, truly creepy stories have been surfacing around the web—and thousands flocked to our first collection of these dark tales. Now YouTube sensation Mr. CreepyPasta is back with The Creepypasta Collection, Volume 2.

This book delves into the depths of the absolute best short stories on the Internet—stories deemed too terrifying for the offline world, until now. Readers will sleep with the lights on after experiencing the misadventures of our heroes and heroines, who’ve encountered everything from the highly suspicious to the highly disturbed. With stories that range from the unforgettable “Jeff the Killer” to the fear-inducing “Smiling Dog”—The Creepypasta Collection, Volume 2 is the greatest gift for fans and horror enthusiasts alike.

MARKETING
- National publicity campaign targeting pop culture and book review media
- Promotional videos
- BEA giveaways
- Social media campaign
The Everything® Kids’ Dump Trucks and Bulldozers Puzzle and Activity Book

Load, lift, dig, and dump with 100 down-and-dirty puzzles
Beth L. Blair and Jennifer A. Ericsson

Tons of fun for kids who love big trucks!

- One of very few construction-themed activity books, with 100 puzzles and activities
- Everything® Kids’ books have sold more than 3.9 million copies!

No kid can resist a large, loud, and hardworking truck! Inside, little readers will find 100 all-new puzzles, starring diggers, loaders, dumpers, lifters, and many more kinds of work vehicles. They can bulldoze their way through a maze, dump a load of letters into a crisscross, mix up some words in a scramble, or load the correct answer in a math puzzle.

Parents and kids alike will want to grab their hard hats, a pencil, and head to the construction site.

The Everything® Kids’ Snakes, Lizards, and Other Scaly Creatures Book

Creepy, crawly, slithery fun!
Greg Kroening

For kids who love crocs, lizards, and snakes

- Greg Kroening knows how to make learning fun—he’s been a beloved elementary school science teacher for over twenty years
- Everything® Kids’ books have sold more than 3.9 million copies!

Kids are invited to get up close and personal with all types of cool reptiles in The Everything® Kids’ Snakes, Lizards, and Other Scaly Creatures Book! The world of snakes, lizards, turtles, crocodilians, and other cold-blooded animals of all sizes is ready to explore with tons of puzzles, exciting reptile facts, and do-it-yourself activities. Boys and girls will learn all about how reptiles are born, how they hunt for food, and what it takes to escape—or fight—their enemies! Complete with 30 fun games and puzzles, this book is the ultimate guide to reptilian fun!

CAN’T MISS BACKLIST

- National publicity campaign targeting mommy bloggers and children’s activity media
- “Summer activity” online giveaways
Is This Working?
The Businesslady’s Guide to Getting What You Want from Your Career
Courtney C.W. Guerra, aka the Businesslady

Women asked—the Business Lady answered!

• Almost 4 years after women were told to Lean In, sales of career books targeting female professionals continue to increase year over year

• Author Courtney Guerra built her Dear Businesslady column on The Toast, a humor website with more than 600,000 monthly visitors, and recently migrated it to The Billfold, a popular financial advice blog on the Medium platform which has more than 400,000 views per month

• Features advice for women entering the work force as well as those looking to move up the ladder

Everyone deals with some nonsense early in their career—whether accepting a less-than-ideal position just to get a foot in the door, or a manager who sleeps with a smart phone under his pillow and expects his staff to do the same. But how do young professionals know if the choices they’re making are moving them closer to their ultimate career goals? How do they know the answer when they ask themselves, Is This Working?

Courtney Guerra, AKA the Business Lady, knows how to set readers on the path they belong. In a fun-to-read Q&A format, readers will learn about situations they’re likely to encounter in the workplace, along with a set of strategies for getting through them. In her signature tone that has gained her hundreds of thousands of monthly readers, Guerra has concrete advice unique to young professionals—like how to make the jump from “just a job” to a career in line with what they went to school for, and how to stay productive when working from home at an apartment with roommates.

No matter what the scenario, the Business Lady has the answer to get readers on the path to long-term career success.

MARKETING
• National publicity campaign targeting women’s interest and business media
• College market outreach / Graduation media tie-ins
• Partnership / giveaway opps (Her Campus)
• Social media campaign
• Blogger outreach campaign
End Financial Stress Now
Immediate Steps You Can Take to Improve Your Financial Outlook

Emily Guy Birken, author of The 5 Years Before You Retire

Key advice to improved money management—without a change to income!

• Teaches readers the skills they need to transform their relationships with money
• 75% of Americans are stressed about money—here is the roadmap to financial independence! (American Psychological Association)
• Bestselling author Emily Guy Birken contributes to The Dollar Stretcher, Wise Bread, PT Money, Money Crashers, and Yahoo! finance and business

Recent studies have shown that money is a leading cause of stress—but a life free from financial worry isn’t exclusive to the rich and powerful. End Financial Stress Now gives readers practical, actionable instructions on how to remove money woes from their lives no matter their income level.

Readers will discover how to achieve the mindset of financial flexibility, which will help them navigate money issues. Chapters with practical, step-by-step instruction on budgeting will help give the tools needed to track expenses, pay off debt, and save money. Featuring straight-forward advice on how to increase self-discipline in order to stick with a budget as well as techniques that identify misinformation and false beliefs about money, readers can follow this clear roadmap to creating a fulfilling life free of financial stress.

EMILY GUY BIRKEN
Lafayette, IN
Sahmnabulist.blogspot.com

Emily Guy Birken is a finance writer who writes the “Live Like a Mensch” column for The Dollar Stretcher. She is also a contributor to Wise Bread, PT Money, Money Crashers, Yahoo! finance and business insider, as well as many other personal financial sites. She is the author of the bestselling The 5 Years Before You Retire and Choose Your Retirement.

CAN’T MISS BACKLIST

END FINANCIAL STRESS NOW

MAY

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Paperback
5 ½ x 8 ½, 256 pages
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R3448

MARKETING

• National publicity campaign targeting personal finance media
• Blog tour
• Social media campaign
How to Retire Early

Everything You Need to Achieve Financial Independence When You Want It

Deacon Hayes, Founder of Well Kept Wallet

The definitive guide to financial independence at any age!

• Offers proven skills and strategies readers need to retire at an age when they still have time to enjoy retirement!
• Author Deacon Hayes has helped thousands achieve their financial goals and has been featured in Yahoo Finance, US News & World Report, Investopedia, CNN Money, and Clark Howard
• The early-retirement movement is building momentum and is a more attainable goal than most think (Entrepreneur.com)

Retiring early is not limited to the the super rich or lottery winners. In fact, with proper planning, we can all retire at a younger age than we ever dreamed—if we know how. Personal finance expert Deacon Hayes explains the practical steps readers can take to start their golden years when they’re young enough to thoroughly enjoy them, including:

• Developing a personalized retirement plan
• Maximizing income
• Understanding opportunity cost
• Assessing and reducing debt
• Selecting the right investment vehicles
• Sticking to the plan

With Hayes’s expert guidance, financial independence is an achievable goal—and so is an active, happy retirement.
In today’s business climate, these are must-have skills. But all too often, comprehensive business books turn the important details of best practices into tedious reading that would put even a CEO to sleep. Enter Adams Media’s best-selling 101 series.

From hiring and firing to strategizing and calculating revenues, these primers are packed with hundreds of entertaining tidbits and concepts that can’t be found anywhere else. So whether readers are new business owners, middle-managers, or entry-level employees, our 101 series has the answers they need to conduct business—smarter.

**Management 101**
*From Hiring and Firing to Imparting New Skills, an Essential Guide to Management Strategies*
Stephen Soundering

**Negotiating 101**
*From Planning Your Strategy to Finding a Common Ground—an Essential Guide to the Art of Negotiating*
Peter Sander, MBA

**Accounting 101**
*From Calculating Revenues and Profits to Determining Assets and Liabilities—an Essential Guide to Accounting Basics*
Michele Cagan, CPA, Author of Investing 101

**THE 101 SERIES HAS SOLD MORE THAN 250,000 COPIES!**

**THE ROAD MAP FOR TODAY’S COMPLEX BUSINESS WORLD**

- The ability to negotiate a deal
- Confidence to oversee staff
- Complete, accurate monitoring of expenses

**QUICK-AND-EASY GUIDES TO CORE BUSINESS AND CAREER CONCEPTS—NO MBA REQUIRED!**

- National publicity campaign targeting personal finance and small business media
The Bar Cart Bible
Everything You Need to Stock Your Home Bar and Make Delicious Classic Cocktails
Adams Media

The recipe for the perfect bar cart

• The must-have companion for the hottest home trend—bar carts!
• Bar carts are everywhere! From IKEA, Williams Sonoma, Restoration Hardware, and Pier One to Brit + Co, Elle Décor, Pop Sugar, and HGTV
• Features tear-out photos of classic drinking quotes and must know-bar facts—perfect bar cart adornments!

Like with any good drink, the secret to creating a winning bar cart is to understand its components. The Bar Cart Bible breaks down these elements and provides readers with the necessary information, including:

• 300+ cocktail recipes
• Bottles to have on hand
• A glassware guide
• Required equipment
• Measurement charts
• Definitions of bartending terminology
• Garnish suggestions
• Mixology tips
• 4 pieces of frame-ready, decorative art

Now isn’t it time for a drink?

CAN’T MISS BACKLIST

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Paper Over Board
6 x 7 1/8, 232 pages with 8-page, 2-color throughout
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MARKETING
• National publicity campaign targeting lifestyle, cooking, pop culture, and entertainment media
• Promotional DIY video
• Social media campaign—holiday entertaining tips / bar cart essentials infographic
The Power Bowl Recipe Book
140 Nutrient-Rich Dishes for Mindful Eating
Britt Brandon, CFNS, CPT

Meals that look good and work hard!

- Bowls are everywhere! Popular chains like Panera, Sweetgreen, Juice It Up, Pret a Manger report that bowl sales are up 29.7 percent (New York Post)
- The first bowl book to provide recipes focused on and organized by health benefits
- Author Britt Brandon is the author of bestselling cooking and health books Apple Cider Vinegar for Health, Coconut Oil For Health, and The “I Love My NutriBullet” Recipe Book

Power bowls are the newest nutritional trend—and for good reason. These versatile dishes are all about macronutrients and are packed with whole, nutrient-dense foods that are filling, satisfying, and completely free of empty calories and processed and refined foods. Best of all, the wholesome ingredients can be mixed, matched, and combined to create delicious meals that provide specific health benefits.

Inside, readers will find 140 delicious power bowl recipes created to deliver specific nutrients that provide fourteen different health benefits, including bowls for:

- Pre- and Post-Workout
- Weight Loss
- Cleanses and Detox
- Better Immunity
- A Healthy Heart
- Reduced Inflammation
- Better Digestion
- Anti-Aging
- And More!

With detailed nutrition information and gorgeous photos throughout, The Power Bowl Recipe Book is the first step on the road to ultimate health!

MARKETING
- National publicity campaign targeting health, wellness, and cooking media
- Promotional recipe video
- Blog tour
The New One Pot Cookbook
More Than 200 Modern Recipes for the Classic Easy Meal
Adams Media

A modern twist on classic one-pot cooking!

- Millennial favorites Bustle and Refinery 29 post one-pot meal round ups regularly, brandishing them as healthy, affordable—and delicious!
- Thousands of people search online for one-pot meals every month and Buzzfeed loves one-pot recipes for “that night when you Just Can’t”
- Featuring modern recipes with gorgeous 4-color photography!

Readers looking for fresh, innovative, one-pot recipes need look no further than The New One Pot Cookbook. With easy instructions, and even easier cleanup—as well as beautiful ingredients and modern flavor combinations—anyone can make these fabulous dinner party crowd pleasers!

The recipes featured go way beyond-one pot basics. From sweet-and-savory combinations like Baked Apple Butter Steak with Sweet Potatoes and Butternut Squash Soup with Kielbasa and Wild Rice or international flavor favorites like Beef and Roasted Vegetables with Provençal Vinaigrette and Curried Chicken with Avocado, there are more than 200 one-pot recipes to choose from. Hungry readers will never run out of easy, artisanal meals that are simple to make and effortless to clean up!

MARKETING

- National publicity campaign targeting cooking media
- Promotional recipe video
All-Natural Sleep
From Herbal Remedies to Deep Breathing Techniques, Natural Solutions for a Good Night’s Sleep
Dawn Patterson

Finally, a full night of rest—the natural way

• These all-natural solutions are proven to help readers get restful sleep without potentially addictive prescriptions
• According to the CDC, 50–70 million adults in the U.S. have sleep disorders
• Sleeping pills are only meant for short-term use—Natural Sleep offers safe, long-term solutions

With smartphones, binge watching, and anxiety creeping into precious sleep time, it seems like everyone needs more—and better quality—rest. Unfortunately, prescription sleep aids come with unpleasant side effects, such as headaches, dizziness, stomach pain, and problems with memory and attention span. All-Natural Sleep helps readers get a full night’s sleep without a prescription. This collection highlights easy-to-follow, natural solutions, including aromatherapy, essential oils, and herbal remedies. Readers will learn about natural remedies, including:

• Valerian
• Kava
• Passionflower
• Bergamot
• Ylang Ylang
• Jasmine

Packed with dozens of mindful ideas and recipes, nothing beats All-Natural Sleep for a full night’s rest.

MARKETING
• National publicity campaign targeting health and wellness media
Essential Oils 101
Your Guide to Understanding and Using Essential Oils
Kymberly Keniston-Pond, CIR, CFR, CCMA

The essential resource for using essential oils!

• An easy-to-reference guide to the 100 most common essential oils plus 100 ways to use these oils for health and home care
• The essential oils industry is projected to increase from $5.51 billion in 2014 to $11.67 billion by 2022 (IBISworld)
• Kymberly Keniston-Pond is the author of Essential Oils for Health, a Certified Integrative Reflexologist, Certified Clinical Master Aromatherapist, and a Continued Education Provider for reflexology and aromatherapy

From clary sage and eucalyptus to lavender and ylang ylang, essential oils are safe, environmental alternatives to traditional medicine and home-care products. Essential Oils 101 is the easy, comprehensive reference for those interested in learning more, but don’t know where to start!

Essential oil expert Kymberly Keniston-Pond has put together detailed profiles that include the source, history, properties, and uses for 100 of the most common and affordable essential oils. Readers will learn how to choose pure, high-quality oils; the proper way to blend and store them; and suggestions for the simple tools needed for working with essential oils. With Essential Oils 101, readers can find the right oil for any need—and discover all the benefits a few drops of essential oil can bring.
JANUARY

ISBN: 9781440599446
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5 x 7, 176 pages
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R3540

My Pocket Yoga
Anytime Exercises That Refresh, Refocus, and Restore

The anytime, anywhere guide to yoga!

- Yoga actually changes the body, beginning the very first day of practice (The Huffington Post)
- Includes illustrations of nearly 50 yoga poses and 20 fully illustrated yoga sequences, while the pocket size is perfect for carrying at all times
- 25 million U.S. adults practice yoga, up from 17 million in 2008—it is now as popular as golf (USA Today)

People today are so busy that it seems impossible to take time to catch a breath and recharge. My Pocket Yoga allows reader to achieve serenity at home, at the office, or even in their car—in mere minutes.

Throughout the day, readers will be able to choose from 40+ breathing exercises and poses, complete with illustrations that make their practice both easy-to-follow and effective. These quick yet powerful exercises allow for increased mindfulness and awareness. After a quick break for a yoga pose or focused breathing, that to-do list is easily tackled with a fresh focus. My Pocket Yoga allows readers to quiet the noise and take on the day with a calm, clear mind.

MARKETING
- National publicity campaign targeting new age, health, and wellness media
DIY Temporary Tattoo Art

Easy Step-by-Step Instructions for Watercolor, Henna, Flash Tattoos, and More!

K.L. Cao

From boho to street chic—temporary tattoos that are majorly on-trend!

• First step-by-step temporary tattoo book to let readers rock a variety of styles—from watercolor, to flash, to henna, to black-light reactive
• Flash Tattoos and other temporary tattoo styles are being sported by concertgoers at music festivals such as Coachella and I Heart Radio festival
• Author K.L. Cao is a popular DIY / Lifestyle vlogger whose YouTube Channel I Am KayElle has 726,000 subscribers and more than 72 million views

With DIY Temporary Tattoo Art, free spirits can now match their body art to their mood—and be ready to accessorize for the moment, no matter where, what or when! Here, fashionista and YouTube personality K.L. Cao gives readers what they need to amp up their style including:

• flash (metallic/shimmering)
• pressed flowers
• black-light reactive
• watercolor style
• black-ink temporary tattoos
• white-ink temporary tattoos
• freckle temporary tattoos
• henna tattoos
• and more!

So whether readers want to show off at a music festival with their flower power in full force, or head to a party decked out with glitter, feathers, and more, DIY Temporary Tattoo Art will help them make a statement without saying a word.

MARKETING
• National publicity campaign targeting YA, fashion, and pop culture media
• ALA / YALSA outreach
• Festival cross-promotion opps
• Blog tour
• Social media campaign
• Regional tour
• Online giveaways
My Pocket Meditations
Anytime Exercises for Peace, Clarity, and Focus
Meera Lester

Anytime, anywhere meditation exercises!

• Meditation has emotional and physical benefits and can help people manage anxiety, sleep problems, depression, pain, asthma, and heart disease (The Mayo Clinic)
• Includes 125 meditation exercises on peace, gratitude, presence, and more, while the pocket size is perfect for carrying at all times
• 18 million American adults practice some form of meditation (National Institutes of Health)

Today’s busy world is so full of distractions it can be overwhelming and draining. My Pocket Meditations offers readers a portable pause button to temporarily turn off the noise and focus on what they truly need in the moment. Throughout the day, readers can choose from 125 meditations on more than a dozen topics including peace, love, friendship, hope, prosperity, and willpower. These quick yet powerful exercises allow for increased mindfulness and awareness. After a short break to focus one’s thoughts, that to-do list is easily tackled with a fresh purpose. My Pocket Meditations allows readers to ignore the distractions for a few minutes and take on the day with a calm, clear mind.

MEERA LESTER
San Francisco, California
Meera Lester, an internationally published author, has written more than two dozen books, including Sacred Travels, The Everything® Law of Attraction Book, and The Secret Power of You. After spending time in India in her early twenties, she has been a lifelong practitioner of hatha yoga, Dhyān meditation, and Kundalini Maha Yoga.

MARKETING
• National publicity campaign targeting new age, health, and wellness media
Stress Less
Stop Stressing, Start Living
Kate Hanley

Practical exercises to conquer stress!

- Over 100 inspirational (and easy!) activities
- Yoga teacher and veteran author Kate Hanley gives expert guidance on how to reduce and prevent stress
- 8 out of 10 Americans report being stressed—here is the way out of the cycle (Nieslen)!

With Stress Less, readers will find over 100 practical, helpful mindfulness exercises they can do when time is tight to help combat stress and find their inner peace. Each exercise will help readers pause, evaluate their mental state, and pull themselves out of a heightened state of stress and anxiety, back down to a calm, clear-minded base. Readers can pick any page to discover an easy-to-do prompt that will give their mind, body, and heart a moment of peace in a world of chaos.

KATE HANLEY
Providence, RI
Msmindbody.com

Mindset coach, yoga teacher, and writer Kate Hanley helps busy people stop stressing about the things that don’t matter. She is the author of A Year of Daily Calm and The Anywhere, Anytime Chill Guide and a veteran journalist whose work has appeared in REAL SIMPLE, Whole Living, Yoga Journal, Natural Health, Playboy, and dozens of other publications.

MARKETING
- National publicity campaign targeting health and wellness media
- Online giveaways

CAN’T MISS BACKLIST

Stress Less
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R4977
Mantras Made Easy

Mantras for Happiness, Peace, Prosperity, and More
Sherianna Boyle, MEd, CAGS

An ancient practice, a modern approach

• Mantras are helping people everywhere achieve peace and serenity, as reported by outlets such as the Huffington Post who call them, “a simple, profound way to impact your meditation practice and overall life”

• This book combines the instructional tenets of this ancient practice along with a powerful collection of mantras, purposefully arranged by intention

• Author Sherianna Boyle has been teaching yoga and meditation for more than 14 years and runs has a private practice with expertise in relieving stress, anxiety, and depression

Many people know the benefits of meditation, yet can’t quiet their minds long enough to find their zen. Enter: mantras.

Mantras are a word or sound repeated to aid concentration in meditation, and are even more important in today’s busy world than they were when they originated in ancient times. The act of reciting mantras can energize readers, aiding them to manifest their ambitions. In Mantras Made Easy, readers will learn how to achieve happiness, forgiveness, peace, wealth, and more. With coaching from professor and counselor Sherianna Boyle, they can tap into the power of this ancient practice and unlock their true potential.

From overcoming challenges to starting a whole new life, the mantras in this book allows anyone to achieve their highest potential—all they have to do is say the word.

MARKETING
• National publicity campaign targeting new age, health, and wellness media
• Promotional video content
• Print advertising
• Regional events
The Science of Positivity
Stop Negative Thought Patterns by Changing Your Brain Chemistry

Loretta Graziano Breuning, PhD, author of Habits of a Happy Brain

The scientific benefits of positivism!

- Based on the latest in neurochemical research, features exercises to replace negative thought patterns with positive thought cycles
- Good news! Optimists are three times less likely to have heart attacks than pessimists (Harvard Medical School Health Publications)
- Dr. Loretta Breuning is the author of the Habits of a Happy Brain and a popular blogger on PsychologyToday.com

The human brain is hard wired to expect the worst—our brains have evolved to scan for problems in order to help avoid them. But transcending this natural negativity is possible, with The Science of Positivity.

This groundbreaking book shows readers how cynical thought habits are formed, and how they can rewire themselves to go beyond them. Neurochemical expert Loretta Graziano Breuning, PhD, empowers those looking for a new outlook to transcend negativity by creating new thought habits. Readers will learn simple, practical actions they can take to shift their thinking to a way that causes the brain to reward optimism with the release of happy chemicals. It’s even possible to permanently replace cynical thought patterns with realistic and optimistic thoughts.

In just minutes a day for six weeks, it’s possible to see the world in a whole new light. Frustration is an inevitable part of life, but rather than using cynicism to manage frustration, The Science of Positivity teaches readers how to make pessimism a thing of the past.

MARKETING
- National publicity campaign targeting health and self-help media
College Infographics
The Illustrated Guide to College Life

- Features 50 infographics covering everything from how to do laundry and set study habits to dealing with the bursar’s office and navigating the dating scene
- From Buzzfeed to The Washington Post and Newsweek to CNN, the Huffington Post, and The New York Times, infographics are everywhere!
- Sales of college books like 1001 Things Every College Student Needs to Know and our own The Her Campus Guide to College Life and College Hacks are increasing year over year

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JULY

EVERYTHING COLLEGE STUDENTS NEED TO KNOW ABOUT . . .

CAMPUS LIFE
- 15 Ways to Avoid the Freshman 15
- Laundry 101
- The Top 10 Places to Meet New People

FINANCIAL AID
- How to Apply for a Loan: A Flowchart
- Scholarships vs. Grants vs. Loans
- Student Debt by the Numbers

IT’S THE GO-TO RESOURCE THEY’LL RELATE TO—AND ACTUALLY USE!

MARKETING
- National publicity campaign
- Back-to-school media tie-ins
- Targeting college and pop culture media
- Social media campaign
- Campus giveaways

EDUCATION

ACADEMIC SUCCESS
- The Dos & Don’ts of the Add/Drop Period
- Exam Week: A Timeline to Acing Tests
- The Path to Declaring a Major

FINANCIAL AID
- How to Apply for a Loan: A Flowchart
- Scholarships vs. Grants vs. Loans
- Student Debt by the Numbers

IT’S THE GO-TO RESOURCE THEY’LL RELATE TO—AND ACTUALLY USE!

MARKETING
- National publicity campaign
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- Social media campaign
- Campus giveaways

CAN’T MISS BACKLIST

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R5992
The Power of Positive Energy
How to Release Negativity, Radiate Positivity, and Manifest an Inspired Life
Tanaaz Chubb (creator of ForeverConscious.com)

A guide to projecting positive energy

- Author is the founder of ForeverConscious.com, a site that promotes spiritual well-being to its 300,000 monthly visitors
- Includes techniques and exercises to invite positive energy into readers’ lives
- Positive energy is a popular topic on social media, with nearly 1 million #positiveenergy hashtags on Instagram

Buddha once said, “Peace comes from within,” and so does our outlook on life. ForeverConscious.com founder Tanaaz Chubb shares a variety of activities and affirmations that empower readers to manifest gratitude and positivity. Through these exercises, readers can adjust their auras to emit calm, peaceful, and positive energy instead of unhappiness or stress. Those seeking to rise above negative influences need look no further than The Power of Positive Energy.

TANAAZ CHUBB
Los Angeles, CA
foreverconscious.com

Tanaaz Chubb is the creator and owner of Forever Conscious, a website dedicated to spiritual well-being, mindfulness, and healing. She is the author of Becoming Forever Conscious and Messages for the Soul, and has been featured in Elle Magazine Italia and is a contributing writer for The Huffington Post.

MARKETING
- National publicity campaign targeting self-help and health and wellness media
- Blog tour

CAN’T MISS BACKLIST

9781440584329

Visit us online at www.fwcontenthub.com for additional resources.
The Modern Witchcraft Book of Tarot
Your Complete Guide to Understanding the Tarot
Skye Alexander

The key to unlocking the secrets of the cards!

• The latest in the Modern Witchcraft series, a guide to using tarot cards to read the future
• Skye Alexander is the author of the perennial bestseller The Only Tarot Book You’ll Ever Need
• Sales of tarot books are increasing year over year, and 1.5 million Facebook users list tarot reading as among their favorite activities every month!

For centuries, witches have used the tarot to seek insights into the past, present, and future. Today, a new generation is discovering the wonder of divining through the cards. Expert tarot reader Skye Alexander shows readers the many meanings of the cards within the Major and Minor Arcana. Featuring twelve of the most popular spreads and easy-to-follow explanations of how tarot readings can be interpreted, The Modern Witchcraft Book of Tarot is the essential guide for successful, insightful tarot readings.

SKYE ALEXANDER
Kerrville, TX
skyealexander.com

Skye Alexander is the author of more than thirty fiction and nonfiction books. Her stories have been published in numerous anthologies, and her work has been translated into a dozen languages. She is also an artist, writing teacher, feng shui practitioner, astrologer, and tarot reader. She divides her time between Texas and Massachusetts.

MARKETING
• National publicity campaign targeting new age, young adult, and gift guide media
• Promotional video
• Online giveaways

CAN’T MISS BACKLIST
The every person’s guides to decoding their future, attractively packaged for the newcomers to the New Age movement

Interest in dream interpretation is growing among mainstream audiences—Buzzfeed, The Huffington Post, and Bustle regularly feature articles on the meanings behind our dreams

Almost anyone can learn to peer into the future—so called “experts” have no advantage over those studying to learn how (The Washington Post)

Everyone dreams. But how do we know what our dreams mean? How to Interpret Dreams will show readers how to remember their dreams and understand them. It includes easy-to-follow instructions to help analyze dreams, and a dictionary of symbols so they’ll know what the colors, feelings, objects, and places that pop up in their dreams actually mean. The brain does some of its most fascinating work while it’s at rest. How to Interpret Dreams will show readers what they’ve been missing out on.

For centuries, mystics and clairvoyants have used tarot cards to predict the future. But no special power is needed to read the cards with How to Read Tarot. This easy-to-follow guide will show readers how to interpret and understand the meaning behind tarot cards. They’ll find everything from explanations of each card in the deck to how to use the tarot for personal gain. The truth is in the cards—if they know where to look.

How to Interpret Dreams
A Practical Guide

How to Read Tarot
A Practical Guide
How to Be a Psychic
A Practical Guide
Michael R. Hathaway

The keys to unlock psychic ability

- This straightforward, step-by-step guide teaches readers to tap into their innate psychic powers
- Posts on how to access psychic powers are among the most popular on mainstream sites like Elephant Journal and Lifehack
- Popular TV mediums including E!’s Hollywood Teen Medium, The Long Island Medium, and ABC Family/Freeform’s Monica the Medium have brought interest in psychic activity to the mainstream audience

Everyone wants to know more about their future. And now it’s possible with *How to Be a Psychic*.

Readers will start by learning how to tune into the psychic ability they already have—but never knew how to access. After mastering these easy-to-follow instructions on how to hone in on their senses, they can move on to the more specialized skills of a psychic, such as:

- Channeling spirits, including talking with people who have passed away
- Connecting telepathically with people across long distances, using the power of the mind
- Looking into the future

There’s no prior experience or crystal balls required. With the help of *How to Be a Psychic*, anyone can achieve clairvoyance, determine the future, and reach the Other Side.

**MARKETING**
- National publicity campaign targeting new age, YA, and pop culture media
DAD

Hundreds of Awesome Quotes about the Guy Who Does It All

“My dad believed in me, even when I didn’t. He always knew I could do this.”—Taylor Swift

• A handsome 2-color package highlights more than 400 quotes about fatherhood from notable dads in the worlds of sports, politics, the arts, and more
• The perfect Father’s Day gift to accompany the 72 million cards exchanged every year
• Features quotes about and by fathers, including everyone from Barack Obama and Matt Damon to Sigmund Freud and Meryl Streep

The relationship between a father and child is one that embodies love, protection, and pride. From Sidney Poitier wanting to be just like his dad to Jimmy Fallon describing the whole new level of happiness fatherhood has provided, these voices soar when describing the profound influence a father can have.

Whether it’s Father’s Day, the holidays, or any day in between, DAD is the perfect gift for the most important man in all of our lives.

MARKETING

• National publicity campaign targeting parenting media
• Father’s Day tie-ins
Parents and kids can now choose their own STEM adventure!

- This interactive activity book lets children decide which STEM skills they most enjoy—and where they most excel!
- The National Science Teacher’s Association and U.S. News agree: Parental involvement is crucial for getting children to embrace STEM
- Helps parents set their children up for long-term success; entry-level jobs in STEM pay roughly 28 percent more on average than those in other fields (Burning Glass Technologies)

**How do batteries work?**

**How exactly does a bridge stay up?**

**How likely is it that someone shares your birthday?**

Kids are curious. Parents can now foster that curiosity and channel it into a passion for science, technology, engineering, and math with *What’s Your STEM?* This engaging activity book lets parents expose their children to STEM with a variety of activities. Working together, they can figure out what interests them now—and how it can lead to a career later on.

In addition to the fifty entertaining and educational experiments, the authors provide information on potential STEM career paths. Families can work together to complete the activities, find out what everyone likes, and then learn about jobs in those fields. It’s a fun, family-friendly way to expand kids’ horizons and set them up for a bright future.

**MARKETING**

- National publicity campaign targeting parenting and education media
- Outreach to parent organizations
- Online giveaways
- Mommy blog tour
The Conscious Parent’s Guide to Raising Girls

A mindful approach to raising a strong, confident daughter
Erika V. Shearin Karres, EdD, and Rebecca Branstetter, PhD

Tools to raise confident, well-adjusted daughters

- A guide to parenting with mindfulness and resilience to provide a calm and supportive environment for raising girls
- Risks specific to developing girls include pressure to engage in sexual activity, problems with body image and self-esteem, and eating disorders (PBS)
- Rebecca Branstetter PhD is a Child and Adolescent Psychologist and School Psychologist and writes about her experiences in her blog, Notes From The School Psychologist

Raising a confident, self-assured girl in today’s world is complicated, but it can be done—with the help of The Conscious Parent’s Guide to Raising Girls.

 Readers will find the strategies they need to help their daughters navigate through school cliques, confusing media messages, and pressures to be a “good girl.” With smart, comprehensive advice on the trials and triumphs of raising a daughter with patience, this concise guide explains how readers can:

- Deal with cliques, bullies, and peer pressure
- Communicate effectively and sensitively with your daughter
- Strengthen self-image, resist peer pressure, and promote self-esteem
- Build emotionally healthy relationships

Rebecca Branstetter, PhD, and Erika V. Shearin Karres, EdD, provide the information and support parents need to create a calm and centered emotional environment for raising well-adjusted, confident girls.
The Conscious Parent’s Guide to Raising Boys

_A mindful approach to raising a confident, resilient son_

Cheryl L. Erwin, MA, LMFT, and Jennifer Costa

**Support and guidance for positive parent-son relationships**

- A guide to parenting with resilience and flexibility to provide a calm and supportive environment for raising boys
- Author Jennifer Costa is a behavioral specialist and social worker who has taught positive discipline courses, conscious parenting practices, and behavioral support curriculum for schools and non-profits
- Studies have found that providing emotional support for young boys is key to solidify strong relational and psychological development later in life (American Psychological Association)

Concerns about self-esteem, peer pressure, and behavior can make raising healthy, well-adjusted boys seem overwhelming. With the help of _The Conscious Parent’s Guide to Raising Boys_, parents can guide their boys from childhood through those challenging developmental years.

Readers will learn how to handle peer pressure, bullying, aggression, and to keep their sons engaged while moderating technology use. This easy-to-use guide explains how readers can help their sons:

- Communicate effectively with others
- Strengthen self-image and sense of integrity
- Define and exhibit acceptable behavior
- Keep their commitments to family, community, and themselves

Family therapist Cheryl Erwin and behavior specialist Jennifer Costa provide information and support for parents to nurture open communication with their sons and build strong connections that can last a lifetime.
A Mother’s Love
Beautiful, Unconditional, . . . and Forever
Adams Media

“Motherhood: All love begins and ends there.”—Robert Browning

• A stunning 2-color design highlights more than 400 quotes about motherhood from poetry, meditations, proverbs, and more
• 133 million Mother’s Day cards were sold in 2016—here’s the perfect gift to accompany them!
• Features quotes about and by mothers, from Louisa May Alcott to Maya Angelou and Mark Twain to JK Rowling

The relationship between a mother and her child is rich with emotion. It is wholly unique yet completely universal. From Balzac describing the depth of love in his mother’s heart to Kate Winslet reflecting on the new perspective motherhood provides, these voices soar when describing the profound an influence a mom can have.

Whether it’s Mother’s Day, the holidays, or any day in between, A Mother’s Love is the perfect gift for the most important woman in all of our lives.

MARKETING
• National publicity campaign targeting parenting media and Mother’s Day tie-ins
Welcome to the Colorverse
An Epic Search-and-Color Challenge
Illustrated by Chris Bianchi

A hidden-picture quest through outrageously awesome worlds

• Intricate, imaginative coloring pages contain a hidden item—it’s hidden pictures meets the coloring craze!
• Targets the un-tapped corner of the coloring book market—teens and tweens
• Adams Media’s coloring books have sold more than half a million copies!

Extreme snowboard scenes.
Pop art–inspired sushi.
Tropical Hawaiian luau.

Each scene in Welcome to the Colorverse is a tad bit . . . off. Kites fly themselves, animals take on human form, and ice cream cones grow from the ground. Readers will journey from the desert to the sky, a safari to the candy shop, and the forest to an aquarium, bringing color to the intricately designed landscapes filled with odd characters and strange happenings. Every new setting has its own unique task to complete as readers search each wacky scene, creating awesome art in the process.

Welcome to the crazy world of the Colorverse, where everything is familiar—but nothing is as it seems!
Stress Less Word Search™
Cheerful Puzzles
100 Word Search Puzzles for Fun and Relaxation

The search for calm is on!
• This first word search series to focus on stress relief!
• Adams Media’s Stress Less series has sold more than half a million copies!

The Stress Less series inspires readers to find relaxation in 100 all-new word puzzles. Finding, circling, or highlighting words in any of the 100 brand-new word search puzzles helps to quiet anxious minds in a creative, relaxing, and therapeutic way.

Each stress-reducing page contains an all-new puzzle featuring an engaging theme, including the outdoors, relaxing vacations, and favorite cartoon characters. Whether they go for cheerful puzzles, travel puzzles, or the peaceful puzzles, readers will be able to shift their focus to a relaxing and fun activity. This exciting new series will help puzzlers find inner calm and creativity—one page at a time.

CHARLES TIMMERMAN
South Pasadena, CA
Funster.com
Charles Timmerman is the founder of Funster.com, a word game website that was selected as a Yahoo! Pick of the Year, and the author of more than 100 puzzle books, including The Everything®, Word Search Book, The Everything® Giant Book of Word Searches (volumes 1–11), and The Everything® Easy Word Search Book.
The Everything® Large-Print Word Search Book, Volume 12

More than 100 puzzles in easy-to-read large print
Charles Timmerman, Founder of Funster.com

Everyone’s favorite puzzles in large print

• Presbyopia (the inability to focus on objects close up) affects nearly 20% of the more than 78 million boomers (Publishers Weekly)

The Everything® Large-Print Word Search Book, Volume 12 is perfect for puzzlers weary of small type and tight spacing in typical word search puzzles. This all-new volume of oversized puzzles will delight readers who prefer large type, while helping to boost vocabulary, memory, and problem-solving skills. There’s something for everyone, with puzzle themes ranging from classic television shows and bestselling books to favorite foods and the latest in pop music.

CAN’T MISS BACKLIST

9781440595950 9781440594403

The Everything® Giant Book of Word Searches, Volume 12

More than 300 puzzles for hours of word search fun!
Charles Timmerman, Founder of Funster.com

300+ all-new puzzles from puzzle master Charles Timmerman

• An all-new collection of our post popular puzzles
• Everything® games books have sold more than 3 million copies!

Pencil puzzlers and word search enthusiasts will be delighted by The Everything® Giant Book of Word Searches, Volume 12. The latest collection from puzzle master Charles Timmerman is packed with more than 300 brand-new word search puzzles that feature fun and engaging themes, including literature, popular culture, nature, history, and geography. This giant collection is the perfect companion for word search fans who can’t get enough of these fun and engaging puzzles.

CHARLES TIMMERMAN
South Pasadena, CA
Funster.com

Charles Timmerman is the founder of Funster.com, a word game website that was selected as a Yahoo! Pick of the Year, and the author of more than 100 Everything® puzzle books, including The Everything® Word Search Book, The Everything® Large-Print Word Search Book (volumes 1-11), and The Everything® Easy Word Search Book.

CAN’T MISS BACKLIST

9781440595943 9781440590252
Nature Is the Worst
500 reasons you’ll never want to go outside again
E. Reid Ross


• People love this stuff—nature topics constantly pop up on humor sites like Buzzfeed, Bored Panda, and Cracked, and millions of viewers tune into Shark Week, River Monsters, Storm Chasers, and more
• The fact-and-kicker format remains a reader favorite as the Facts That Will Scare the Sh*t Out of You books and calendars have sold more than 350,000 copies
• Author E. Reid Ross is a top rated columnist and editor for Cracked, whose articles regularly receive millions of views

Crashing waves, stunning sunsets, sprawling landscapes. Nature is beautiful, right? Wrong. Nature Is the Worst, for reasons like:

• These hungry, hungry houseplants: The giant pitcher plant not only eats bugs, it’s large enough to trap small mammals.
• A “haboob” is a biblically huge dust cloud that can reduce visibility to zero, reach a height of 5,000 feet, and stretch as far as 100 miles wide. Now that’s a wall.
• The action Down Under: Almost 90 percent of the koala population in Australia has chlamydia.
• Crocodiles can climb trees. Yup.
• Vampire bats are totally real, and yes, they love blood. Nope.

Nature Is the Worst contains hundreds of these cringe-worthy, shocking facts in an attempt to prove that Mother Nature really is one messed up lady.
Introvert Doodles

An illustrated look at introvert life in an extrovert world
Maureen “Marzi” Wilson

“MARZI’S CHARMING AND IRREVERENT ILLUSTRATIONS ARE EXACTLY WHAT YOUNG AND OLD INTROVERTS NEED.”—Susan Cain, author of Quiet

• The only comic collection that highlights the sometimes awkward, always relatable quirks, struggles, and joys of being an introvert
• Introvert Doodles and its unapologetic account of introvert life has inspired a strong online community, with almost 88,000 Instagram followers and 110,000 likes on Facebook
• The author of Introvert Doodles, Maureen “Marzi” Wilson, connects with fans and fellow introverts on her DIY YouTube channel (@MadeByMarzipan), which has 130,000 subscribers and growing

Meet Marzi. She’s an introvert who often finds herself in awkward situations. Marzi used to feel strange about her introverted tendencies. Not anymore! Now she knows that there are tons of introverts out there just like her—introverts who enjoy peace and quiet, who need time alone to recharge their batteries, and who prefer staying in with their pets and a good book to awkward social interactions.

Just like Marzi, these introverts can often be found in libraries, at home watching Netflix, brainstorming excuses to miss your next party, or doodling cute cartoons. Being an introvert in an extrovert world isn’t always easy, but it certainly is an adventure. In Introvert Doodles, follow Marzi through all of her most uncomfortable, honest, and hilarious moments that everyone—introvert, extrovert, or somewhere in between—can relate to.

Can’t Miss Backlist

MAUREEN “MARZI” WILSON
IntrovertDoodles.com

There’s a quiet revolution happening in the library. With the help of an introvert comic artist, Maureen “Marzi” Wilson, we’ll explore the depths of introvert life in our extroverted world.

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MARKETING

• National publicity campaign targeting self-help, relationship, and pop culture media
• Social media campaign
SHOULD YOU CALL ME?

How well do you know me?
- We are blood relatives.
- Best friends since preschool.
- We're neighbors.
- I just think you're cute.

Do you have something important to say, or do you just want to chat?
- Important
- Chat

Could this be discussed via email or text instead?
- Not
- I guess...
- Is it an emergency?
- Yes
- Not exactly.

DON'T CALL ME!

INTROVERT DICTIONARY

- Anti-social = introspective
- Awkward = genuine
- Bookworm = educated
- Boring = dependable
- Home = Sanctuary
- Judgmental = analytical
- Loneliness = solitude
- Nerdy = intelligent
- Pet = friend
- Quiet = good listener

Rude = honest
Sensitive = empathetic
Successful = sincere
Slow = methodical
Snobbish = discerning
Spacey = imaginative
Strange = original
Unpopular = independent
Weird = unique
Withdrawn = mysterious

DON'T DEFINE YOURSELF BY SOMEONE ELSE'S STANDARDS

ARRIVING AT A PARTY

- Extrovert
- Ambivert
- Introvert

EXTROVERT
- This is Awesome!
- I can't wait to meet everybody!

AMBIVERT
- Oh, there's someone I know. This will be fun!
- I can't believe I put on pants for this.

INTROVERT
- Thumbtack benediction (discourages visitors)

I LIKE TO LIVE IN MY HEAD BECAUSE IT’S AWESOME IN HERE!

HOW TO SURVIVE AN OFFICE JOB

- Poster your doorway with confusing messages
- Working hard and looking busy
- In a meeting
- Dr. is kept
- Bed at night
- Coffee break
- Movie streamer
- Thumbtack benediction
- False wall
- Fake Bluetooth call
- Cowlspace/under table

When someone stops in chat loudly so you're not alone
When they ask about your stats for the office account
A.S.A.P.
Awesome Women Who Changed History
Paper Dolls
Illustrations by Carol del Angel

The most empowering collection of paper dolls—ever!

• These paper dolls bring to life trailblazers and world makers: the “accessories” won’t be hats and sunglasses as much as gavels and flight suits.
• Celebs like Lourde and Taylor Swift love paper dolls, as seen on their Twitter feeds.
• Pinterest alone has more than half a million boards devoted to paper dolls, with almost 5 million followers!

Forget the runway. These Awesome Women Who Changed History are dressed for the battlefields, the picket lines—and the White House!

These 20 realistic paper dolls have everything they need to shatter the glass ceiling. Prepare Sally Ride for liftoff with her spacesuit and helmet. Get Annie’s gun (and her hat and dress) before she heads into a sharp-shooting competition. And please rise for the honorable Ruth Bader Ginsburg, whose robes and gavel will have her ready to preside over the United States Supreme Court.

Whether conducting research while living with the gorillas in the mist, collecting the first Nobel Prize given to a woman, or leading travelers on the Underground Railroad, the paper doll likenesses of these ground-breaking women are sure to inspire awesome girls of any age.

MARKETING
• National publicity campaign targeting women’s interest, pop culture, and gift-guide media
• Promotional video
• Women’s History Month tie-ins
• BEA product giveaway
• Social Media campaign
THE MOST
EMPOWERING
COLLECTION OF PAPER DOLLS!
I Am a Feminist
Quotes That Empower

“We are the ones we’ve been waiting for.”
—June Jordan

• A powerful collection of quotes from a diverse group of proud feminists, including Harriet Tubman, Coco Chanel, Michelle Obama, and Chelsea Handler
• Feminism frequently leads mainstream media headlines, gaining support and attention through projects like Lena Dunham’s Lenny Letter, Maria Shriver’s The Shriver Report, and Amy Poehler’s SmartGirls
• Sales of titles like Roxanne Gay’s Bad Feminist and Men Explain Things to Me by Rebecca Solbit speak to the growing market for “new-feminism” titles

Empowering, inspiring . . . evolving. From Susan B. Anthony to Amy Schumer, the feminist movement has grown in number and purpose for hundreds of years—from women’s right to vote to wage equality and beyond. Now, 200 leaders of the movement for equal rights and opportunities—female and male; young and old; across politics, the arts, media, and history—share their thoughts on what it means to be a feminist.

With quotes that galvanize, hearten, and inform, I Am a Feminist unites the many strong voices that celebrate the past, present, and future of feminism.

MARKETING
• National publicity campaign targeting women’s interest and current affairs media
• College market outreach
• Online giveaways
• Social media campaign
• Women’s History Month tie-ins
I’m for gender equality because it should’ve never been any other way!
—Hugh Jackman, actor

It’s really important for boys to see that girls take up half of the planet, which we do.
—Geena Davis, actor

I myself have never been able to find out precisely what feminism is: I only know that people call me a feminist whenever I express sentiments that differentiate me from a doormat or a prostitute.
—Rebecca West, author, journalist, and literary critic

I am a woman and when I think, I must speak.
—Beyoncé, pop star

I’ll smile when I want to and having a strange old man tell me to isn’t a good reason.
—Mo Welch, comedian

Honor your daughters. They are honorable.
—Malala Yousafzai, activist
Grammar 101
From Split Infinitives to Dangling Participles, an Essential Guide to Understanding Grammar
Kathleen Sears

A crash course in grammar essentials

• Continued sales of grammar books such as Adams Media’s The Only Grammar Book You’ll Ever Need (300,000 copies sold) speak to the ever-present market
• Ideal for high school and college students, professionals, grammar enthusiasts, and job seekers
• The 101 series has sold more than 250,000 copies!

Grammar is complicated. But textbooks and style guides are often so long and tedious, even English teachers use them as a classroom doorstop. In Grammar 101, readers will get an engaging and comprehensive guide through the rules of language. Easy-to-understand explanations of what the guidelines mean and how to apply them to one’s own writing and speech will be peppered with entertaining examples of grammar errors—and how to avoid them.

Readers will learn everything they need to know to employ commas, semicolons, and em dashes with confidence. They’ll be prepared to wrangle their run-on sentences and sharpen syntax with the ease and confidence of a language stickler. So whether readers are looking for an introduction to the rules of grammar or a refresher to keep on their desk, Grammar 101 has all the answers.
American Lit 101
Brianne Keith

A refreshing look at American literature

- Author Brianne Keith serves on the Editorial Advisory Board of The Thoreau Society
- American literature is popular in mainstream media, as seen with the popularity of movies such as The Great Gatsby and The Revenant

Edgar Allan Poe, Willa Cather, Henry David Thoreau, Mark Twain. The list of important American writers goes on and on. But too often, textbooks reduce this storied history to dry text that even the most tenured professor would find boring. From colonialism to postmodernism and every literary movement in between, American Lit 101 is an engaging guide to the greats of American literature.

BRIANNE KEITH
Belmont, MA
Brianne Keith is a writer and editor with a degree in English literature from Boston University and a master’s degree in English literature from University of Massachusetts, Boston. A longtime lover of Thoreau, she serves on the Editorial Advisory Board of The Thoreau Society, one of the oldest societies devoted to an American author. She continues to write on Thoreau, and other subjects in American literature, in her free time.

English Lit 101
Brian Boone

A guide to the greats in British literature

- Author Brian Boone has contributed to How Stuff Works and Barnes and Noble Reads
- The 101 series has sold more than 250,000 copies!

From Mary Shelley’s Frankenstein to Shakespeare’s Juliet, British authors have created some of the most compelling characters in all of literature. But too often, textbooks reduce these vibrant voices to boring summaries that would put even an English dean to sleep. From romanticism to modernism and every literary movement in between, English Lit 101 is an engaging guide to the greats of British literature.

BRIAN BOONE
Oregon
Brian Boone is an editor and writer for the bestselling Uncle John’s Bathroom Reader line of trivia and humor books. He wrote I Love Rock ‘n’ Roll (Except When I Hate It) published by Penguin/Perigee, and coauthored American Inventions: Big Ideas That Changed Modern Life (Time-Life) and How to Make Paper Airplanes (Child’s World). He has contributed to How Stuff Works, Barnes and Noble Reads, McSweeney’s, Splitsider, Someecards, The Onion, Adult Swim, and Funny or Die.
The Book of Celtic Myths

From the Mystic Might of the Celtic Warriors to the Magic of the Fey Folk, the Storied History and Folklore of Ireland, Scotland, Brittany, and Wales

Adams Media

Tales of Gods, monsters, magic, and more

• A collection of Celtic myths and important history in a stunning and elegant package
• Just in time for the release of King Arthur: Legend of the Sword, hitting theatres in March 2017
• Sales of books about the Celts and Celtic civilization continue to increase year over year

Warriors, poets, scholars, and visionaries—from the depths of time the ancient Celts have fascinated us. Their rich heritage lives on today. But who were they?

From the Druids and fairies to King Arthur and Celtic Christianity, there is much to be learned about these natives of the British and Irish islands. Their stories are fantastic and stirring, and through them, readers will gain a glimpse into what life was like during the Iron Age.

These legends, first told through song as people gathered around the fire more than 2,000 years ago, are now here for the present day. Experience the wonder and wisdom of these mysterious people with The Book of Celtic Myths.

MARKETING

• National publicity campaign targeting history media

DECEMBER

ISBN: 9781507200872
UPC: 045079200876
$16.99 (CAN $21.50)
Paper Over Board
5 ½ x 7 ½, 256 pages
World Rights
R4327
The Book of Viking Myths
From the Voyages of Leif Erikson to the Deeds of Odin, the Storied History and Folklore of the Vikings
Peter Archer

The history and lore of these fabled Nordic warriors

- This fascinating overview reveals the origins of Vikings from Thor and Leif Erikson to Loki and the Valkyries
- Perfect for the millions of fans of the History Channel’s Vikings, which is returning for its fifth season

For thousands of years, Vikings have held a storied place in our culture—their distinct appearance, their mighty longships, their reputation for causing death and destruction. But who were these strange and mysterious folk?

The Book of Viking Myths retells the stories of the Viking people, with myths of their gods and goddesses, monsters, and great heroes. From tales of beautiful and powerful Freyja to the gold-toothed Heimdallr and the wolf Fenrir, this book explores all the figures and tales that make up Norse mythology. Along with these legends of seafaring, dwarves, giants, and the exploits of Thor, readers will also discover the influences Viking culture has had on our own lives. It’s a true exploration of Nordic culture—and a glimpse into a fascinating, storied time in history.

MARKETING
• National publicity campaign targeting pop culture media
The Beginner’s Guide to Vinyl
*How to Build, Maintain, and Experience a Music Collection in Analog*
Jenna Miles

The ultimate guide to starting and keeping a record collection

- Author Jenna Miles is co-owner of Vinyl Collective, an online news site for all things vinyl
- In March 2016, Barnes and Noble’s vinyl sales tripled compared to a year earlier! (*Forbes*)
- Everything a collector needs to enjoy classic vinyl, including advice about purchasing and maintaining a collection—and picking out the *perfect* turntable

Vinyl records are back—in a big way. Music lovers are turning back to vinyl for its pure sound and the fun of collecting. *The Beginner’s Guide to Vinyl* will walk readers through the basics of what is sure to become the newest craze.

From jazz and rock to country, classical, or show tunes, readers can find vinyl records from their favorite artists—but they have to know where to look. And DJ-turned-vinyl-expert Jenna Miles has the inside track on:

- How records are made
- Where to purchase a turntable
- How to take care of both the machine and vinyl records
- And more!

More advanced audiophiles will find plenty of information about hardware beyond the entry-level options, along with a backstage pass to tidbits and stories about artists and the industry. It’s the next best thing to an afternoon spent at the record store!

MARKETING
- National publicity campaign
  - targeting pop culture, collectible, and men’s interest media
- Online giveaways
- Social media campaign

JENNA MILES
VinylCollective.com
Jenna Miles is president and cofounder of SRVCVinyl, a company specializing in vinyl records, as well as co-owner of Vinyl Collective, an online news site and community for vinyl collectors that boasts more than 20,000 registered users and 2.2 million monthly page views. As president of SRVCVinyl, Jenna oversees production of vinyl records, retail operations, customer service, marketing, and sales, providing her with extensive vinyl record knowledge.

DECEMBER

ISBN: 9781440598968
UPC: 045079598966
$16.99 (CAN $21.50)
Paperback
5 ½ x 8 ½, 264 pages with 8-page, 4-color insert
World Rights
R3257

CAN’T MISS BACKLIST

9781440596698
Backpacking 101

• Choose the right gear • Plan your ultimate trip
• Cook hearty and energizing trail meals • Be prepared for emergencies • Conquer your backpacking adventure

Heather Balogh Rochfort

It’s time to take a hike!

• Hiking is on the rise—the number of hikers in the U.S. has increased from 33 million in 2011 to 38 million in 2015 (Research and Markets)
• Author Heather Balogh Rochfort is the gear expert for Backpacker magazine and her site, JustaColoradoGal.com, was voted one of the top five outdoor travel blogs by USA Today
• Follows in the success of Adams Media’s Bushcraft 101 series, which has sold more than 200,000 copies!

Backpacking 101 sets readers on the right path for a fun hiking experience. Outdoor expert Heather Balogh Rochfort goes step by step through the preparation process—from selecting the right gear to choosing the perfect destination. She then provides useful information for when readers are out on the trail, including how to:

• Properly read a topographic map
• Set up an environmentally friendly campsite
• Safely interact with wildlife
• Handle being lost in the woods

With Backpacking 101 in their bags, hikers of all skill levels will be prepared for whatever comes up during their trek. It’s the perfect resource for anyone ready for an outdoor adventure!
Bushcraft First Aid

_A Field Guide to Wilderness Emergency Care_
Dave Canterbury, New York Times Bestselling Author of _Bushcraft 101_, and Jason A. Hunt, PhD

The next title in the _New York Times_ bestselling Bushcraft series!

- From wilderness expert Dave Canterbury and outdoor survival instructor Jason Hunt comes the go-to first aid resource for anyone headed into the woods.
- Canterbury has an incredibly strong, loyal—and growing—fan base with more than 430,000 YouTube subscribers (and 70 million views), 160,000 Facebook Likes, and 16,000 Twitter followers.
- Our previous 3 Bushcraft titles have sold more than 200,000 copies.

Out in the woods or on the top of a mountain, there’s no calling 9-1-1. In _Bushcraft First Aid_, wilderness experts Dave Canterbury and Jason Hunt teach readers how to be their own first responders. The authors’ years of experience and training will help hikers and backpackers deal with a variety of emergency situations, from cuts and burns to broken bones and head injuries. In addition to preparing readers by telling them what to pack, they’ll teach them how to make bandages, dressings, and slings on the fly. As bushcraft experts, the authors will also show readers how to use plants as medicine to treat various conditions.

_Bushcraft First Aid_ provides the lifesaving information needed to keep everyone safe on the trail.

**MARKETING**

- National publicity campaign targeting outdoors and men’s interest media
- Social media campaign
- Online giveaways
- Promotional video

**CAN’T MISS BACKLIST**

- ISBN: 9781440587962
- UPC: 045079205879
- $16.99 (CAN $21.50)
- Paperback with rounded corners
- 5 ½ x 8 ½, 264 pages
- 264 pages with 8-page, 4-color insert
- World Rights
- R5305

**DAVE CANTERBURY**
Jackson, OH

Dave Canterbury is the co-owner and supervising instructor at the Pathfinder School in southeast Ohio (named by _USA Today_ as one of the Top 12 Survival Schools in the United States), and the managing editor of _Self Reliance Illustrated_ magazine. He is the author of _Bushcraft 101; Advanced Bushcraft;_ and _The Bushcraft Field Guide to Trapping, Gathering, and Cooking in the Wild._

**Jason A. Hunt**

Jason first received his training in survival from civilian and military experts by way of his martial arts experience, which spans thirty years. Jason is the author of _Pathfinder Wilderness First Aid_, a contributor to several magazines, and a weekly co-host on Pathfinder TV.