

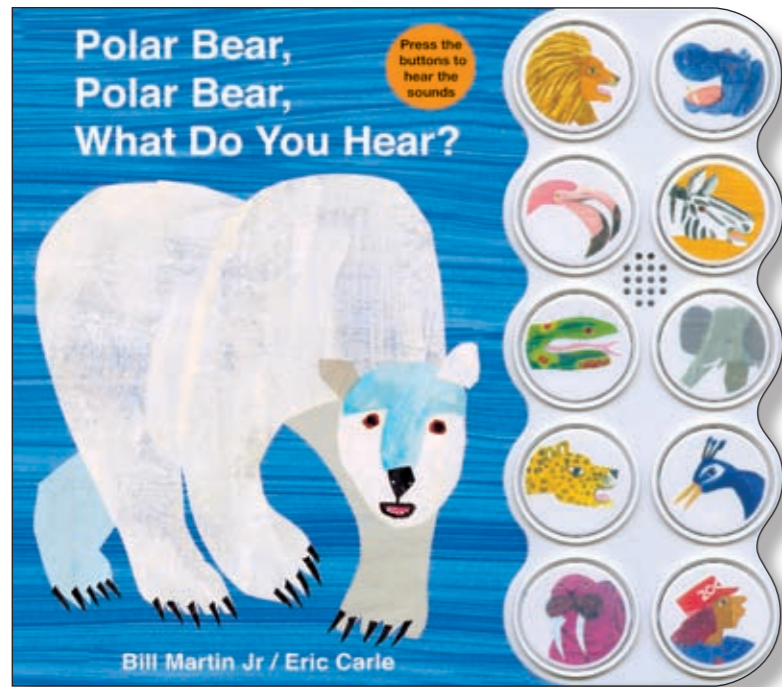


Priddy Books



Winter 2012 Catalog

Polar Bear, Polar Bear, What Do You Hear? A Simple First Words Book

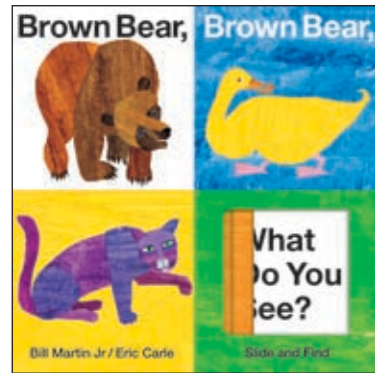


- Eric Carle and Bill Martin Jr's *Polar Bear, Polar Bear, What Do You Hear?* presented in full in the bestselling Priddy Simple First Words format
- Bill Martin Jr's playful, rhythmic text, beautifully illustrated by Eric Carle in his signature style, introduces the young reader to the snarling leopard, hissing snake, bellowing walrus and other noisy, colorful zoo animals
- Children will love to press one of the ten sound buttons to hear the noise that each animal – and the whistling zookeeper! – makes, then imitate, repeat and learn the noises themselves

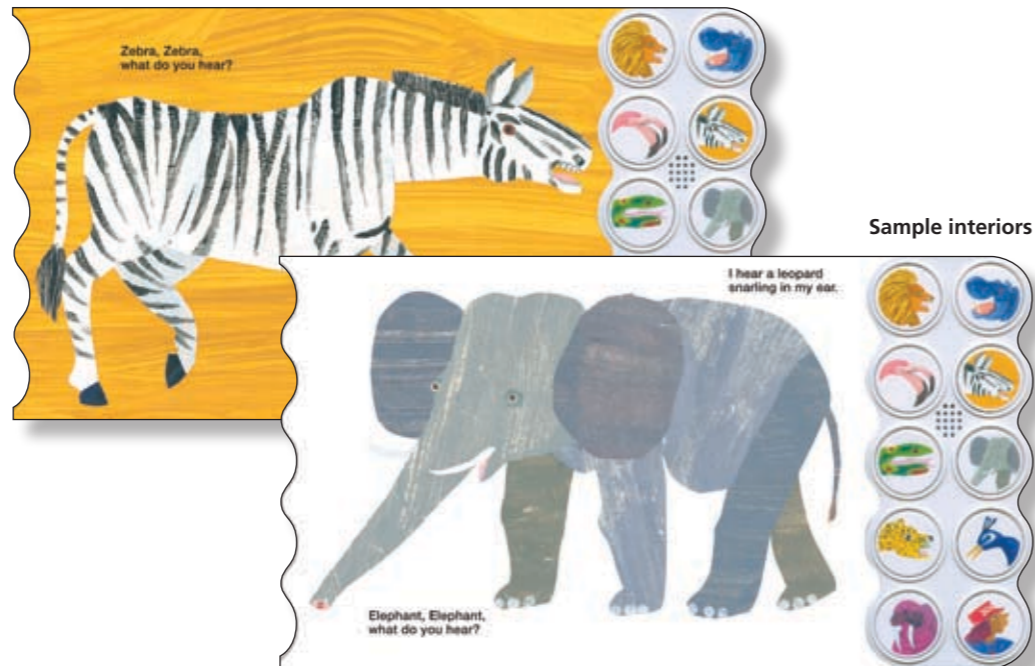
Polar Bear, Polar Bear, What Do You Hear?
A Simple First Words Book
ISBN-13: 978-0-312-51346-7
ISBN-10: 0-312-51346-1
Ages: 1-4
Size: 10¼" x 9¼" x ¾"
Format: 26pp • BB • Sound bar
Retail: US \$14.95 Can \$14.95
On Sale November 8 2011



Also available



Slide and Find
Brown Bear, Brown Bear, What Do You See?
ISBN-13: 978-0-312-50926-2
ISBN-10: 0-312-50926-X
24pp • 8½" x 8½" x 1⅛"
US \$12.99 Can \$12.99



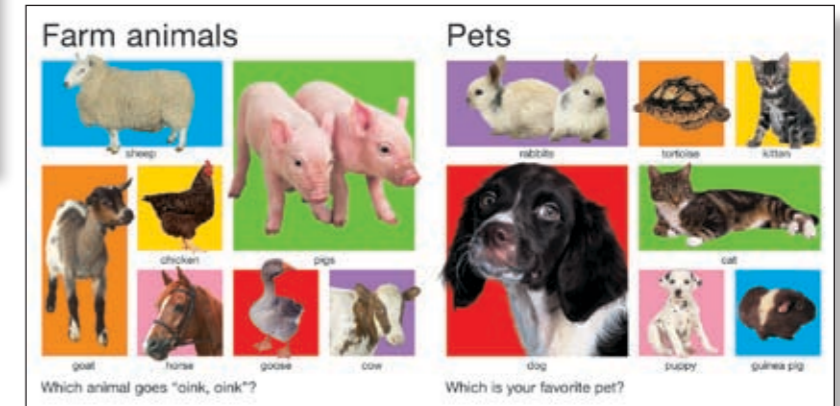
A My Big Board Book

My big word book



My Big Board Books: My Big Word Book
ISBN-13: 978-0-312-51373-3
ISBN-10: 0-312-51373-9
Ages: 1-4
Size: 10⅞" x 10⅞" x 5/8"
Format: 10pp • BB • Casebound
Retail: US \$7.99 Can \$7.99
On Sale January 31 2012

- New addition to the classic, bestselling Priddy My Big Board Books series – over two million units sold to date
- Packed with photographs of first objects, animals and more which babies and toddlers will recognise from their everyday environment and experiences
- Each image is clearly labeled with its name, and there is a question on each page to prompt and encourage further discussion about all the objects to be seen
- Essential part of any child's first library to help build vocabulary, develop word/picture association and awareness of the world around them



Sample interior

Also available



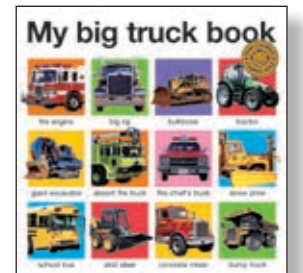
My Big Board Books
My Big Animal Book
ISBN-13: 978-0-312-51107-4
ISBN-10: 0-312-51107-8
10pp • 10⅞" x 10⅞" x 5/8"
US \$7.99 Can \$7.99



My Big Board Books
My Big Dinosaur Book
ISBN-13: 978-0-312-51306-1
ISBN-10: 0-312-51306-2
10pp • 10⅞" x 10⅞" x 5/8"
US \$7.99 Can \$7.99



My Big Board Books
My Big Farm Book
ISBN-13: 978-0-312-51082-4
ISBN-10: 0-312-51082-9
10pp • 10⅞" x 10⅞" x 5/8"
US \$7.99 Can \$7.99



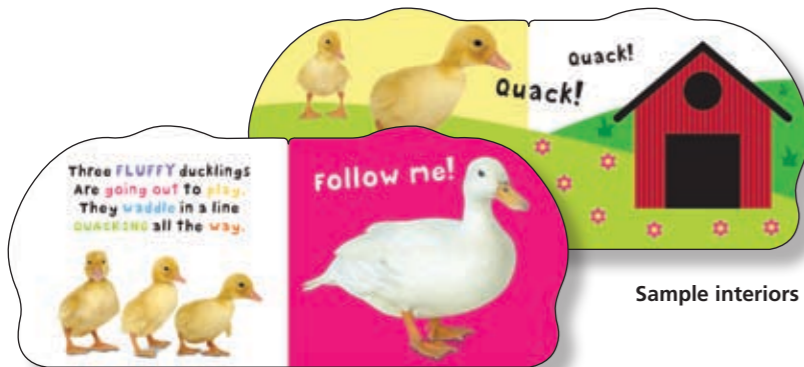
My Big Board Books
My Big Truck Book
ISBN-13: 978-0-312-51106-7
ISBN-10: 0-312-51106-X
10pp • 10⅞" x 10⅞" x 5/8"
US \$7.99 Can \$7.99

An I Love Touch and Feel Book

- Shaped touch-and-feel board book which little hands will love to hold
- With full-color photographs of fluffy ducklings to discover and touch-and-feel textures to explore
- Simple rhyming text is fun for adults to read and for children to listen to



I Love Touch and Feel Books: I Love Ducklings
 ISBN-13: 978-0-312-51374-0
 ISBN-10: 0-312-51374-7
 Ages: 1-3
 Size: 7½" x 6½" x ¾"
 Format: 10pp • BB • Die-cut • Touch-and-feel novelties
 Retail: US \$5.99 Can \$5.99
 On Sale January 31 2012

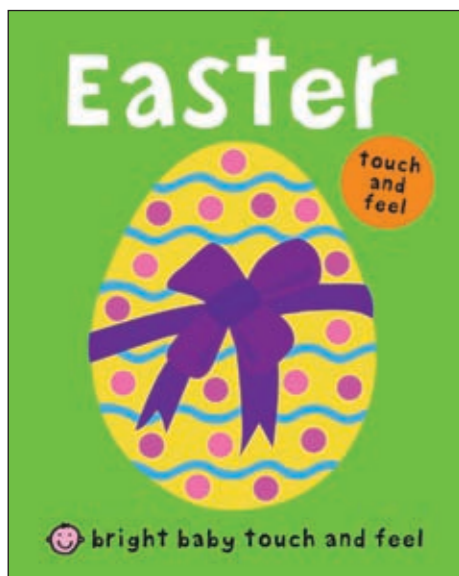


Sample interiors

Please see our Backlist Catalog for our full range of I Love Touch and Feel Board Books

A Bright Baby Touch and Feel Book

- A seasonal, touch-and-feel first word and picture book celebrating Easter
- Fun pictures of Easter eggs, chicks, bunnies and more to look at, plus different textures including fabric, corrugated card and glitter for little fingers to touch and feel
- Great first book for adults to share with young children to discover Easter and some of its traditions



Bright Baby Touch and Feel: Easter
 ISBN-13: 978-0-312-51375-7
 ISBN-10: 0-312-51375-5
 Ages: 0-3
 Size: 4¾" x 5¾" x ½"
 Format: 12pp • BB • Touch-and-feel textures
 Retail: US \$4.95 Can \$4.95
 On Sale January 31 2012



Sample interior

Please see our Backlist Catalog for our full range of Bright Baby Touch and Feel Books

Wipe Clean Books

- Two brand new additions to Priddy's classic, multi-million copy selling Wipe Clean series
- Ideal introductions for preschool children to mastering pen control and to the formation and writing of key first words
- Pages are wipe clean, so that all the exercises and activities inside can be completed, wiped away and repeated, reinforcing the skills that the preschooler is learning
- Wipe-clean pen included



Wipe Clean: First Words
 ISBN-13: 978-0-312-51393-1
 ISBN-10: 0-312-51393-3
 Ages: 3-6
 Size: 9⅞" x 9⅞" x ¾"
 Format: 28pp • BB • Wipe clean
 Wipe-clean pen
 Retail: US \$8.95 Can \$8.95
 On Sale February 28 2012



Sample interior



Wipe Clean: Pen Control
 ISBN-13: 978-0-312-51395-5
 ISBN-10: 0-312-51395-X
 Ages: 3-6
 Size: 9⅞" x 9⅞" x ¾"
 Format: 28pp • BB • Wipe clean
 Wipe-clean pen
 Retail: US \$8.95 Can \$8.95
 On Sale February 28 2012

Also available



Wipe Clean: Animals
 ISBN-13: 978-0-312-49401-8
 ISBN-10: 0-312-49401-7
 28pp • 9⅞" x 9⅞" x ¾"
 US \$8.95 Can \$8.95



Wipe Clean: Letters
 ISBN-13: 978-0-312-49251-9
 ISBN-10: 0-312-49251-0
 28pp • 9⅞" x 9⅞" x ¾"
 US \$8.95 Can \$8.95



Wipe Clean: Numbers
 ISBN-13: 978-0-312-49264-9
 ISBN-10: 0-312-49264-2
 28pp • 9⅞" x 9⅞" x ¾"
 US \$8.95 Can \$8.95



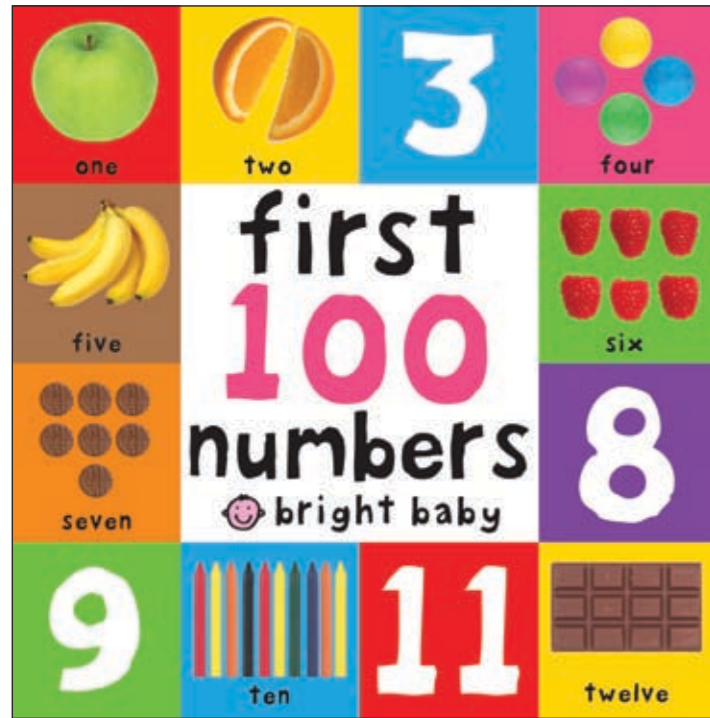
Wipe Clean: Puzzle Fun
 ISBN-13: 978-0-312-50083-2
 ISBN-10: 0-312-50083-1
 28pp • 9⅞" x 9⅞" x ¾"
 US \$8.95 Can \$8.95



Wipe Clean: Things That Go
 ISBN-13: 978-0-312-49400-1
 ISBN-10: 0-312-49400-9
 28pp • 9⅞" x 9⅞" x ¾"
 US \$8.95 Can \$8.95



Wipe Clean: United States of America
 ISBN-13: 978-0-312-50082-5
 ISBN-10: 0-312-50082-3
 28pp • 9⅞" x 9⅞" x ¾"
 US \$8.95 Can \$8.95



First 100 Board Books: First 100 Numbers
 ISBN-13: 978-0-312-51376-4
 ISBN-10: 0-312-51376-3
 Ages: 0-4
 Size: 10¾" x 10¾" x 5/8"
 Format: 14pp • BB • Casebound
 Retail: US \$8.95 Can \$8.95
 On Sale March 27 2012

A First 100 Board Book

- Fantastic new addition to one of Priddy's all-time bestselling series, taking the classic First 100 concept and applying it to numbers and counting
- Features over 100 clear, sharp images with text labels to help children develop their number and counting skills and build everyday vocabulary
- Simple, timeless design in a big, sturdy, durable format



Sample interior

First Concepts Books

- A new series of interactive board books for babies and toddlers which introduce key early learning concepts
- Each title features simple, strong design, easy-to-read text, plus flaps to lift and tabs to pull which reveal hidden pictures
- Sharp, clear images capture children's interest, and the bold text labels are an ideal aid to help them recognise, name and learn first colors, numbers and objects

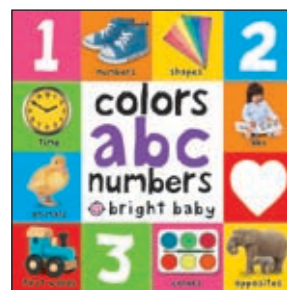


Sample interior

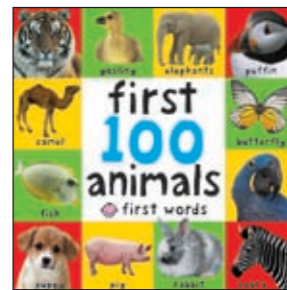


First Concepts: Colors
 ISBN-13: 978-0-312-51377-1
 ISBN-10: 0-312-51377-1
 Ages: 1-3
 Size: 8" x 8" x 5/8"
 Format: 12pp • BB • Interactive novelties
 Retail: US \$8.99 Can \$8.99
 On Sale March 27 2012

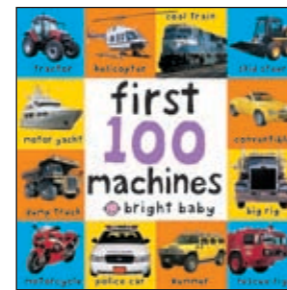
Also available



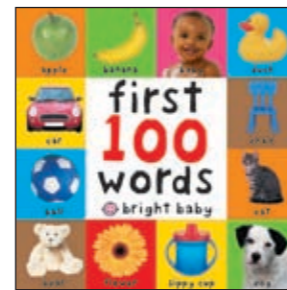
First 100 Board Books: Colors ABC Numbers
 ISBN-13: 978-0-312-50219-5
 ISBN-10: 0-312-50219-2
 14pp • 10¾" x 10¾" x 5/8"
 US \$8.95 Can \$8.95



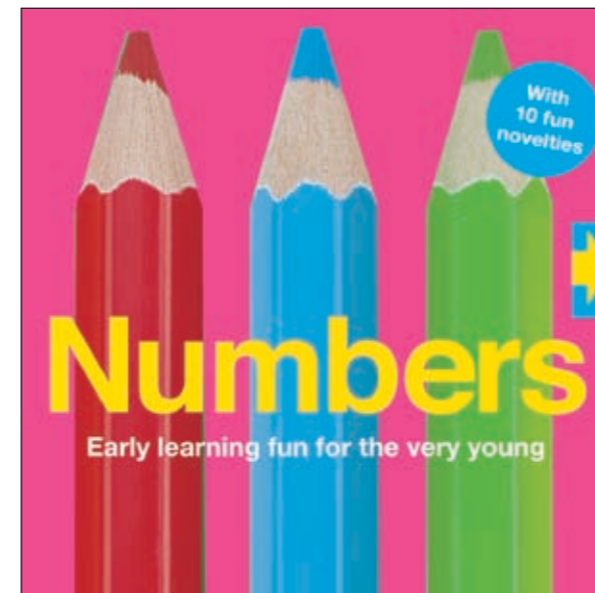
First 100 Board Books: First 100 Animals
 ISBN-13: 978-0-312-49676-0
 ISBN-10: 0-312-49676-1
 14pp • 10¾" x 10¾" x 5/8"
 US \$8.95 Can \$8.95



First 100 Board Books: First 100 Machines
 ISBN-13: 978-0-312-49806-1
 ISBN-10: 0-312-49806-3
 14pp • 10¾" x 10¾" x 5/8"
 US \$8.95 Can \$8.95



First 100 Board Books: First 100 Words
 ISBN-13: 978-0-312-49541-1
 ISBN-10: 0-312-49541-2
 14pp • 10¾" x 10¾" x 5/8"
 US \$8.95 Can \$8.95



Sample interior

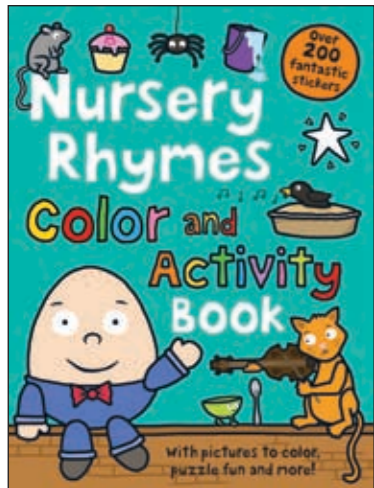
First Concepts: Numbers
 ISBN-13: 978-0-312-51378-8
 ISBN-10: 0-312-51378-X
 Ages: 1-3
 Size: 8" x 8" x 5/8"
 Format: 12pp • BB • Interactive novelties
 Retail: US \$8.99 Can \$8.99
 On Sale March 27 2012



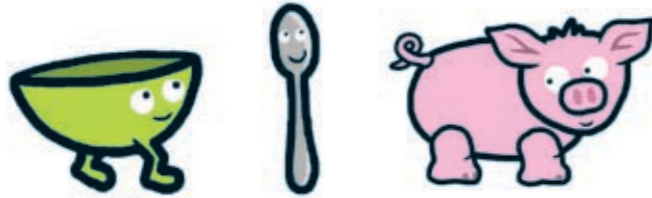
New Titles For Winter

2012

A Color and Activity Book

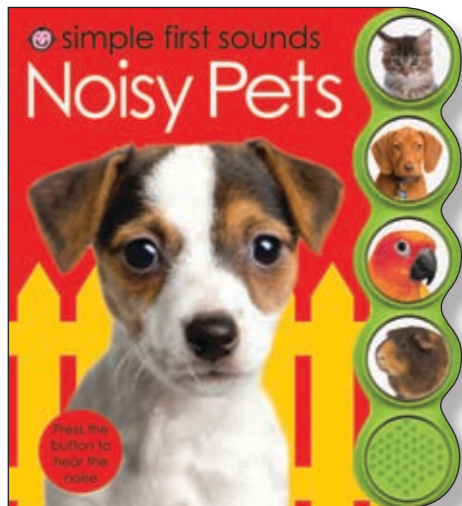


- Nursery rhyme themed coloring book, activity book, sticker book and story book all in one
- Packed with pictures of nursery rhyme characters to color in, themed puzzles to complete, drawing, and over 200 stickers to have fun with
- Plus favorite fairy tales such as *Humpty Dumpty*, *Hey Diddle Diddle*, *Jack and Jill* and more to read out loud or listen to



Color and Activity Books: Nursery Rhymes
 ISBN-13: 978-0-312-51379-5
 ISBN-10: 0-312-51379-8
 Ages: 3-6
 Size: 8½" x 11" x ¾"
 Format: 80pp • PB • Stickers
 Retail: US \$6.99 Can \$6.99
 On Sale March 27 2012

A Simple First Sounds Book



- Noisy, interactive board book for children aged one and over
- Each spread has photographs of one of four favorite family pets – cat, dog, bird and guinea pig – plus simple first facts about each one to discover
- Children will love pressing the buttons on the sound bar to hear the noise that each pet makes, and have fun repeating and learning the noises themselves

Simple First Sounds: Noisy Pets
 ISBN-13: 978-0-312-51381-8
 ISBN-10: 0-312-51381-X
 Ages: 1-4
 Size: 8½" x 9¼" x ½"
 Format: 12pp • BB • Sound bar
 Retail: US \$9.99 Can \$9.99
 On Sale April 24 2012

Also available



Color and Activity Books: Fairy Tales
 ISBN-13: 978-0-312-51084-8
 ISBN-10: 0-312-51084-5
 80pp • 8½" x 11" x ¾"
 US \$6.99 Can \$6.99



Color and Activity Books: Preschool
 ISBN-13: 978-0-312-51317-7
 ISBN-10: 0-312-51317-8
 80pp • 8½" x 11" x ¾"
 US \$6.99 Can \$6.99

Also available

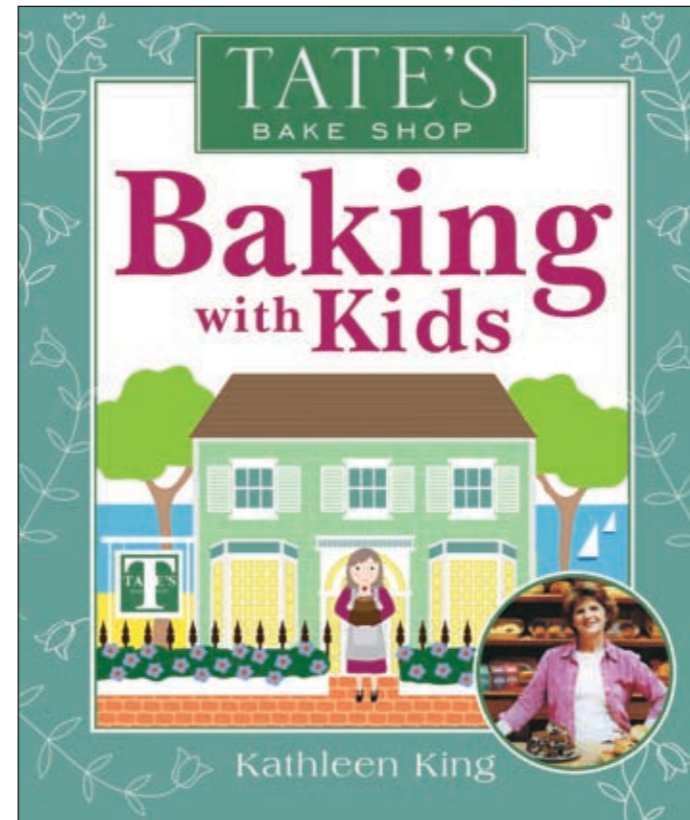


Simple First Sounds: Noisy Trucks
 ISBN-13: 978-0-312-50924-8
 ISBN-10: 0-312-50924-3
 12pp • 8½" x 9¼" x ½"
 US \$9.99 Can \$9.99

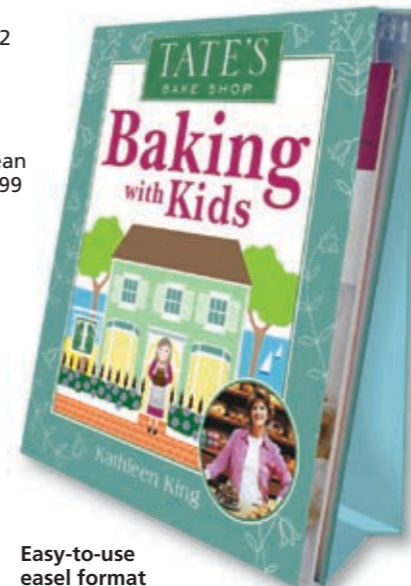


Simple First Sounds: Noisy Zoo
 ISBN-13: 978-0-312-50923-1
 ISBN-10: 0-312-50923-5
 12pp • 8½" x 9¼" x ½"
 US \$9.99 Can \$9.99

Baking with Kids



Baking with Kids
 ISBN-13: 978-0-312-51396-2
 ISBN-10: 0-312-51396-8
 Ages: 5-9
 Size: 9½" x 11½" x 1"
 Format: 24pp • HB
 Easel-style base • Wipe clean
 Retail: US \$12.99 Can \$12.99
 On Sale April 24 2012



Easy-to-use easel format

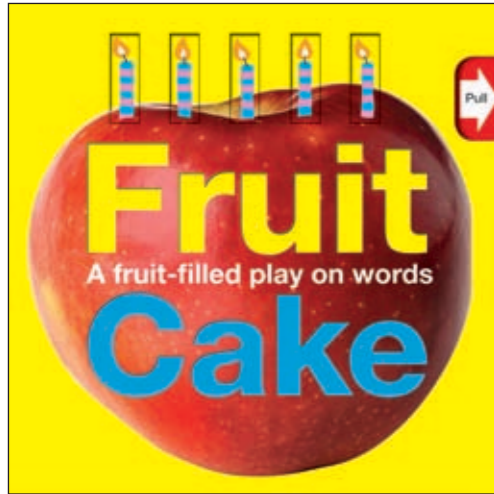
- Kathleen King, owner of the renowned Tate's Bake Shop, shares over 20 of her favorite fun and easy-to-make recipes to bake with kids at home
- From cookies to brownies to muffins, each tempting recipe has clear, step-by-step instructions and is illustrated with bright photographs
- Easel-style base folds out so that the book stands up by itself, and wirebound pages flip over, so that the instructions are always clearly visible
- Wipe-clean pages easy to clean, even for the messiest of cooks!



Sample interiors



September 2011

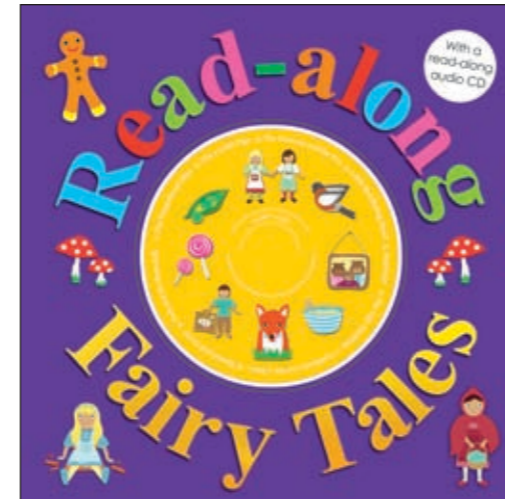


Word Play: Fruit Cake
 ISBN-13: 978-0-312-50947-7
 ISBN-10: 0-312-50947-2
 16pp • 9¾" x 9¾" x 5/8"
 US \$14.99 Can \$14.99
 On Sale September 13 2011



Bright Baby Touch and Feel: Hanukkah
 ISBN-13: 978-0-312-51338-2
 ISBN-10: 0-312-51338-0
 12pp • 4¾" x 5¾" x 1/2"
 US \$4.95 Can \$4.95
 On Sale September 13 2011

October 2011



Read-along Books: Fairy Tales
 ISBN-13: 978-0-312-51323-8
 ISBN-10: 0-312-51323-2
 36pp • 9½" x 9½" x 1"
 US \$12.95 Can \$12.95
 On Sale October 11 2011

November 2011



First Time Story Books
 ISBN-13: 978-0-312-51332-0
 ISBN-10: 0-312-51332-1
 5 x 32pp books • 6½" x 9" x 1 1/8"
 US \$9.99 Can \$9.99
 On Sale November 8 2011

December 2011



Baby Basics: My First Words
 ISBN-13: 978-0-312-51318-4
 ISBN-10: 0-312-51318-6
 48pp • 9½" x 11¼" x 3/4"
 US \$9.99 Can \$9.99
 On Sale December 6 2011



My Fold Out Floor Books: I Love You
 ISBN-13: 978-0-312-51334-4
 ISBN-10: 0-312-51334-8
 12pp • 7" x 7" x 3/4"
 US \$6.99 Can \$6.99
 On Sale December 6 2011

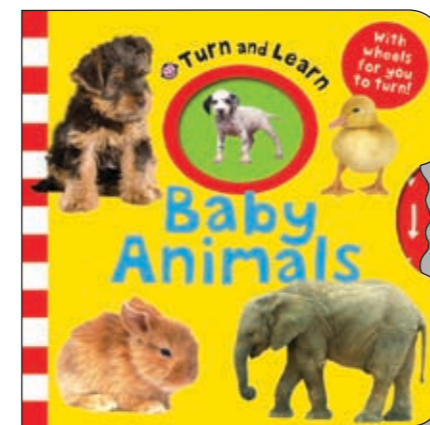
November 2011



Bright Baby Touch and Feel: Winter
 ISBN-13: 978-0-312-50976-7
 ISBN-10: 0-312-50976-6
 12pp • 4¾" x 5¾" x 1/2"
 US \$4.95 Can \$4.95
 On Sale September 13 2011



My Sticker Activity Set
 ISBN-13: 978-0-312-51320-7
 ISBN-10: 0-312-51320-8
 3 x 128pp books
 5 3/8" x 7 1/4" x 1 5/8"
 US \$9.99 Can \$9.99
 On Sale September 13 2011



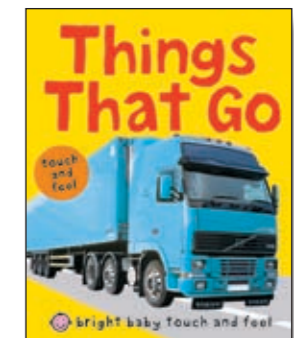
Turn and Learn: Baby Animals
 ISBN-13: 978-0-312-51333-7
 ISBN-10: 0-312-51333-X
 10pp • 8 3/8" x 8 3/8" x 3/4"
 US \$7.99 Can \$7.99
 On Sale November 8 2011



Images show individual titles



Bright Baby Touch and Feel: St Patrick's Day
 ISBN-13: 978-0-312-51335-1
 ISBN-10: 0-312-51335-6
 12pp • 4¾" x 5¾" x 1/2"
 US \$4.95 Can \$4.95
 On Sale December 6 2011



Bright Baby Touch and Feel: Things That Go
 ISBN-13: 978-0-312-51336-8
 ISBN-10: 0-312-51336-4
 12pp • 4¾" x 5¾" x 1/2"
 US \$4.95 Can \$4.95
 On Sale December 6 2011

Parent's guide

All of our new titles have symbols to make it easier for parents to identify the key skills that our books encourage and develop.



speaking skills



writing skills



inspires creativity



encourages imagination



reading skills



family learning



fine motor skills



hand-eye coordination



problem solving



stimulates senses



first skills



number skills



learn about the world



first words



2011 marks the 10th anniversary of Priddy Books. In those 10 years, we have published over 500 titles, won numerous industry awards, and sold over 70 million copies of our books globally.

But our most important achievement, is the pleasure that our books have brought to countless children worldwide. It is so rewarding to see a child enjoying and learning something from one of our titles, especially babies, when you consider that it could be the first book that they have ever seen. As we move into our next decade, our core values and commitment remain the same: to publish innovative books using simple but effective concepts, the finest of materials and eye-catching designs, and to continue to educate, stimulate and bring enjoyment to our young readers.

Roger Priddy

Find out more about Priddy Books at
www.priddybooks.com



priddy  books
big ideas for little people

Macmillan Children's Publishing Group, 175 Fifth Avenue, New York, NY 10010. 646-307-5206
MPS Distribution Center, 16365 James Madison Highway, Gordonsville, VA 22942-8501
Tel: Customer Service: 888-330-8477. Order Entry: x 6540

Email: Customer Service: customerservice@mpsvirginia.com. Orders: orders@mpsvirginia.com

Orders in Canada: For Independent, Library, Trade Wholesale, Special Markets and Warehouse Club Channels:
Raincoast Books, 2440 Viking Way, Richmond, British Columbia V6V 1N2

Tel: (604) 448-7100; (800) 663-5714. Fax: (604) 270-7161; (800) 565-3770. Email: customerservice@raincoast.com

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Books priced at \$8.94 and below must be ordered in multiples of 3 per title. Exact titles shown with ISBN.

All measurements indicate finished product size, including packaging, where applicable.

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