

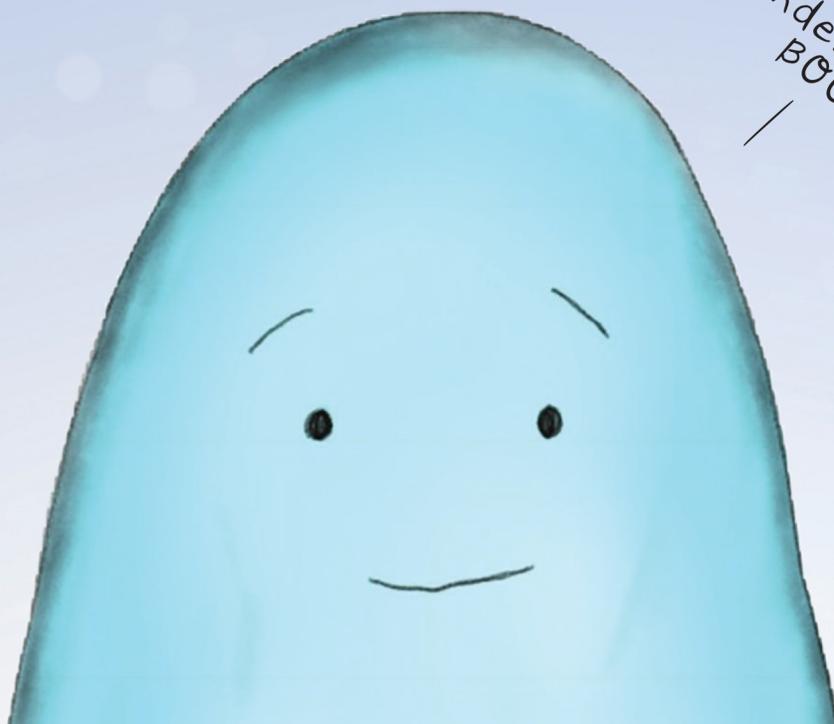
The Official



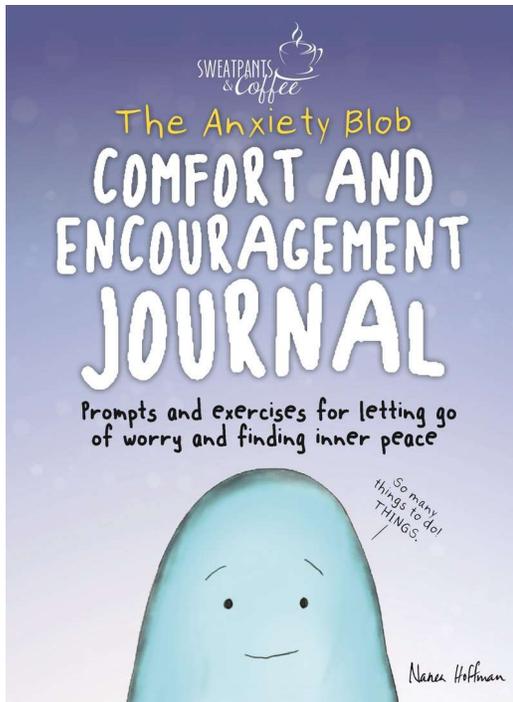
MEDIA LAB BOOKS

FALL 2020 CATALOG

Beautiful books for thinking,
drinking, and feeling good



So many
wonderful books.
BOOKS!



Sweatpants & Coffee: The Anxiety Blob Comfort and Encouragement Journal

Prompts and exercises for letting go of worry and finding inner peace

by Nanea Hoffman

This beautiful, full-color guided journal captures the gentle spirit of the wildly popular Sweatpants & Coffee community, already celebrated by hundreds of thousands of fans. Inside, founder Nanea Hoffman presents hundreds of prompts and exercises designed to gently coax readers to identify and examine their fears and anxieties, then work through those concerns one-by-one to help achieve a new state of calm, mindfulness and inner peace. Illustrated throughout with Hoffman's popular Anxiety Blob" cartoons and other hand-drawn elements, the Comfort & Encouragement Journal is a safe space to think about, explore, cry over and manage our struggles and the issues that make our lives more challenging but no less worthy of gratitude and grace.

Author Bio

Nanea Hoffman is the founder of Sweatpants & Coffee. She writes, makes things, and drinks an inordinate amount of coffee. She is also extremely fond of sweatpants. She believes in love, peace, joy, comfort, and caffeinated beverages.

Media Lab Books

On Sale: Oct 20/20

5.51 x 7.48 • 176 pages

100+ full color illustrations

9781948174589 • \$22.50 • pb

Self-Help / Motivational & Inspirational

Notes

Promotion





John Wayne's Book of American Grit

Stories of Courage and Perseverance throughout Our Nation's History

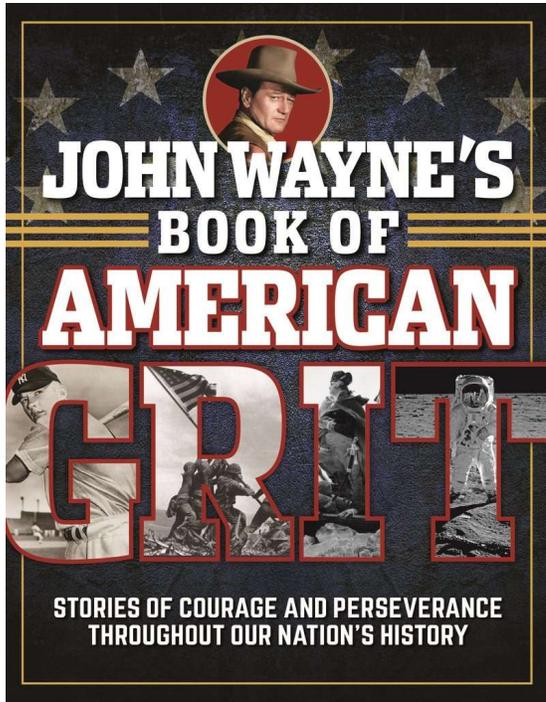
Editors of the Official John Wayne Magazine

A celebration of American courage and tenacity, this sumptuous visual history details the stories of more than 125 of our nation's most gutsy and resolute citizens - those who overcame extraordinary odds through faith, will, and guts, from George Washington and Helen Keller to Jim Lovell, Jackie Robinson and many more, both famous and lesser known. Each chapter will open with a feature on John Wayne, highlighting a specific trait of grit," then examine dozens of other American legends who exhibited that same attribute in awe-inspiring fashion. A fun, fascinating book celebrating American optimism, patriotism and good old-fashioned bootstrap determination.

The book will be illustrated throughout with archival photos of each subject, providing an invaluable look into their fascinating lives.

Author Bio

The Editors of *The Official John Wayne Magazine* publish the only authorized periodical devoted to the life and legend of "Duke" Wayne, with a circulation of more than 150,000 copies worldwide. Their other books include the bestselling *John Wayne: Made in America*, *The Official John Wayne Handy Book for Men*, *The John Wayne Code* and *Everything I Need to Know I Learned from John Wayne*, among others.



Media Lab Books

On Sale: Sep 22/20

7 x 9.50 • 208 pages

200+ color and b&w photos

9781948174572 • \$29.99 • CL - With dust jacket

History / US / General

Notes

Promotion

Social media campaign across all official John Wayne accounts (FB: 2.5M followers; Twitter: 29K followers; Instagram: 136K followers)

Shelf Awareness advertising

Ad campaign in The Official John Wayne Collectors Edition Magazine (200K circ)





Drinks with Friends

Uniquely delicious cocktails & compelling conversations with mixology's most inspiring minds
by Sother Teague

Featuring interviews with and recipes from some of the biggest names in the cocktail industry, *Drinks with Friends* is a who's who of mixology masters, distillery owners and spirits writers, each sharing his or her insights into the art of making great drinks with author and fellow bartender Sother Teague. By pairing the best interviews - many of which have been featured on the *Speakeasy*, Teague's popular podcast and radio show with a massive weekly following - alongside cocktails created using the techniques, spirits or ingredients being discussed in each conversation, *Drinks with Friends* seeks to entertain and educate while empowering readers to take their drink-making skills to the next level.

Includes interviews, insights and recipes from:

- Jack McGarry and Sean Muldoon (Co-owners of The Dead Rabbit)
 - Lauren Corriveau and Natasha David (owners of Nitecap)
 - David Wondrich (author of *Punch and Imbibe*)
 - Maggie Hoffman (author of *One Bottle Cocktails*)
 - Andrew Meltzer (2016 Bartender of the Year)
 - Tyson Buehler (Head Bartender at Death & Co.)
 - Jim Meehan (author of the *PDT Cocktail Book* and *Meehan's Bartender's Bible*)
 - Claire Sprouse (founder of Tin Roof Drink Community)
- ... and many more!

Author Bio

Professional barman Sother Teague, *Wine Enthusiast*'s Mixologist of the Year, is the former president of the New York chapter of United States Bartenders Guild, Beverage Director at New York bitters and amaro mecca Amor y Amargo, co-founder of NYC bars Coup and the Windmill, and the host of *Speakeasy* on Heritage Radio Network. He developed a love of teaching while working on the Food Network's *Good Eats*, and has been featured as a cocktail expert by such publications as *Esquire*, *GQ*, *The New York Times*, *New York Magazine*, *Time Out*, BuzzFeed and more. He lives and works in New York's East Village, and you should come see him for a drink sometime.

Media Lab Books
On Sale: Oct 6/20
5.50 x 8.50 • 256 pages
100+ full color photos
9781948174459 • \$22.50 • cl
Cooking / Beverages / Bartending

Notes

Promotion





Everything I Need to Know I Learned from Dolly Parton

Country Wisdom for Life's Little Challenges
Editors of Media Lab Books

This engaging, inspiring book provides readers with insights into how entertainment legend Dolly Parton handles life's many challenges - and how they can too!

Throughout her life, Dolly Parton has been seen as a beacon of guts, straight-talk, kindness and grit, beginning her life in poverty and growing to become one of the most resonant, prolific and long-lived icons of the modern era.

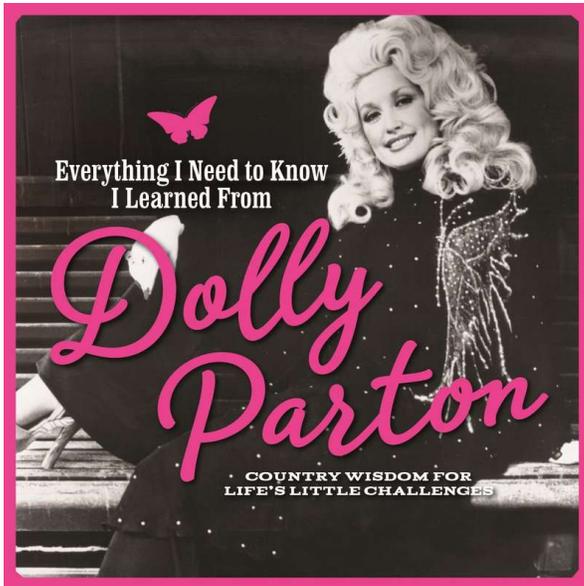
In this new book, Dolly's personal code of conduct is transformed into practical guidance for readers who want to know how she would handle many of the real-life challenges they themselves are facing.

Calling upon Dolly's personal examples, quotes, song titles and lyrics, and famous film scenes that were meaningful to her, as well as personal anecdotes provided by her co-stars, friends, family members, and peers, *Everything I Need to Know I Learned from Dolly Parton* provides insights into how to handle dozens of challenges, from managing heartbreak and succeeding at work, to raising children and responding to inequality.

Dozens of quotes, insights and full-color photos provide a glimpse into how Dolly has lived her life and how her approach can help readers overcome anything thrown at them.

Author Bio

The Editors of Media Lab Books publish books across a wide variety of categories including biography, history, science, trivia, humor, reference, general interest and more. Branded partners include Disney, Hasbro, Newsweek, John Wayne Enterprises, Bruce Lee, Jack Hanna, Smithsonian and many others.



Media Lab Books
On Sale: Nov 3/20
6.50 x 6.50 • 176 pages
100 full color photos
9781948174619 • \$19.50 • cl
Reference / Personal & Practical Guides

Notes

Promotion

Print ad campaign in 4 issues of Newsweek special edition magazine (120,000 average circ.)
Press kits and digital ARCs sent to major media and special interest online media
Promotion via "I Love Dolly Parton" Facebook page (440K+ members)

