

BOOKS FOR EVERYBODY CATALOGUES 2010 FALL/HOLIDAY EDITIONS

**ONE MORE WAY
TO REACH
ENGAGED
PARENTS
& STRETCH
YOUR
MARKETING DOLLARS**



**THIS OFFER IS AVAILABLE
ONLY TO PUBLISHERS
– ONLY THROUGH
BOOKS FOR EVERYBODY**

Canadian Family is Canada's leading lifestyle parenting magazine that speaks to all aspects of its readers' lives – a mix of expert advice, family tested tips and solutions, as well as lifestyle ideas.

Canadian Family gives parents comprehensive, practical advice on health and wellness, education, child development, behavioural and societal issues.

Editorial covers children from newborns to mid-teens, with a core of material focussed on children in the 4–12 age range.

- National circulation of 90,000
- 9.3 Readers per copy
- Actively engaged readership – 19,000 Canadian families participate in CF's "Family Tested" program

(for more information about the magazine, see www.canadianfamily.ca)

COMBO PROMOTION CROSS PROMOTE YOUNG READERS and PARENTING TITLES

selected for *Books For Everybody* Fall 2010 in full age ads in *Canadian Family* (November 2010 issue)

Special Combo Rate: \$1,085.00

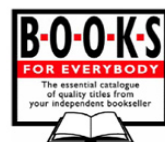
1/8 page – *Books For Everybody*

1/12 page – *Canadian Family*

(on-sale date October 11, 2010)

(Simply indicate on submission form if you want your titles to be part of the combo promotion.)

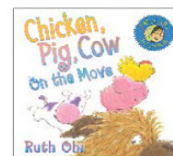
<http://www.booksforeverybody.com>



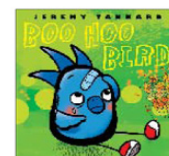
It's Storytime!

Books for Everybody is a hand-picked selection of books being published this season, both in Canada and abroad. These are some of our recommendations—we hope you enjoy them!

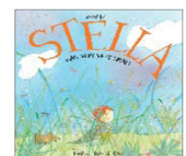
Books For Everybody provides an easy and relaxing way to shop for books. Selections are conveniently organized under subject headings. Books written or illustrated by Canadians are indicated with the ♦ symbol.



Chicken, Pig, Cow On the Move
Ruth Ori
Chicken, Pig and Cow love their barn, but some days, it feels a little small, so off they go in search of a new home. Ages 2–5. \$19.95 hc, \$6.95 pb ♦
colour illus. 32 pp. 978-1-55451-194-5 hc; 978-1-55451-193-8 pb (Greeneck Press)



Boo Hoo Bird
Jeremy Tankard
Bird is back! And this time he's... sad. Help his friends figure out how to make him feel better in this adorable sequel to Grumpy Bird. Ages 3–5. \$16.99 hc ♦
colour illus. 32 pp. 978-0-545-00570-2 (Scholastic Canada)



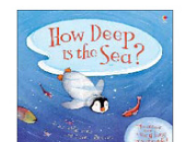
When Stella Was Very, Very Small
Marie-Louise Gay
Marie-Louise Gay goes back in time to answer the questions often asked by children around the world who read and love her Stella books. Ages 2–5. \$18.95 hc ♦
colour illus. 32 pp. 978-0-88899-906-1 (Groundwood Books)



Me and You
Genevieve Côté
A gently humorous picture book for all ages that celebrates friendship and encourages self-acceptance. An ideal gift for a child—or a best friend. Ages 2 & up. \$16.95 hc ♦
colour illus. 32 pp. 978-1-55451-446-3 (Kids Can Press)



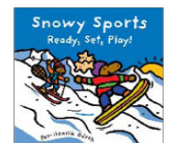
The Paper Bag Princess Board Book
Robert Munsch; Michael Morchenko, illus.
The simplified text and toddler-friendly board book format make this version of a bestselling classic perfect for even the youngest children. Ages 2–4. \$6.95 hb ♦
colour illus. 26 pp. 978-1-55451-211-9 (Annick Press)



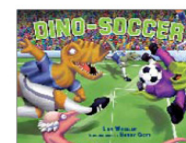
How Deep is the Sea?
A. Milbourne
Pipkin, the little penguin with big ideas, is always asking questions, such as How Big is a Million? and How High is the Sky? His new question is: How Deep is the Sea? Ages 18 months & up. \$14.95 hc colour illus. 24 pp. 978-0-7460-9608-6 (Libberron Publishing/978)



Perfect Snow
Barbara Reid
Using her trademark Plasticine artwork, Barbara Reid has created a timeless tale of winter fun. Ages 3–8. \$19.99 hc ♦ Oct. colour illus. 32 pp. 978-0-545-98577-2 (Scholastic Canada)



Snowy Sports: Ready, Set, Play!
Per-Henrik Gørth, illus.
An adorable cast of colourful animal characters bundles up to showcase the wonderful world of winter sports. Ages 3–7. \$14.95 hc ♦
colour illus. 24 pp. 978-1-55337-367-4 (Kids Can Press)



Dino-Soccer
Liso Wheeler
When veggie-nibbling Grazers and meat-munching Bites take to the soccer field, it's a showdown of prehistoric proportions. Follow up to the Canadian bestseller *Dino-Hockey*. Ages 5–9. \$19.95 hc colour illus. 32 pp. 978-0-8225-9028-6 (McNarch Books)

AD CONCEPT (presentation/header will be based on title composition)