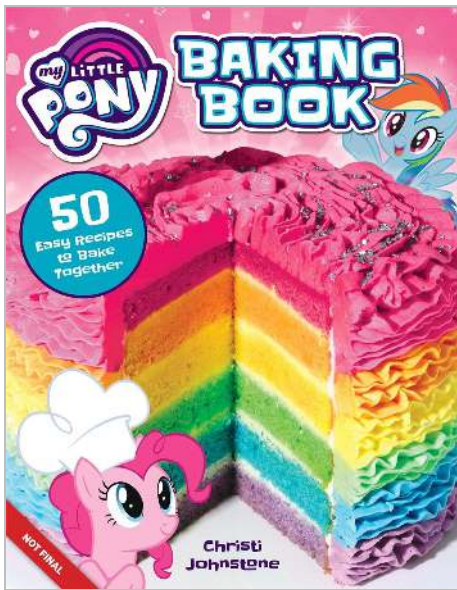




 MEDIA LAB
BOOKS

WINTER 2019 CATALOG



My Little Pony Baking Book

Christi Johnstone

A beautiful and colorful hardcover book filled with simple, kid-friendly recipes for tasty treats—perfect for everyone who loves My Little Pony!

Perfect for kids aged 6-10, this eye-popping book will transport young readers into the world of My Little Pony, specifically, the Sugar Cube Corner Bakery where fan-favorite pony Pinkie Pie works for Mr. and Mrs. Cake, the two pony bakers who create all of the tastiest treats in town.

Pinkie Pie will give readers a tour of the bakery, during which readers will learn all about baking. She'll also share why baking is great, how it makes people happy, feeds them, expresses love, and more. She'll then share 50 of her favorite, easy-to-make recipes, each of which appears in full, vibrant color with commentary and advice provided by the most popular My Little Pony characters.

Recipe sections include:

- Cakes and cupcakes
- Pies
- Cookies and bars
- Breads
- Breakfast treats
- Pizzas
- Other savory surprises!

Christi Johnstone is a baker, writer, cookbook author, food photographer, recipe developer, marketer, brand ambassador and lover of sprinkles. She is also the creator of Love from the Oven (lovefromtheoven.com), a wildly popular website where she shares recipes, ideas, and eye-popping photos of food. She is the mother to two girls and a lifelong resident of Phoenix, Arizona.

JUVENILE NONFICTION / COOKING & FOOD

Media Lab Books | 4/9/2019
 9781948174022 | \$15.99 / \$20.99 Can.
 Hardcover Paper over boards | 144 pages
 10 in H | 10 in W
 Full color illustrations throughout

MARKETING

Ads appearing in twelve Topix Media special edition children's bookazines publishing in March, April, May and June 2019, with an average distribution of 160,000 copies each
 Massive promotional campaign via author's website and robust social media feeds
 Publicity campaign to all major media as well as My Little Pony-centric bloggers, mommy bloggers, parenting blogs, YouTube channels, websites, etc.
 Facebook ad campaign

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