

C.E.L.E.B.R.A.T.E THE 12 DAYS

OF PICTURE BOOKS

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!



9780147535641 • FREE
Available November 10, 2015

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
- * 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!

Did You Know?

- 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



THE 12 DAYS OF PICTURE BOOKS

QTY	ISBN	Title	Price
—	9780147535641	12 Days Easel/Wrap Pack	FREE
—	9780803741713	The Book with No Pictures	\$17.99 (\$19.99 CAN)
—	9780399172755	The Day the Crayons Came Home	\$18.99 (\$21.99 CAN)
—	9780803741201	Dewey Bob	\$17.99 (\$20.99 CAN)
—	9780399176432	Happy	\$19.99 (\$23.99 CAN)
—	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)
—	9780670013968	Llama Llama Gram and Grandpa	\$17.99 (\$20.99 CAN)
—	9780451475428	Mitford and the Fashion Zoo	\$17.99 (\$20.99 CAN)
—	9780399176876	Nonsense Show	\$18.99 (\$21.99 CAN)
—	9780399171598	Pom Pom Panda	\$16.99 (\$18.99 CAN)
—	9780525428879	Robo-sauce	\$18.99 (\$21.99 CAN)



In US: To place orders or for customer service call 1-800-733-3000
 8:30 a.m.–5:00 p.m. EST (Eastern and Central Accounts)
 10:30 a.m.–7:00 p.m. EST (Western Accounts)
 Mail Orders: Random House, LLC, Customer Service,
 400 Hahn Road, Westminster, MD 21157
 Fax Orders: 1-800-659-2436

In Canada: To place orders or for Customer Service call 888-523-9292
 8:30 a.m.–5:00 p.m. EST Monday–Friday
 Mail Orders: Random House of Canada Ltd.
 2775 Matheson Blvd. East, Mississauga, Ontario, Canada L4W 4P7
 Fax Orders: 888-562-9924

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