



Created in close collaboration with The LEGO Group and Adam Reed Tucker, LEGO® Architecture visionary, *LEGO Architecture: The Visual Guide* takes a deep look at the artists, builders, and inspiration behind the LEGO Architecture series. Beautifully illustrated and annotated, this visual guide allows you to explore the LEGO team's creative process in building, and understand how LEGO artists translated such iconic buildings into these buildable LEGO sets.

Stunning images and in-depth exploration of the real buildings like the Guggenheim™ or the Empire State Building, on which the LEGO Architecture series is based, provide you with a comprehensive look at the creation of these intricate sets. Learn why the LEGO team chose certain pieces and what particular challenges they faced. Read about the inspiration behind the creative processes and what designing and building techniques were used on various sets.

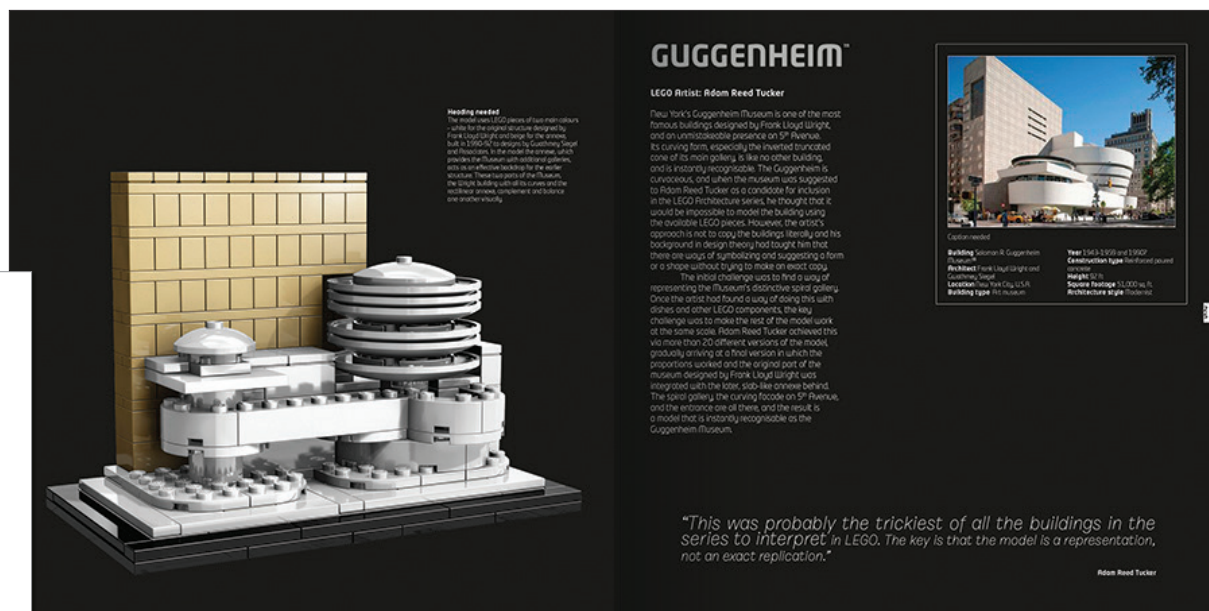
Featuring profiles of the LEGO artists and builders who created the series and packaged in a sleek protective slipcase, *LEGO Architecture: The Visual Guide* is the ultimate illustrated tour of the LEGO Architecture series in all its micro-scale detail.



# Architecture

**publicity & marketing**

- Select bookstore events
- Author Q&A
- Photo excerpt pitch
- Holiday round-ups
- Fansite giveaway
- Pre-order campaign
- Print advertising campaign
- BEA feature title
- LEGO KidsFest feature title
- IndieBound mailing
- Cross-promote with other licensees
- Promotional item (print)
- Online advertising campaign
- E-newsletter feature
- Feature on dk.com
- Search advertising campaign
- Social media outreach
- Social advertising campaign
- Online sweepstakes
- Jacket/Spread



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see pages 126-129 for more LEGO® titles

september

**LEGO® Architecture: The Visual Guide** | Licensed | ISBN: 9781465422866 | Hardcover w/ slipcase | 10 1/4 x 10 1/4" | 232 pages | \$40.00



# LEGO® Mixels Readers

## **DK Reader: Level 1: LEGO® Mixels: Meet the Mixels**

Join the fun and meet the curious LEGO creatures who can split, mix, and combine with each other to create new wacky characters in this all-new Level 1 DK Reader, *LEGO Mixels: Meet the Mixels*. Short simple sentences introducing these crazy new characters from Cartoon Network's animated shorts, together with bright and colorful images, will keep young readers giggling as they are beginning to learn to read.

## **DK Reader: Level 2: LEGO® Mixels: Let's Mix!**

Go on a wacky adventure with the LEGO Mixels as they split, mix, and combine with each other in this all-new Level 2 DK Reader, *LEGO Mixels: Let's Mix!* Perfect for children beginning to read on their own, *LEGO Mixels: Let's Mix!* will keep kids engaged while they learn more about those zany LEGO Mixels from Cartoon Network's hilarious animated shorts.



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## related titles



**DK Reader: Level 1:  
The LEGO® Movie: Calling  
All Master Builders!**  
9781465416971



**DK Reader: Level 2:  
The LEGO® Movie:  
Awesome Adventures**  
9781465416957

**Level 1: LEGO® Mixels: Meet the Mixels** | ISBN: 9781465424532 (pb) | ISBN: 9781465424525 (hc) | Ages 5-7  
**Level 2: LEGO® Mixels: Let's Mix!** | ISBN: 9781465424556 (pb) | ISBN: 9781465424549 (hc) | Ages 6-8

see pages 126-128 for more LEGO® titles





#### previous edition

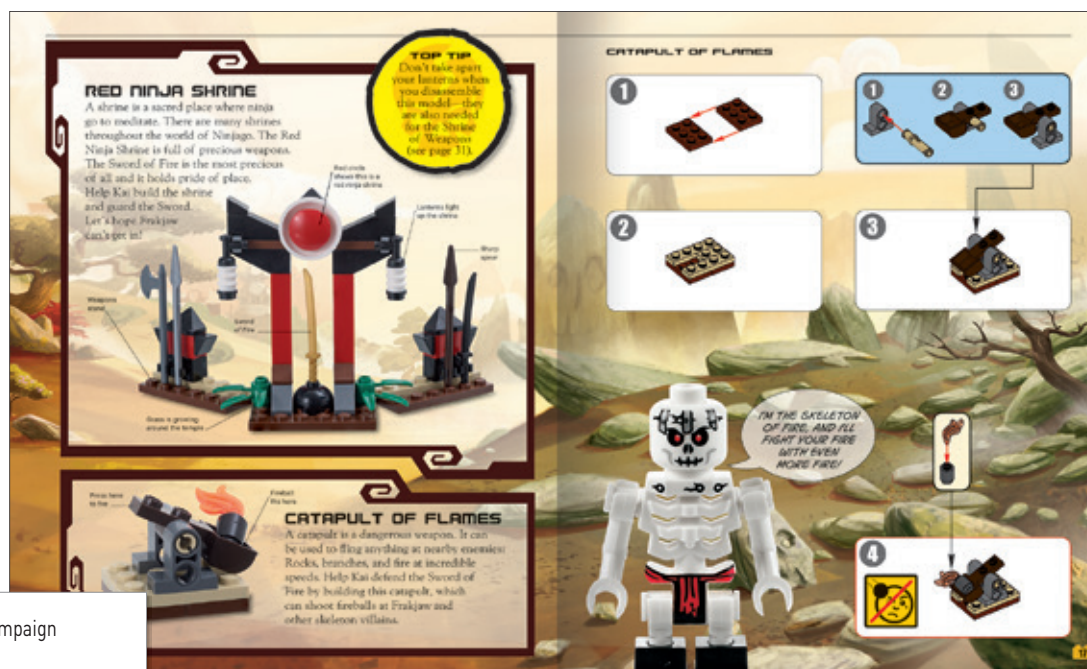
• LEGO® Ninjago: Brickmaster | 9780756682767 (08/11)

#### publicity & marketing

- Holiday round-ups
- Fansite/blog giveaway
- Print advertising campaign
- BEA feature title
- NYCC feature title
- Cross-promote with other licensees
- Online advertising campaign
- E-newsletter feature
- Feature on dk.com
- Social media outreach
- Jacket/Spread

# LEGO® Ninjago Brickmaster Updated and Expanded

Little ninjas everywhere will get in the action building 15 exclusive models while following the adventure of the Masters of Spinjitzu in DK's *LEGO Ninjago Brickmaster*, now newly updated and expanded! With an additional 32 pages of expanded and exciting story and reference information, young readers will learn to master the art of building with the 140 bricks and 2 minifigures included. *LEGO Ninjago Brickmaster: Updated and Expanded* also includes tons of newly added facts and information about the LEGO Ninjago sets and minifigures that kids love.



#### related titles



LEGO® Legends of Chima  
Brickmaster: The Quest  
for CHI  
9781465408617



LEGO® Star Wars®:  
Battle for the Stolen  
Crystals Brickmaster  
9781465408679



see pages 126-128 for more LEGO® titles

september

LEGO® Ninjago Brickmaster | Licensed | ISBN: 9781465420794 | Box Set | 9 x 10 7/8" | 80 pages | \$32.99 | Ages 9-11

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# LEGO® Star Wars®: The Dark Side

## Daniel Lipkowitz

Journey to the dark side of a galaxy far, far away and meet the LEGO® Star Wars minifigure members of the ruthless Imperial Army in *LEGO Star Wars: The Dark Side*!

Witness Darth Vader battling Obi-Wan Kenobi and Luke Skywalker, meet the Sith and all of Darth Vader's minifigure subjects, and explore the Death Star and all of the Sith starships. Turn the pages to find facts and information about your favorite LEGO Star Wars minifigures and vehicles from the dark side in action-packed situations and discover everything there is to know about the legendary Darth Vader.

With new and exciting photography and an exclusive evil minifigure, *LEGO Star Wars: The Dark Side* will have you questioning on which side your allegiances lie.

### related titles



LEGO® Star Wars®:  
The Yoda Chronicles  
9781465408686

### publicity & marketing

- Select bookstore events
- Holiday round-ups
- Fansite/blog giveaway
- Pre-order campaign
- Holiday advertising campaign
- Print advertising campaign
- BEA feature title
- NYCC feature title
- LEGO KidsFest feature title
- Star Wars Reads Day feature title
- Preview at SDCC
- IndieBound mailing
- Cross-promote with other licensees
- Promotional item (double-sided poster)
- Display
- CBC feature title
- E-newsletter feature
- Feature on dk.com
- Social media outreach
- Social advertising campaign
- Online sweepstakes
- Jacket/Spread



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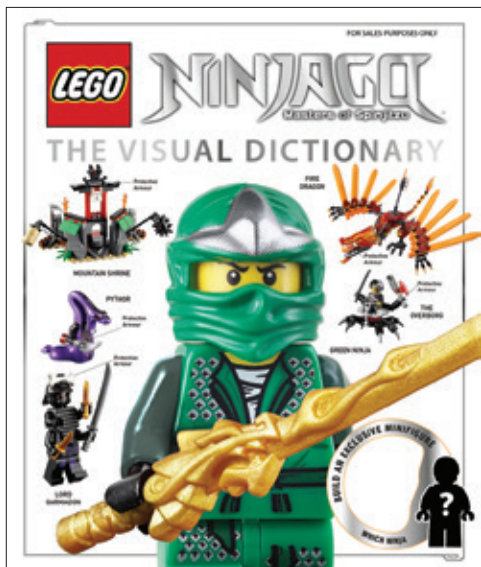
september

LEGO® Star Wars®: The Dark Side | Licensed | ISBN: 9781465418975 | Hardcover | 9 x 10 7/8" | 96 pages | \$16.99 | Ages 6+

LEGO® Star Wars®: The Dark Side | Licensed | ISBN: 9781465421715 | Library Edition | 9 x 10 7/8" | 96 pages | \$16.99 | Ages 6+

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# LEGO® Ninjago Visual Dictionary

**Hannah Dolan**

Meet the Masters of the Spinjitzu as they prepare to do battle and learn about great heroes and the ninjas' mortal enemies while discovering little-known facts about their weapons and vehicles. Discover everything there is to know about the world of LEGO® Ninjago with DK's all-new *LEGO Ninjago: The Visual Dictionary*.

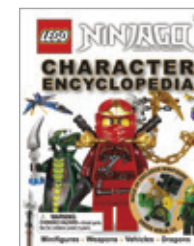
Go behind the scenes to explore the creation and stories of LEGO Ninjago with a fantastic gallery of every Ninjago minifigure and set ever created. Read dramatic storylines from the fun LEGO Ninjago episodes and movies.

*LEGO Ninjago: The Visual Dictionary* wouldn't be complete without a limited-edition minifigure to add to your LEGO Ninjago sets so you can create ninja adventures of your own!

related titles



Ultimate Sticker Collection:  
LEGO® Ninjago  
9780756690168



LEGO® Ninjago  
Character Encyclopedia  
9780756698126

## publicity & marketing

- Select author/bookstore events
- Trade story pitch
- Photo/chapter excerpt pitch
- Holiday round-ups
- Fansite/blog giveaway
- Pre-order campaign
- Out-of-home advertising campaign
- Holiday advertising campaign
- Print advertising campaign
- BEA feature title
- LEGO KidsFest feature title
- Preview at SDCC
- IndieBound mailing
- Cross-promote with other licensees
- Promotional item (variant bookmarks)
- Video
- Display
- Educational advertising
- CBC feature title
- E-newsletter feature
- Feature on dk.com
- Search advertising campaign
- Social media outreach
- Social advertising campaign
- Online sweepstakes
- Jacket/Spread
- Sell sheet



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october

**LEGO® Ninjago Visual Dictionary** | Licensed | ISBN: 9781465422996 | Hardcover | 9 7/8 x 11 7/8" | 96 pages | \$21.99 | Ages 6+  
**LEGO® Ninjago Visual Dictionary** | Licensed | ISBN: 9781465423009 | Library Edition | 9 7/8 x 11 7/8" | 96 pages | \$21.99 | Ages 6+

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# Ultimate Sticker Collection: LEGO® Spooky

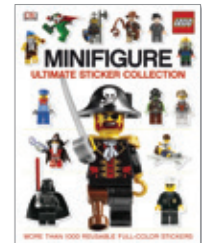
Before the candy and the costumes, get kids excited for Halloween with the all-new *Ultimate Sticker Collection*: LEGO® Spooky Young LEGO fans can now learn more about the monsters, ghouls, and other ghostly minifigures from the LEGO universe, including the LEGO Monster Fighters. Packed with over 1,000 reusable stickers, they can create their own monster scenes and/or decorate their Halloween bags with their favorite spooky minifigures using this new LEGO sticker collection from DK!



## related titles



Ultimate Sticker Collection:  
LEGO Amazing Minifigure  
9781465401731



Ultimate Sticker Collection:  
LEGO Minifigure  
9780756659844

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october

Ultimate Sticker Collection: LEGO® Spooky | Licensed | ISBN: 9781465424686 | Paperback | 8 1/2 x 11" | 96 pages | \$12.99 | Ages 5+

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