

This holiday season, Penguin Young Readers Group celebrates the best of the best by highlighting 12 great picture books, perfect for gift giving. Place your order today for a FREE Gift Wrap and Easel Pack!



Featured Titles:

The Book with No Pictures by B.J. Novak

The Day the Crayons Came Home by Drew Daywalt and Oliver Jeffers

Dewey Bob by Judy Schachner

Happy by Pharrell Williams

I Am Amelia Earhart

by Brad Meltzer and Chris Eliopoulos

Ladybug Girl and the Best Ever Playdate by Jacky Davis and David Soman

Little Tree by Loren Long

Llama Llama Gram and Grandpa by Anna Dewdney

Mitford and the Fashion Zoo by Donald Robertson

The Nonsense Show by Eric Carle

Pom Pom Panda by Sophy Henn

Robo-sauce by Adam Rubin and Daniel Salmieri

Starting December 11th, major marketing efforts will position these 12 books as the season's must-have gifts!

- Major print advertising throughout the holiday season
- Online ad campaign all December long
- Regional Holiday Catalog advertising

Available November 10, 2015

- * Extensive social media outreach highlighting a different book each day
- PLUS! Visit penguin.com/printables for a digital toolkit that includes videos, digital assets, downloadable activities, and more! Perfect for your store's e-newsletter and social media outreach!

- Penguin sells three times as many picture books the week before Christmas compared to the other 51 weeks a year
- · Nearly a quarter of Penguin's annual picture book sales occur in December-everyone wants to gift a picture book!
- The 12 Days of Picture Books has a selection for every reader—and a combined 2.5 million total books in print













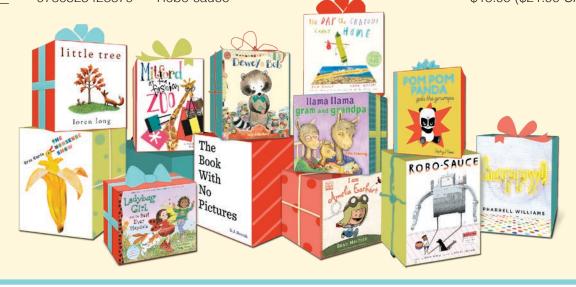




OF PICTURE BOOKS



ISBN **Title** Price 9780147535641 12 Days Easel/Wrap Pack FREE The Book with No Pictures \$17.99 (\$19.99 CAN) 9780803741713 The Day the Crayons Came Home \$18.99 (\$21.99 CAN) 9780399172755 9780803741201 Dewey Bob \$17.99 (\$20.99 CAN) \$19.99 (\$23.99 CAN) 9780399176432 Нарру 9780803740822 I Am Amelia Earhart \$12.99 (\$13.99 CAN) 9780803740303 Ladybug Girl and the Best Ever Playdate \$17.99 (\$20.99 CAN) 9780399163975 Little Tree \$17.99 (\$19.99 CAN) Llama Llama Gram and Grandpa \$17.99 (\$20.99 CAN) 9780670013968 Mitford and the Fashion Zoo 9780451475428 \$17.99 (\$20.99 CAN) Nonsense Show \$18.99 (\$21.99 CAN) 9780399176876 9780399171598 Pom Pom Panda \$16.99 (\$18.99 CAN) 9780525428879 \$18.99 (\$21.99 CAN) Robo-sauce



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