



FRONTLIST | PREVIOUSLY RELEASED

4 *Sports Illustrated Kids* Pro Files: Baseball

FRONTLIST | APRIL

6 *LIFE* Jesus
 7 *TIME* Disasters That Shook the World
 8 Jumbo Sudoku Harder Than Ever
 9 *TIME* Global Warming (Revised and Updated)
 10 *People* Puzzler Celebrates the Classics!
 11 Jumbo Word Search Explosion
 12 *Real Simple* Easy, Delicious Home Cooking
 14 Flea Market Finds with Matthew Mead
 15 The Holmes Inspection
 16 *LIFE* The Best of Picture Puzzle

FRONTLIST | MAY

17 *TIME* Architects of Civilization
 18 *LIFE* The Rolling Stones
 20 *TIME* Royalty
 21 *TIME* The United States Constitution
 22 *TIME for Kids* Almanac 2013

FRONTLIST | JUNE

23 *Superstars!* Mega-Hot Celebs
 24 *TIME for Kids* Big Book of What
 26 *TIME* George Washington
 27 *Essence* Peace, Pride & Power
 28 *People* Before They Were Stars
 29 *LIFE* The Hidden World of Secret Societies
 30 *LIFE* The World's Great Civilizations

FRONTLIST | JULY

31 *LIFE* America Revealed
 32 *TIME for Kids* Science Almanac
 34 *Sports Illustrated* Pittsburgh Steelers
 35 *NFL* Record & Fact Book 2012
 36 *LIFE* Bob Dylan

FRONTLIST | AUGUST

38 The Scooby-Doo! Big Book of Fun
 39 The Looney Tunes Big Book of Fun

BACKLIST

42 AFRICAN-AMERICAN
 42 BEAUTY
 43 BIOGRAPHY
 44 BUSINESS
 45 KIDS
 47 FOOD, DINING & ENTERTAINING
 49 HEALTH
 50 HISTORY
 52 LIFESTYLE
 53 PHOTOGRAPHY
 56 PUZZLES & GAMES
 60 POP CULTURE
 61 RELIGION
 62 SCIENCE
 63 SPORTS
 65 REFERENCE
 65 TEEN

66 **INDEX**

68 **ORDER INFO**

69 **NOTES**



FRONTLIST



Pro Files: Baseball

Intel on Today's Biggest Stars and Tips for How to Play Like Them

by the Editors of Sports Illustrated Kids Magazine

SPORTS ILLUSTRATED Kids' *Pro Files* Baseball is a must-have book for every young baseball fan and player. This 96-page book profiles 15 of the big leagues' hottest stars and features SI Kids' signature content: great writing, fun trivia, amazing statistics, and dynamic photography. But *Pro Files Baseball* also delves deeper, providing insider tips from major league coaches on how to hit, pitch, and field just like the stars in the book. Experts help break down each baseball skill so that young players can learn to play like the pros. In *Pro Files Baseball*, fans will not only read all about Albert Pujols and his accomplishments, but they'll also learn how to smack home runs like the St. Louis Cardinals slugger.

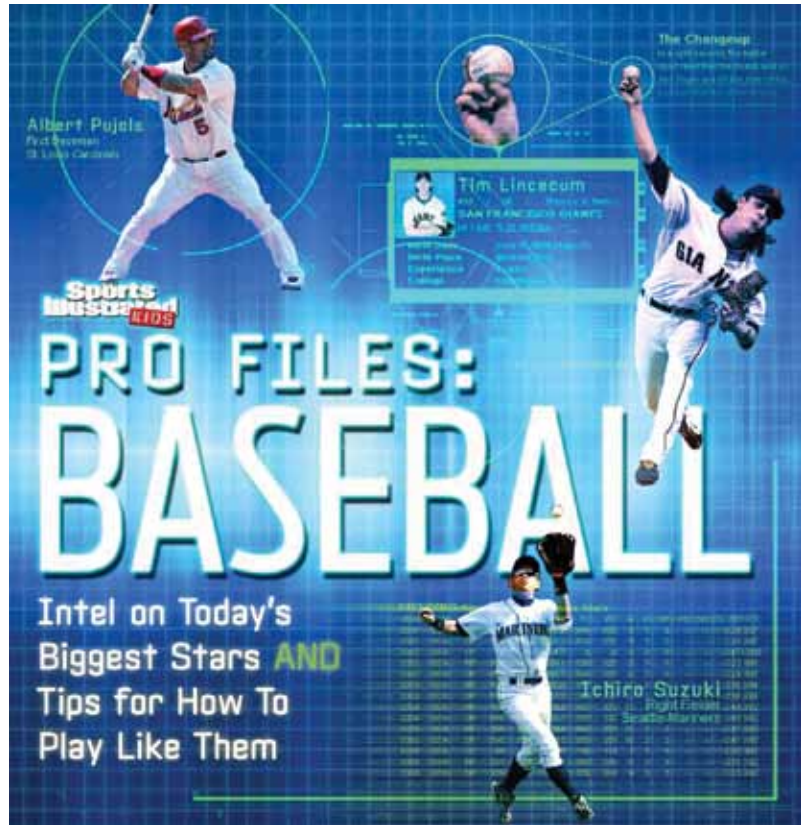
MARKETING PLANS

- Strong support in *Sports Illustrated Kids* and on *sikids.com*
- National Media Outreach
- Advertising in Time Inc. magazines

CATEGORY: Juvenile NonFiction/
Sports & Recreation – General
PUB DATE: 3/13/12
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ALBERT PUJOLS

BACKGROUND REPORT Albert Pujols had one of the best seasons of his career in 2009. The first baseman hit .327 with 130 RBIs and a major league high 47 home runs, including five grand slams. Opposing pitchers were so scared of Pujols that they walked him 119 times, 44 of which were intentional. So it was no surprise that Pujols was a unanimous choice for National League MVP. It was the third time he's won the award. "I think it was the most consistent year," he told reporters. "I was pretty much hot from April until almost September."

Pujols has actually been hot from the moment he arrived in the big leagues. Even when he was just a rookie, he was really good. In 2005, he hit .314 with 34 home runs and 127 RBIs. Those are career numbers for most players. For Pujols, they represent his worst year to date.

He hits for average, he hits for power, he hits in the regular season, he hits in the World Series. Pujols is 30 years old and has already accomplished things that no other player has before. In each of his first nine seasons, he's had at least 30 home runs, 100 RBIs, 40 runs, and a .300 batting average. No other player to reach league history has scored his career with those kinds of stats.

ON THE RISE How does he do it? It's all in the swing. It's not the fastest ground, but it's short and simple. And Pujols has a knack for putting the fat part of the bat on the ball. When he connects, look out. In a 2009 game, Pujols hit a homer so hard and far that when it hit the bleachers, it was still in the air. The ball broke the second fence in St. Louis. Talk about "popping power."

An onslaught of gossamer-thin home runs isn't even his most impressive feat. In 2009, he hit a grand slam home run in the bottom of the 9th inning of a game against the San Francisco Giants. He was up 2-0, and he hit a grand slam home run. He was up 2-0, and he hit a grand slam home run.

CAPTION LINE Pujols and team captain Matt Holliday were the first to reach 100 home runs in the same season. Pujols hit his 100th home run in 2009, and Holliday hit his 100th in 2008.

FULL STEAM AHEAD Pujols is a power hitter, but he's also a clutch performer. He's hit 10 grand slams in his career, and he's hit 10 grand slams in his career. He's hit 10 grand slams in his career, and he's hit 10 grand slams in his career.

ANALYSIS: FAVORITES

- ETHNIC RESTAURANT AND: Italian
- FOOD: Pizza
- MUSICAL ACT: Jay-Z
- CARTOON CHARACTER: Bugs Bunny

STATS

HT	WT	HT	WT
6' 3"	230 lbs	6' 3"	230 lbs
HT	WT	HT	WT
6' 3"	230 lbs	6' 3"	230 lbs
HT	WT	HT	WT
6' 3"	230 lbs	6' 3"	230 lbs

INCLUDE THE NUMBERS

49 Home runs and 127 RBIs in 2009, a career high for Pujols. He's hit 10 grand slams in his career.

9 Times he's hit a grand slam home run in his career.

1 Pujols is the only player to hit a grand slam home run in the bottom of the 9th inning of a game.

ALBERT PUJOLS

HOW TO Hit for Power Like Albert

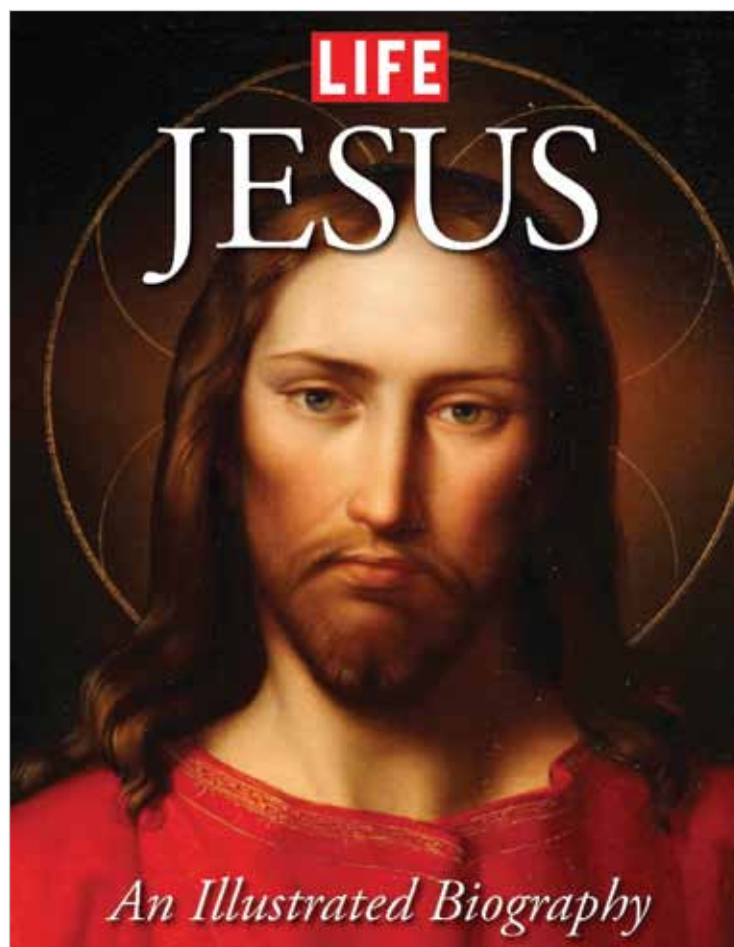
Stand with your feet shoulder-width apart. Keep your feet flat on the ground. Keep your back straight. Keep your head still. Keep your eyes on the ball. Keep your hands relaxed. Keep your arms extended. Keep your legs bent. Keep your hips flexed. Keep your torso upright. Keep your shoulders relaxed. Keep your wrists loose. Keep your fingers spread. Keep your thumb straight. Keep your index finger pointing up. Keep your middle finger pointing up. Keep your ring finger pointing up. Keep your pinky finger pointing up.

WORDS OF WISDOM

"Sometimes you're going to get hits. Sometimes you're going to make outs. That's the way this game is. You're not going to be perfect every time."

EASY DRILLS

- 1) Stand with your feet shoulder-width apart. Keep your feet flat on the ground. Keep your back straight. Keep your head still. Keep your eyes on the ball. Keep your hands relaxed. Keep your arms extended. Keep your legs bent. Keep your hips flexed. Keep your torso upright. Keep your shoulders relaxed. Keep your wrists loose. Keep your fingers spread. Keep your thumb straight. Keep your index finger pointing up. Keep your middle finger pointing up. Keep your ring finger pointing up. Keep your pinky finger pointing up.
- 2) Stand with your feet shoulder-width apart. Keep your feet flat on the ground. Keep your back straight. Keep your head still. Keep your eyes on the ball. Keep your hands relaxed. Keep your arms extended. Keep your legs bent. Keep your hips flexed. Keep your torso upright. Keep your shoulders relaxed. Keep your wrists loose. Keep your fingers spread. Keep your thumb straight. Keep your index finger pointing up. Keep your middle finger pointing up. Keep your ring finger pointing up. Keep your pinky finger pointing up.
- 3) Stand with your feet shoulder-width apart. Keep your feet flat on the ground. Keep your back straight. Keep your head still. Keep your eyes on the ball. Keep your hands relaxed. Keep your arms extended. Keep your legs bent. Keep your hips flexed. Keep your torso upright. Keep your shoulders relaxed. Keep your wrists loose. Keep your fingers spread. Keep your thumb straight. Keep your index finger pointing up. Keep your middle finger pointing up. Keep your ring finger pointing up. Keep your pinky finger pointing up.



CATEGORY: Religion
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LIFE

Jesus

An Illustrated Biography
 by the Editors of LIFE

No single person has had a greater impact on the world. His life and teachings have inspired the world's largest religious movement, and over the course of the centuries, wars have been waged and cities and citadels built in his name. The greatest story ever told has been often told in words, but in this new LIFE book it is told in words and pictures. LIFE's photographer Denis Waugh travels to the Holy Land and walks in Jesus's footsteps. The current discord in the Middle East is addressed, including up-to-date photography from the Arab Spring, and a dramatic photo-essay of the standoff at the Church of the Nativity in Bethlehem. The history of Christianity in Rome, and the rise of the Vatican, is recounted. The photography of Gianni Giansanti, which so illuminated previous LIFE books including the *New York Times* bestselling illustrated biography of Pope John Paul II, takes us behind doors that are ordinarily closed. The narrative in this book is written by LIFE Managing Editor Robert Sullivan and author of the book on John Paul, who had been twice honored with the Wilbur Award for the year's best magazine story on a religious topic. He has edited a previous and much praised book on Jesus—*Who Do You Say That I Am?*—as well as the LIFE books *Holy Lands* and *Places of the Bible*. LIFE's book on Jesus tells—and shows—the entire story, from the cradle to the cross, and well beyond, to the rise of Christianity and the sway it holds in the world today. This book is a narrative and visual hosanna.

MARKETING PLANS

- Advertising in Time Inc. publications
- National media outreach and banners on LIFE.com

TIME

Disasters that Shook the World!

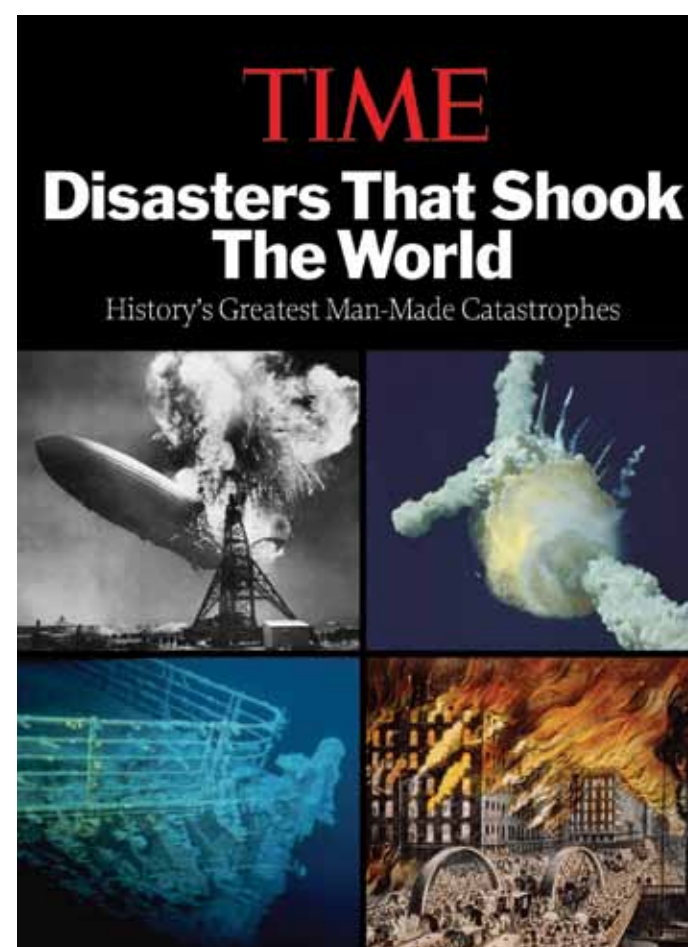
History's Greatest
 Man-Made Catastrophes

by Kelly Knauer and the Editors of TIME Magazine

Nature's disasters may be horrifying, but the calamities caused by man, which could have been prevented, are even more tragic. Now TIME tells the full story of history's most memorable man-made disasters, from the sinking of the *Titanic* to the explosions of the space shuttles *Challenger* and *Columbia*. Here are deadly train wrecks and airplane collisions, the great fires that destroyed London and Chicago, the Johnstown Flood, the crash of the *Hindenburg*, the nuclear accidents at Chernobyl and Fukushima—and many more historic calamities.

MARKETING PLANS

- Advertising in Time Inc. publications
- Banners on TIME.com

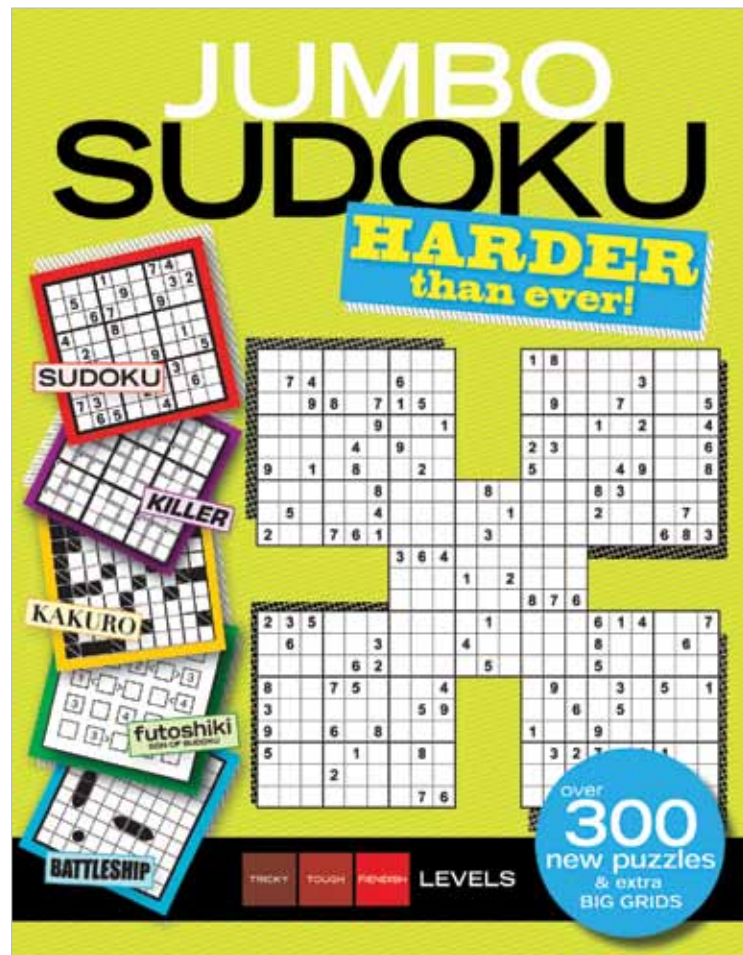


CATEGORY: History/Science
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ISBN 10: 1-60320-247-1
 ISBN 13: 978-1-60320-247-3



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JUMBO SUDOKU Harder Than Ever!

The next installment in the popular *Jumbo Sudoku* series, *Jumbo Sudoku Harder Than Ever!* includes over 300 puzzles. The popular numerical brainteaser is a fun way to work your brain, and sudoku fans of all levels will love this collection.

Jumbo Sudoku Harder Than Ever! includes classic sudoku, as well as Samurai, Kakuro, Killer, Battleship, and "Son of Sudoku" Futoshiki puzzles. All the puzzles are rated on a scale of tricky to fiendish. If you are looking to finally be challenged by sudoku, this is the book you have been waiting for. Sudoku puzzles continue to run in top newspapers and magazines across the country. Because every puzzle is completely different, sudoku appeals to puzzlers of all ages.

TIME

Global Warming

(Revised and Updated)
The Causes, the Perils
and the Concerns

by Kelly Knauer and the Editors of TIME Magazine

Planet Earth is heating up, and so is the debate over why our climate is changing and what it means for the future of our energy sources, of our cities, of our children. Now TIME explores the science of global warming in an illuminating, beautifully illustrated book that ranges from polar ice caps to equatorial rainforests. Here are the scientists who are working to measure and counter the warming trend; here are the world's most endangered habitats and creatures; here are various scenarios for the future. Separating truth from fantasy, TIME brings a cool eye to one of today's hottest issue. Updated and revised from the 2007 classic, this edition will be packed with new information and learning from the past 5 years.



CATEGORY: Games/Puzzles
PUB DATE: 4/3/2012
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ISBN 13: 978-1-60320-919-9

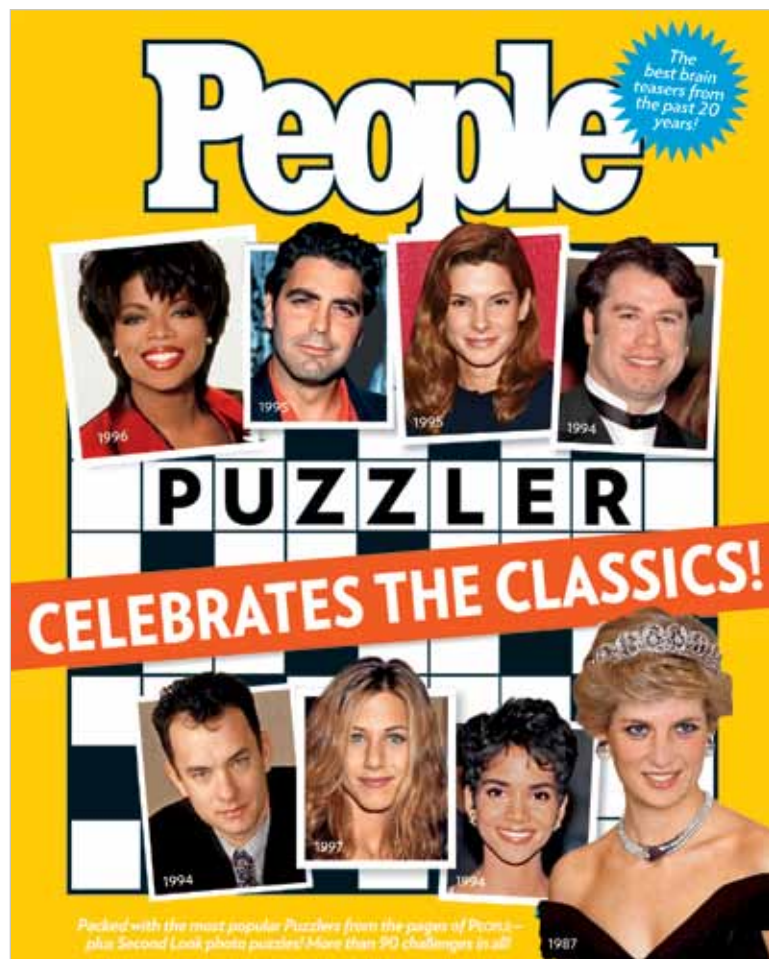


MARKETING PLANS

- National Media Campaign
- Advertising in Time Inc. publications
- Banners on TIME.com

CATEGORY: Science
PUB DATE: 4/10/2012
PRICE: \$29.95 US/ \$32.95 CAN
FORMAT: Hardcover
PAGES: 128
SIZE: 8" x 10 7/8"
PHOTOS: Over 200
ISBN 10: 1-60320-248-X
ISBN 13: 978-1-60320-248-0





People Puzzler Celebrates the Classics!

by the Editors of People Magazine

Lights, camera, Puzzle Action! *PEOPLE Puzzler Celebrates the Classics!* is a collection of all-time favorite celebrity Puzzlers from PEOPLE Magazine. Think you know a lot about movies, shows and stars? Put your knowledge to the test with 128 pages of puzzlers and over 100 photographs of your favorite celebrities. Sit back, relax, and enjoy the Puzzler fun!

MARKETING PLANS

- Daily promotion on the popular People.com/games page
- Promotion tout each week on the crossword page in *People*
- Advertising in Time Inc. magazines
- Two full-page ads in *People*

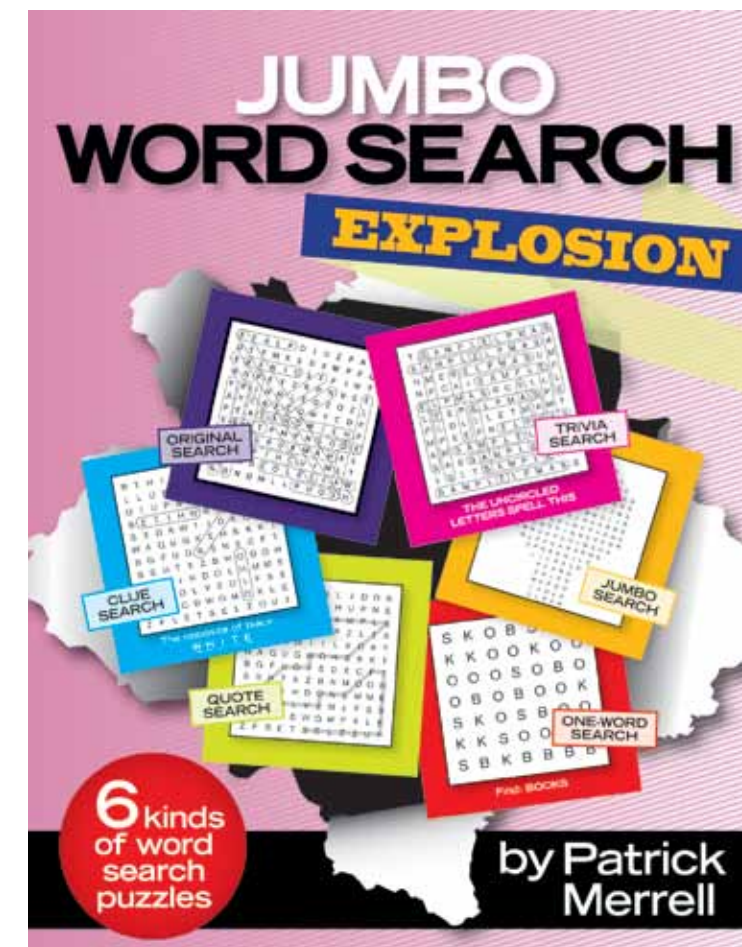
CATEGORY: Games/Puzzles
 PUB DATE: 4/3/2012
 PRICE: \$11.99 US/ \$12.99 CAN
 FORMAT: Softcover
 PAGES: 128
 SIZE: 8" x 10"
 PHOTOS: 100
 ISBN 10: 1-60320-928-X
 ISBN 13: 978-1-60320-928-1



JUMBO WORD SEARCH Explosion

by Patrick Merrell

Jumbo Word Search Explosion is the third *Word Search* book following the successful *Jumbo Sudoku* series, which has sold over 800,000 copies. *Word Search* fans rejoice, with over 250 puzzles and six different types, this is sure to become your favorite puzzle book yet. Each puzzle is themed for maximum entertainment. We have even added puzzles in puzzles: Solved your word search? Then figure out what the remaining letters spell! This book will provide you with hours of fun no matter what your ability level!



CATEGORY: Games/Puzzles
 PUB DATE: 4/3/2012
 PRICE: \$14.99 US/ \$16.99 CAN
 FORMAT: Softcover
 PAGES: 240
 SIZE: 7" x 9"
 PUZZLES: 250
 ISBN 10: 1-60320-920-4
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REAL SIMPLE
easy, delicious
home cooking

256
RECIPES
FOR EVERY
DAY OF
THE WEEK

CATEGORY: Cooking
PUB DATE: 4/3/2012
PRICE: \$24.95 US/ \$27.95 CAN
FORMAT: Softcover
PAGES: 368
SIZE: 7 3/8" x 9 1/8"
PHOTOS: 125
ISBN 10: 1-60320-923-9
ISBN 13: 978-1-60320-923-6



REAL SIMPLE
Easy, Delicious
Home Cooking

256 Recipes for Every Day of the Week
by the Editors of Real Simple Magazine

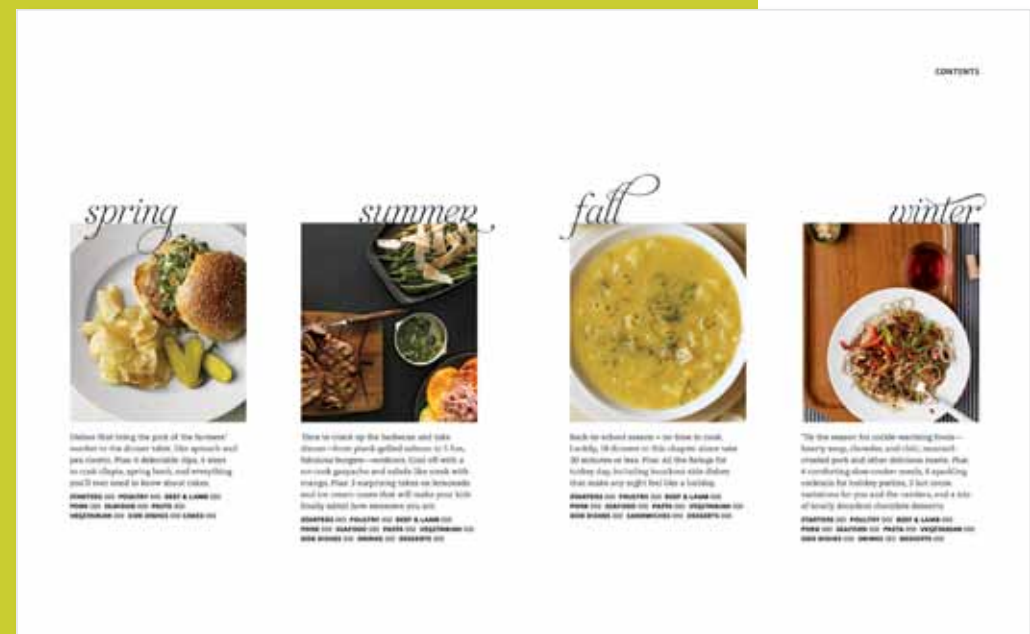
When dinnertime rolls around (again), do you sometimes wish you could disappear under Harry Potter's invisibility cloak? Or say, "Tarantallegra!" and have a beautiful meal suddenly materialize on your table? (Oh, wait—that's the spell that would make your family's legs dance. Fun, but not helpful. They would just work up an appetite.)

Here's a better idea: Flip open this book from the editors of Real Simple, and abracadabra—easy, delicious solutions will appear.

You don't have a lot of time, so more than half the meals take 30 minutes or less, and tips along the way point you to time-savers and other tricks of the trade. All the recipes are arranged by season, to help you take advantage of what's freshest in the market, and shown in beautiful color photographs for a little inspiration. So enjoy, and after a great dinner you whipped up in no time, you may not even have to say "Tarantallegra!" to see dancing feet.

MARKETING PLANS

- National & regional print and broadcast media campaign
- Tie-in promotions with *Real Simple* including web, advertising, and newsletter outreach





Flea Market Finds with Matthew Mead

by Matthew Mead

Lifestyle guru Matthew Mead hits flea markets, rummage sales, antique stores, and junk shops, adds a dash of magic, and creates hundreds of inventive yet simple (and affordable!) looks that anyone can replicate at home. From "shabby chic" decorating tips to clever crafts to ideas for re-purposing everything from jelly jars to handkerchiefs, Mead and his collective of vintage style experts share their vision and know-how in lush, inspiring photos and hard-working how-tos.

Every gorgeous page offers colorful, creative ideas for transforming bargain finds into fabulous decor. Flea market shoppers, bargain hunters, crafters, and anyone who appreciates great design will find plenty to love in FLEA MARKET FINDS.

MARKETING PLANS

- Advertising in Time Inc. publications

CATEGORY: Lifestyle
PUB DATE: 4/10/2012
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The Holmes Inspection

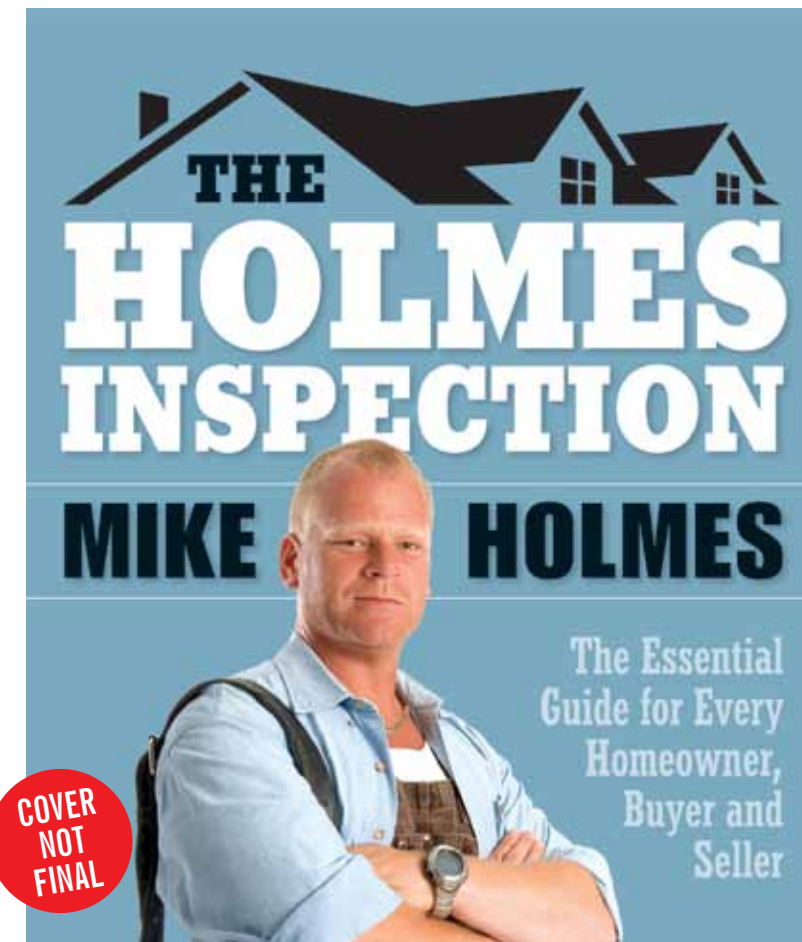
The Essential Guide for Every
Homeowner, Buyer and Seller

by Mike Holmes

In his new book, Mike Holmes is on a mission. The star of the incredibly popular *Holmes Inspection* program, Mike shows readers how to spot problems that could be expensive or even catastrophic, giving them the information they need to judge a house wisely. From the mechanicals (furnace, electrical and plumbing) to the "envelope" (floors, walls, doors and windows) to issues of location and siting, this book includes real case studies, "red flag" sidebars and hundreds of photographs, and alerts readers to the ugly realities behind the "lipstick and mascara" that many vendors use to cover up problems when selling their homes.

MARKETING PLANS

- Advertising in Time Inc. publications
- National Publicity Campaign



CATEGORY: House & Home/
Do-It-Yourself/ General
PUB DATE: 4/10/2012
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ISBN 13: 978-1-60320-929-8

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CATEGORY: Games/Puzzles
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 FORMAT: Softcover
 PAGES: 128
 SIZE: 8" x 10"
 PUZZLES: Over 60
 ISBN 10: 1-60320-911-5
 ISBN 13: 978-1-60320-911-3

ISBN 10: 1-60320-911-5
 ISBN 13: 978-1-60320-911-3



9 781603 209113

LIFE

The Best of Picture Puzzle

The All-Time Classics

by the Editors of LIFE

When LIFE created the *Picture Puzzle* craze a few years ago, we knew other publishers would follow us. They did, and ours is still the puzzle series that hobbyists choose—it's the one they wait for. LIFE now brings fans the ultimate collection—*The Best of Picture Puzzle: All-Time Classics*. A collection of *Picture Puzzle* favorites, it is filled with LIFE's trademark colorful and lively pictures, with enjoyable tests for every level of player, from the kids who are tackling their first-ever puzzle to the old masters who have met every challenge in our first thirteen books.

MARKETING PLANS

- Advertising in Time Inc. publications
- Editorial features and banners on LIFE.com

TIME

Architects of Civilization

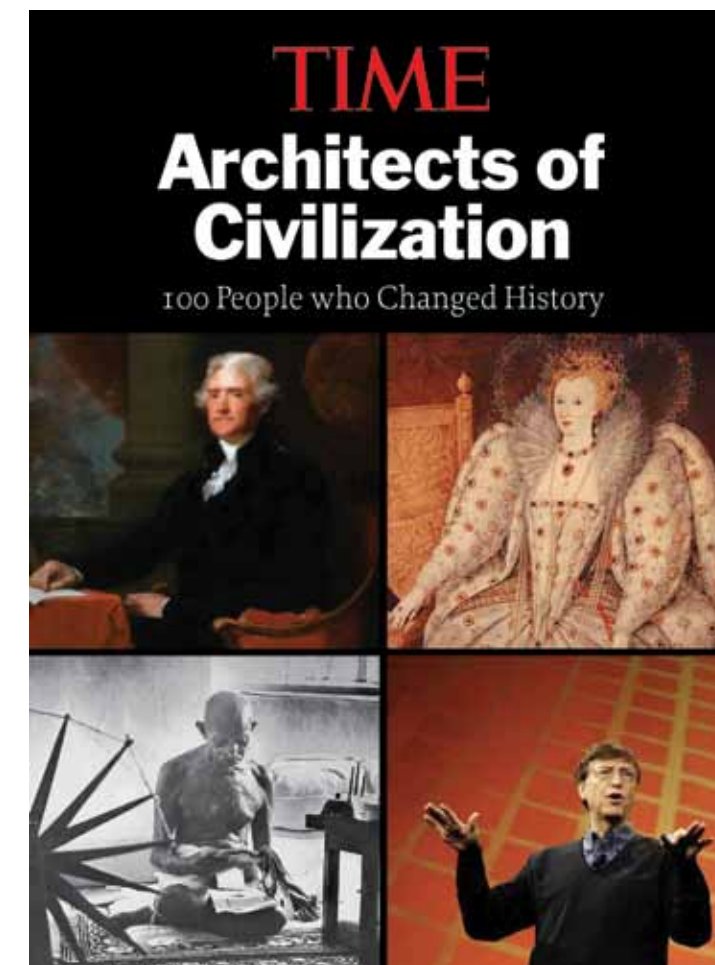
100 People Who Changed History

by Richard Lacayo

Join TIME as we chronicle the fascinating lives and revolutionary times of history's 100 Most Influential People. Here are royals and revolutionaries, spiritual leaders and scientists, artists and explorers, philosophers and philanthropists. Here are heroes and villains, Christ and the Buddha, Galileo and Einstein, Joan of Arc and Alexander the Great, Aristotle and Jefferson. Here are the individuals whose lives shaped the destinies of millions and changed history in its flight.

MARKETING PLANS

- Advertising in Time Inc. publications
- Banners on TIME.com
- Tie in to TIME 100 coverage

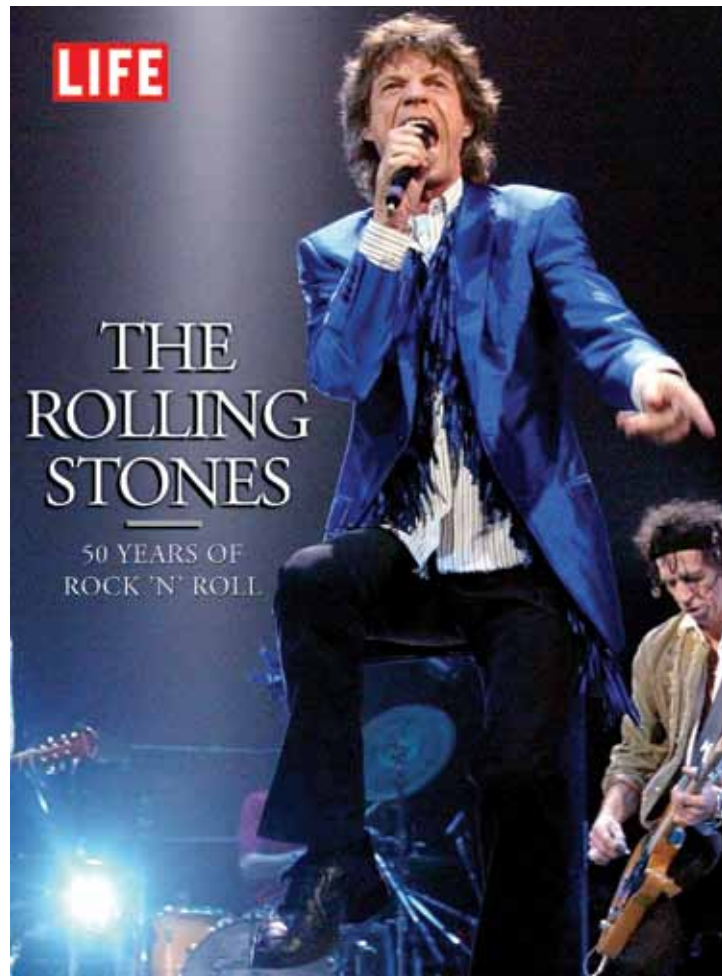


CATEGORY: History
 PUB DATE: 5/15/2012
 PRICE: \$29.95 US/ \$32.95 CAN
 FORMAT: Hardcover
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CATEGORY: Biography
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9 781603 202275

LIFE

The Rolling Stones

50 Years of Rock 'n' Roll

by the Editors of LIFE

It was the early 1960s, and England's youth, inspired by American rock 'n' roll and rhythm and blues, was finding its own sound. Bands were forming throughout the land. Some would endure in memory, legacy or influence—the Yardbirds, the Kinks, of course the Beatles—but one would go on and on (and on and on) to become the self-proclaimed (and generally acclaimed) Greatest Rock 'n' Roll Band in the World. The Rolling Stones formed precisely a half century ago (well, maybe not *precisely*—even Keith Richards, in his recent Number One bestselling autobiography, wasn't sure if the audition was April or May). And they are still at work—or, rather, at play, celebrating 50 years of phenomenal music and a journey as raucous as 'Jumpin' Jack Flash. LIFE's cameras were there early and have been there since, capturing all the ragged glory. The same editors who produced a bestselling book on the Beatles as well as individual illustrated biographies of John Lennon and, recently, George Harrison now look at the long history of the Stones: the mysterious death of Brian Jones, the essential push-pull relationship of Jagger and Richards, the '60s signpost that was Altamont, the later glam, and then the welcomed return to roots. There are funny moments (the early Stones with TV host Dean Martin, who just doesn't get it, when the band first fails—and fails miserably—to "conquer America") and many thrilling ones.

MARKETING PLANS

- National media campaign
- Advertising in Time Inc. publications
- Editorial features and banners on LIFE.com



The Glimmer Twins

After the Beatles, the Rolling Stones were the most influential rock band of the 1960s. Mick Jagger and Keith Richards were the rock and roll duo who defined the era. This book tells the story of their lives and careers. It covers their early days in London, their move to New York, and their rise to fame. It also includes a detailed look at their music and their relationship with each other.



The Stones at Home

This book provides an intimate look at the lives of Mick Jagger and Keith Richards. It covers their family life, their children, and their relationship with each other. It includes a detailed look at their lives in the home, away from the stage.



TIME British Royalty

The House of Windsor,
Past, Present and Future

by Kelly Knauer and the Editors of TIME Magazine

In 2012, Queen Elizabeth II will celebrate a historic milestone: 60 years as Britain's Queen and the constitutional monarch of the globe-spanning British Commonwealth. Join TIME as we explore the turbulent life and times of Elizabeth and the royal House of Windsor. Here is a chronicle of war and sacrifice...of a throne abdicated for love...of the late, beloved People's Princess, Diana...and of the next generation of British monarchs, king-in-waiting Prince Charles and wife Camilla...and Prince William and his wife, the former Kate Middleton, whose 2011 marriage began a fresh new chapter in the annals of the House of Windsor.

MARKETING PLANS

- Advertising in Time Inc. publications
- Banners on TIME.com

CATEGORY: History
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9 781603 202497

TIME The United States Constitution

The Essential Modern Guide

by the Editors of TIME Magazine

Americans have debated the Constitution since the day its was signed, but rarely in its 223-year history have so many disagreed so fiercely about so much. Everywhere there seems to be debate about the Constitution's meaning and message. The Tea Party, with its almost fanatical focus on the founding document, contends that its primary purpose is to restrain the federal government—but does it really say that? Among scholars, some believe the Constitution should be interpreted exactly as the framers wrote it, while others analyze the text just as closely to find the elasticity they believe the framers had in mind. But how could the founding fathers know about the world today, with DNA, sexting, airplanes, TV, Medicare, computers and Lady Gaga? In this probing and accessible book, TIME's editors bring the founding document to life, showing how it was written in a spirit of change and revolution and turbulence. With an introduction by one of America's top jurists, an essay by TIME managing editor Richard Stengel (former president of the National Constitution Center), and the full text of the 8,000-word Constitution annotated to show its most controversial passages and little-known quirks, TIME's compact volume will be an indispensable guide for the well-informed citizen.

MARKETING PLANS

- National Media Campaign
- Advertising in Time Inc. publications
- Banners on TIME.com

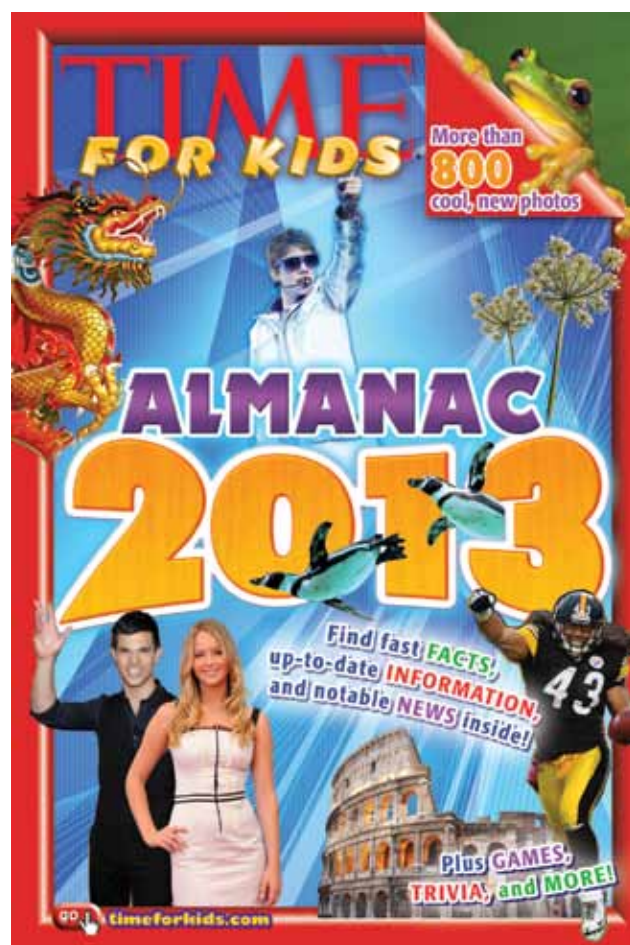


CATEGORY: History
PUB DATE: 5/29/2012
PRICE: \$14.95 US/ \$16.95 CAN
FORMAT: Hardcover
PAGES: 144
SIZE: 5 3/4" x 7 3/4"
ISBN 10: 1-60320-999-9
ISBN 13: 978-1-60320-999-1

ISBN 10: 1-60320-999-9
ISBN 13: 978-1-60320-999-1



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CATEGORY: Juvenile Nonfiction/
Reference – General
PUB DATE: 5/15/2012
PRICE: \$14.99 US/ \$16.99 CAN
FORMAT: Softcover
PAGES: 256
SIZE: 6" x 9"
PHOTOS: 800
ISBN 10: 1-60320-921-2
ISBN 13: 978-1-60320-921-2



TIME
FOR KIDS

Almanac 2013

by the Editors of TIME For Kids Magazine

Packed with facts, stats, and news from around the country and around the world, the TIME For Kids *Almanac 2013* includes information on topics ranging from animals to acid rain, voting rules to video games, sports stars to space exploration-and much more. This richly designed resource features more than 800 photos, maps, lists, and time lines, and is sure to keep young readers engaged, entertained, and learning-all at once.

With more than 3.5 million subscribers, TIME For Kids is the No. 1 trusted source for up-to-date kid-friendly news. The 2013 almanac is a must-have for all 8- to 12-year-olds, pairing important news and indispensable info from the award-winning magazine with fascinating facts, puzzles, quizzes, and interactive sidebars.

Whether they want to learn about global warming or Grammy winners, curious kids will find exactly what they need within the colorful pages of the TIME For Kids *Almanac 2013*.

MARKETING PLANS

- Editorial features and advertising in *TIME for Kids* publications and *TIME for Kids* online
- Targeted E-blast across all Time Inc. brands
- Advertising in Time Inc. publications and websites
- National Media Outreach

Superstars! Mega-Hot Celebs

Cool Facts & Trivia Book

by the Editors of Superstars!

SUPERSTARS! presents the hottest young celebrities for fans who devour juicy photos and gossip. Every page is bursting with awesome pictures of music icons like Justin Bieber, Lady Gaga, and Taylor Swift; box office stars Robert Pattinson, Taylor Lautner, and Elle Fanning; and everyone's favorite TV stars such as Miranda Cosgrove and Selena Gomez. Behind-the-scenes trivia, romances, fabulous fashion, "before they were famous" fun facts, and much more make this compulsive reading for celebrity-obsessed tweens and teens.

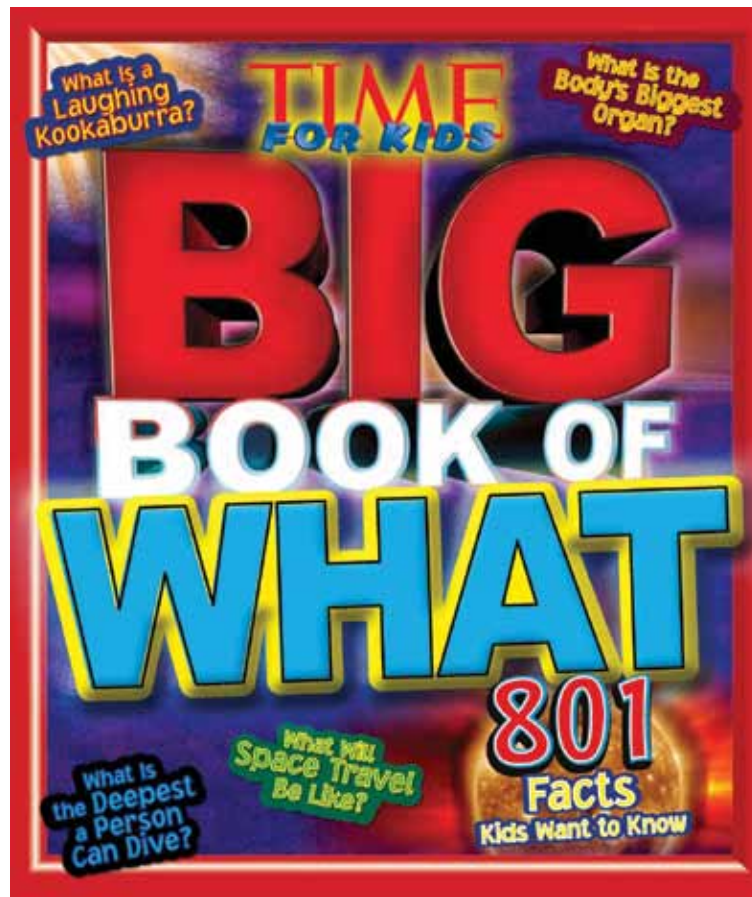
MARKETING PLANS

- Advertising in Time Inc. publications



CATEGORY: Subjects & Themes-
Celebrity
PUB DATE: 6/5/2012
PRICE: \$14.95 US/ \$16.95 CAN
FORMAT: Softcover
PAGES: 128
SIZE: 8" x 10 7/8"
PHOTOS: Over 100
ISBN 10: 1-60320-931-X
ISBN 13: 978-1-60320-931-1





CATEGORY: Juvenile Nonfiction/
Reference – General
PUB DATE: 6/5/2012
PRICE: \$19.95 US/ \$21.95 CAN
FORMAT: Hardcover
PAGES: 196
SIZE: 8" x 9 1/4"
PHOTOS: 250
ISBN 10: 1-60320-241-2
ISBN 13: 978-1-60320-241-1



**TIME
FOR KIDS**

Big Book of What

801 Facts Kids Want to Know
by the Editors of TIME For Kids Magazine

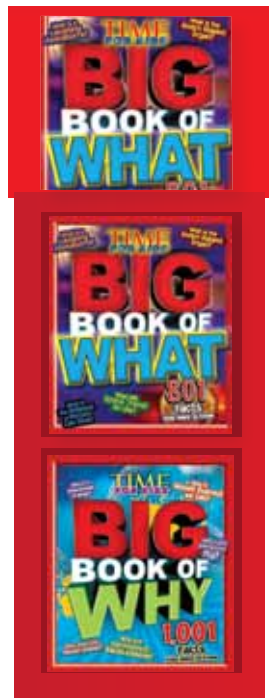
The follow-up to the *TIME For Kids Big Book of Why* and the *Big Book of How*, *TIME For Kids Big Book of What* presents kids 8-12 years old with answers to the kinds of intriguing questions that appeal to their sense of curiosity. Colorful graphics, spectacular photos, and clear, engaging diagrams will help answer such questions as: What is the fastest animal in the sea?; What causes acid rain?; What is the most poisonous animal?; What was the longest war on record?; What will transportation be like in the future?

Divided by subject area - from animals, the human body, and technology to sports, games, and the future - the book's photos, diagrams, art, and clear text will help kids discover the background behind the questions.

TIME For Kids The BIG Book of What is a must-have book to satisfy the most curious of kids.

MARKETING PLANS

- Editorial features and advertising in *TIME for Kids* publications and *TIME for Kids* online
- Joint promotion with Mad Science
- Targeted E-blast across all Time Inc. brands
- Advertising in Time Inc. publications and websites
- National Media Campaign



TFK BIG BOOK OF WHAT
12-COPY ASSORTED DISPLAY
ISBN 10: 1-60320-413-X
ISBN 13: 978-1-60320-413-2
\$239.40?? US/ \$275.40?? CAN



TIME George Washington

First in War, First in Peace—
and a Mystery to His Countrymen

by Richard Lacayo and
the Editors of TIME Magazine

The father of our country remains too much a mystery to too many of us. Now TIME tells the full, fascinating story of the Virginia planter who fought for Britain in the French and Indian War, signed the Declaration of Independence, led a ragtag colonial army to victory over the British Empire—and then became the first President of the United States. With scores of illustrations and artifacts from the period, this lavish volume captures “the essential American” and brings his little-known life and the chaotic, revolutionary times in which he lived into fresh focus.

MARKETING PLANS

- Advertising in Time Inc. publications
- Banners on TIME.com

CATEGORY: History
PUB DATE: 6/5/2012
PRICE: \$17.95 US/ \$19.95 CAN
FORMAT: Hardcover
PAGES: 112
SIZE: 6 3/8" x 8 5/8"
PHOTOS: 100
ISBN 10: 1-60320-998-0
ISBN 13: 978-1-60320-998-4



ESSENCE Peace, Pride & Power

Meditations on Joyful Living

featuring words by Ledisi
& the Editors of Essence Magazine

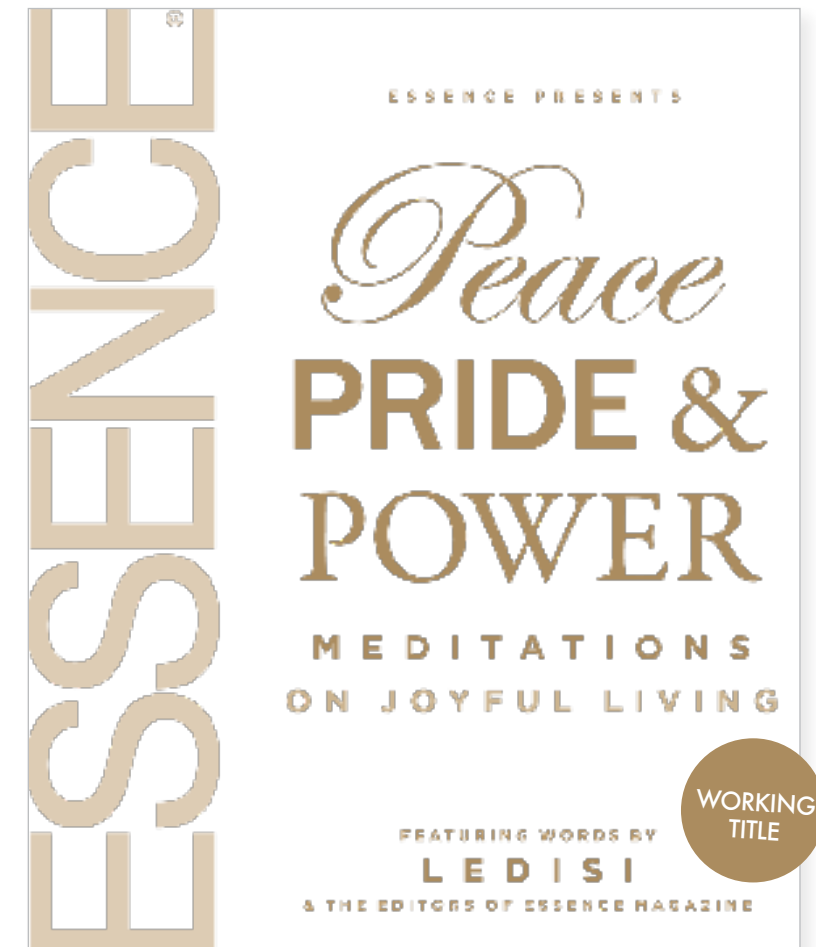
Over the past four decades ESSENCE readers were the first to discover powerhouse inspirational voices such as Susan L. Taylor (*In the Spirit; Lessons in Living; All About Love*); and *New York Times* Best-Sellers Iyanla Vanzant (*In the Meantime,* and *One Day My Soul Just Opened Up*), Juanita Bynum (*Matters of the Heart*), and Bishop T.D. Jakes (*Before You Do* and *Reposition Yourself*). Now, ESSENCE is pleased to share an incredible new uplifting and empowering voice with its 8.3 million readers and book lovers everywhere. In the tradition of Iyanla Vanzant's blockbuster 1993 book *Acts of Faith: Daily Meditations for People of Color*, ESSENCE will partner with gifted musician Ledisi for a soulful and spiritual collection of the singer's inspiring meditations, quotes, and anecdotes charting a journey from emotional poverty to a purpose-filled life of passion and profound insight.

Ledisi, who has been described as having a mix of Tina Turner's energy and Ella Fitzgerald's chops, is a two-time Grammy nominee and has quickly connected with ESSENCE readers because of her authenticity and tenacity to strive for success on her own terms without compromising her talent and integrity.

Peace, Pride & Power featuring words, by Ledisi, will include supporting quotes from a range of recognizable self-help and soul musician superstars including T.D. Jakes.

MARKETING PLANS

- National media campaign
- National TV morning show coverage
- Features and advertising in *Essence* and on essence.com



CATEGORY: Self-Help/ Inspiration
PUB DATE: 6/5/2012
PRICE: \$16.95 US/ \$18.95 CAN
FORMAT: Hardcover
PAGES: 176
SIZE: 6" x 7"
PHOTOS: 50
ISBN 10: 1-60320-182-3
ISBN 13: 978-1-60320-182-7





People

People Before They Were Stars

What Your Favorite Celebrities Were Like Before They Became Famous

by the Editors of People Magazine

Which celeb was a star six months after working in a car wash? Who once calculated that he had said "Would you like fries with that?" 4,000 times? Who kept his day job for a year after landing a TV series—just in case it got cancelled? PEOPLE *Before They Were Stars* is an A-to-Z look at what your favorite celebs, from Julia Roberts and Jennifer Aniston to Tom Cruise and Angelina Jolie, did before you ever heard of them.

MARKETING PLANS

- Promotion on People.com site
- Two full-page ads in *People* magazine

CATEGORY: Performing Arts/
Television – General
PUB DATE: 6/26/2012
PRICE: \$33.95 US/ \$36.95 CAN
FORMAT: Hardcover
PAGES: 128
SIZE: 8" x 10 7/8"
PHOTOS: Over 150
ISBN 10: 1-60320-225-0
ISBN 13: 978-1-60320-225-1

ISBN 10: 1-60320-225-0
ISBN 13: 978-1-60320-225-1



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LIFE

The Hidden World of Secret Societies

Behind Closed Doors

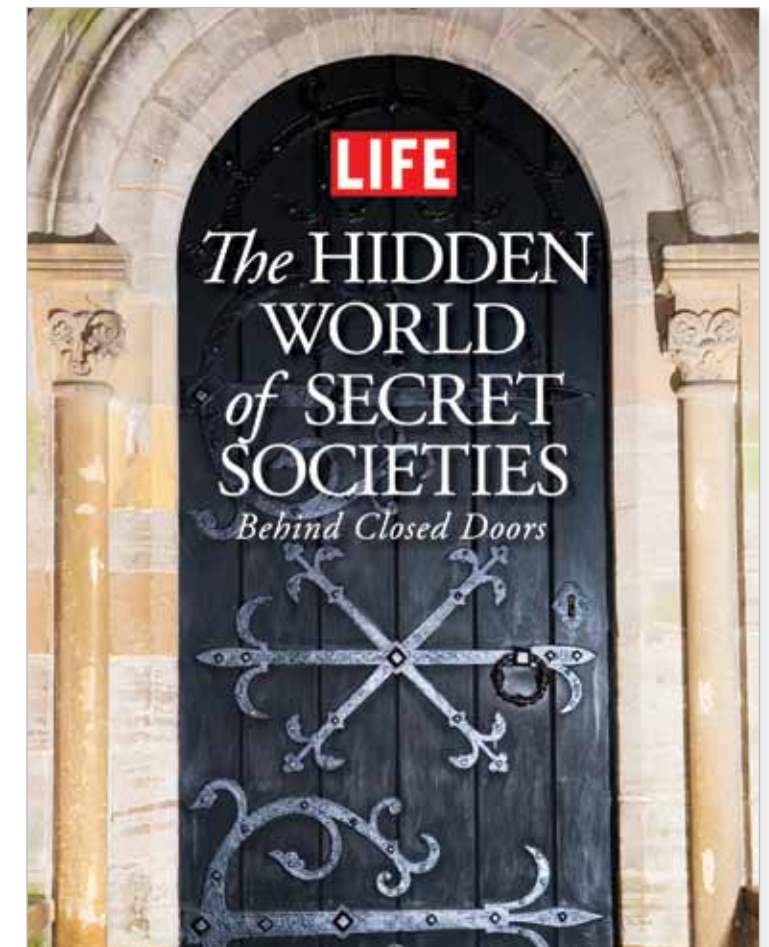
by the Editors of LIFE

Nothing intrigues us like a secret. And nothing entertains us as much as a secret revealed. In this LIFE Book, the editors of such other classic volumes as *The Greatest Unsolved Mysteries of All Time* look energetically into the hidden recesses of the world's prominent—and sometimes obscure—secret societies. From Yale's *Skull and Bones* to the Catholic church's *Opus Dei*, there are many mysterious organizations worldwide about which we think know some things, but not all. Until now.

LIFE opens the doors, and peers inside. Famous for its photography, LIFE publishes here pictures from behind closed doors. Accompanying these pictures, many of which were first taken exclusively for LIFE, is an authoritative text reflecting the quickened pulse of a good mystery; the writers of both *Unsolved Mysteries* and the bestselling *The Most Notorious Crimes in American History* are behind this book. In special sections, LIFE will look back and explore historic quests: Did the RoundTable Really exist? Who was behind Easter Island and what was that society's dark secret? What was the clandestine Nazi group that went in search of Atlantis? Novelists and Hollywood, from Dan Brown to Indiana Jones, have often walked this way, and for good reason: We love this stuff. Now LIFE brings forth its vibrant treatment. This is an always fun investigation of the hidden world of secret societies.

MARKETING PLANS

- Advertising in Time Inc. publications
- National media outreach and banners on LIFE.com

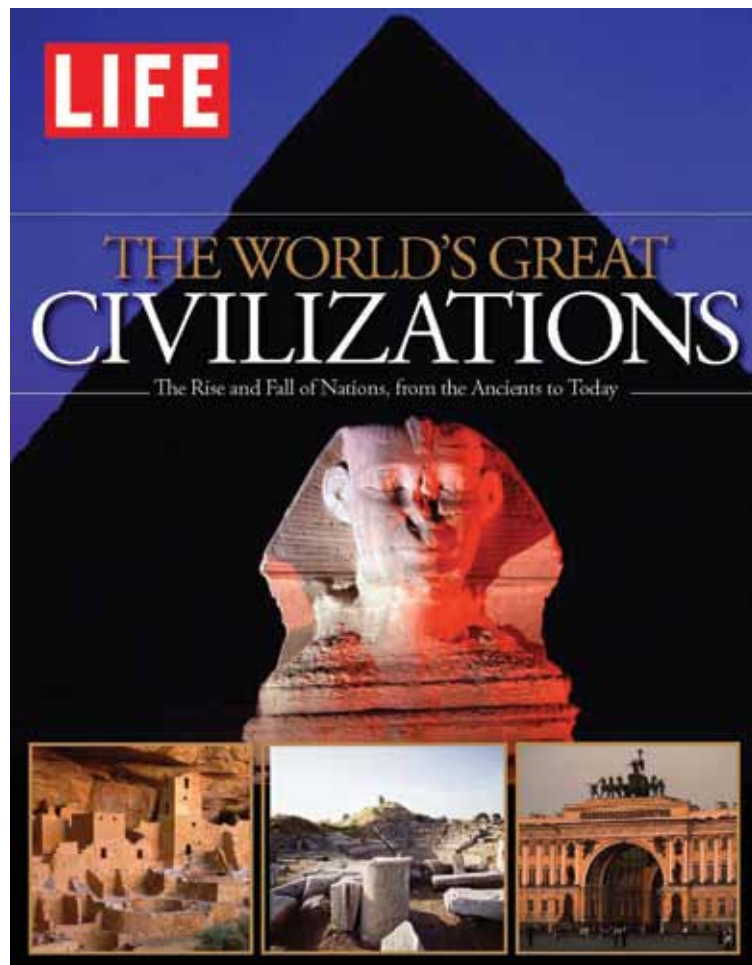


CATEGORY: History
PUB DATE: 6/19/12
PRICE: \$29.95 US/ \$32.95 CAN
FORMAT: Hardcover
PAGES: 128
SIZE: 8 1/2" x 10 7/8"
PHOTOS: 100
ISBN 10: 1-60320-226-9
ISBN 13: 978-1-60320-226-8

ISBN 10: 1-60320-226-9
ISBN 13: 978-1-60320-226-8



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LIFE

The World's Great Civilizations

The Rise and Fall of Nations, from the Ancients to Today

by the Editors of LIFE

One looks at the pyramids, particularly at the Great Pyramid, and wonders: Who? Who did that? How many did it take? One looks at Stonehenge and wonders: Who? Why? The answers to these and many other questions are in this book. LIFE looks at the civilizations that formed and fomented, not just in the Western world but all of mankind. The Aztecs, the Incas...But even well before! In what we now know as Iraq, Nebuchadnezzar once ruled, and remnants of his city remain to be pondered. Troy was not fiction, it was real—and remnants remain. What madness possessed the citizenry of Easter Island to seal their own doom? What fate awaited the aboriginal people of Australia when the English arrived? What is the tale of the people of the north, the Inuit? What about the people of South America—what's the story of those who once worshipped in Machu Picchu? And what about our own country? The Anasazi of the Southwest, ancients even to our Native American tribes, represented a sophisticated society like the world hadn't seen—and then they vanished? What happened to them? This LIFE book is full of history and full of mystery, because the world's great civilizations—those of Alexander and Caesar and Henry VIII and George Washington—were incredible, dynamic human societies. Retelling their stories in words and particularly in pictures is a fascinating enterprise.

CATEGORY: History
 PUB DATE: 6/26/2012
 PRICE: \$29.95 US/ \$32.95 CAN
 FORMAT: Hardcover
 PAGES: 128
 SIZE: 8 1/2" x 10 7/8"
 PHOTOS: 100
 ISBN 10: 1-60320-228-5
 ISBN 13: 978-1-60320-228-2



MARKETING PLANS

- National media outreach
- Advertising in Time Inc. publications
- Banners on LIFE.com

LIFE

America Revealed

Tracing Our History Beneath the Surface and Behind the Scenes

by the Editors of LIFE

This book tells secrets. In *America Revealed*, LIFE's editors explain the subtleties of our country's history with stunning and constantly surprising photography. Places where the dinosaurs roamed and the first Americans walked are examined, as are particular sites of deep significance. Walden Pond. Jefferson's schoolhouse. A serene nook in Gettysburg, Pennsylvania—a nice place to find some summer shade—was once a den of horror, and then-and-now photographs tell the tale. "I treasure this book because its pictures present the generally invisible history of common folks, and of hidden aspects behind conventionally great events," wrote the late Stephen Jay Gould in his introduction to the first edition of *America Revealed*, which instantly became one of the best-received LIFE books ever published. Gould's estimation was succinct and dead-on: This is a book about America's nether-life, which is often unseen but is stunning in revelation. The hints in the landscape of stories that lay untold; the rustic shack that nurtured greatness; the dormant volcano that, eons before, built the landscape extending hundreds of miles around—these are part of the nation's story. *America Revealed* is a different kind of book; it tells American history in a very different way. But finally, it tells the story whole—in words, in riddles, in quirky asides, and of course in the kind of stunning pictures that are LIFE's hallmark.



LIFE

America Revealed

Tracing Our History Beneath the Surface and Behind the Scenes

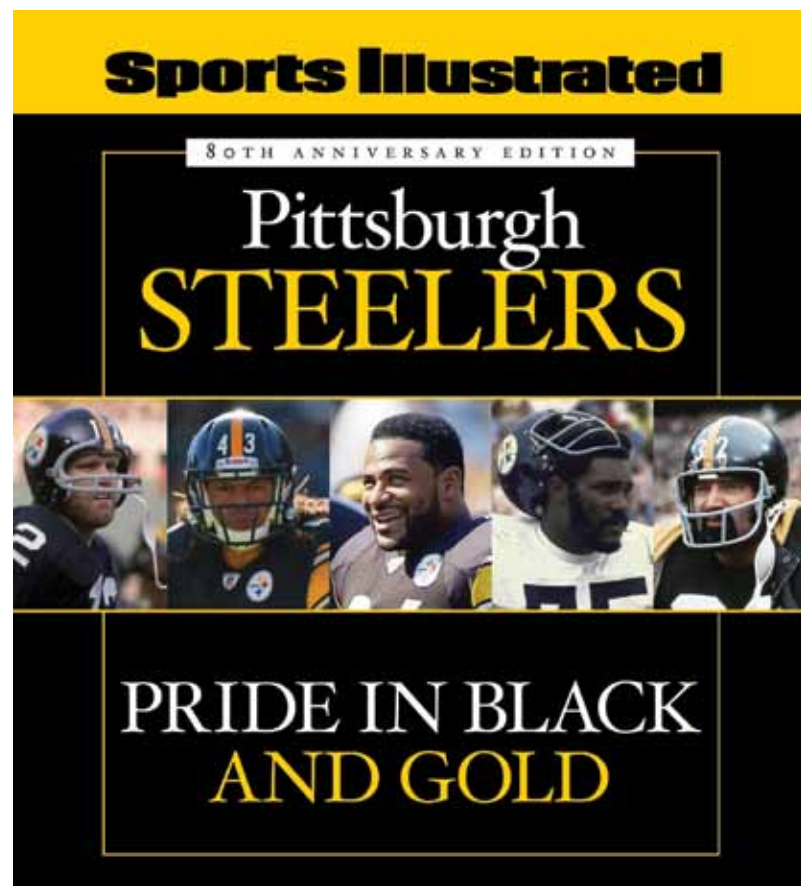
Introduction by Stephen Jay Gould

CATEGORY: Photography
 PUB DATE: 7/17/2012
 PRICE: \$29.95 US/ \$32.95 CAN
 FORMAT: Hardcover
 PAGES: 176
 SIZE: 8 1/2" x 10 7/8"
 PHOTOS: 100
 ISBN 10: 1-60320-232-3
 ISBN 13: 978-1-60320-232-9



MARKETING PLANS

- National media outreach
- Advertising in Time Inc. publications
- Banners on LIFE.com



CATEGORY: Sports
 PUB DATE: 7/24/2012
 PRICE: \$32.95 US/ \$35.95 CAN
 FORMAT: Hardcover
 PAGES: 160
 SIZE: 10 3/4" x 11 29/32"
 PHOTOS: 150
 ISBN 10: 1-60320-237-4
 ISBN 13: 978-1-60320-237-4



Sports Illustrated Pittsburgh Steelers

Pride in Black and Gold

by the Editors of Sports Illustrated Magazine

America's Team? These days it's the Pittsburgh Steelers. Want to argue? The six-time Super Bowl champions are the favorites of network television programmers, have the broadest and most impassioned fan base the Steelers out-sell all other NFL teams in merchandise, and at some stadiums, Steel City fans outnumber the home team's faithful and embody a winning spirit that have made them the model franchise in the most popular sport in the U.S. Founded in 1933 by the beloved Rooney family in the gritty heartland of industrial America, the team suffered through nearly four decades of futility until the arrival of brilliant, laconic coach Chuck Noll in 1969, followed by a host of players who would etch their names in the history of the game. Behind future Hall of Famers Terry Bradshaw, Franco Harris, Lynn Swann, Mean Joe Greene, Jack Lambert and Mel Blount, the Steelers teams of the '70s won four Super Bowls in six years and captured the imagination of a nation with their style dashing on offense, devastating on defense. The love affair has endured ever since, through the hard-nosed era of Bill Cowher and Jerome Bettis to today's team, with crossover stars such as Hines Ward and Troy Polamalu. This book from *Sports Illustrated* tells the extraordinary story of the Steelers through the eyes of SI's renowned writers and the world's most accomplished sports photographers. As the Steelers embark on their 80th anniversary, there's no better way to celebrate football's best.

MARKETING PLANS

- Promotion in *Sports Illustrated* and other Time Inc. publications
- Promotion through SI.com
- Regional Media Outreach



The Official NFL Record and Fact Book 2012

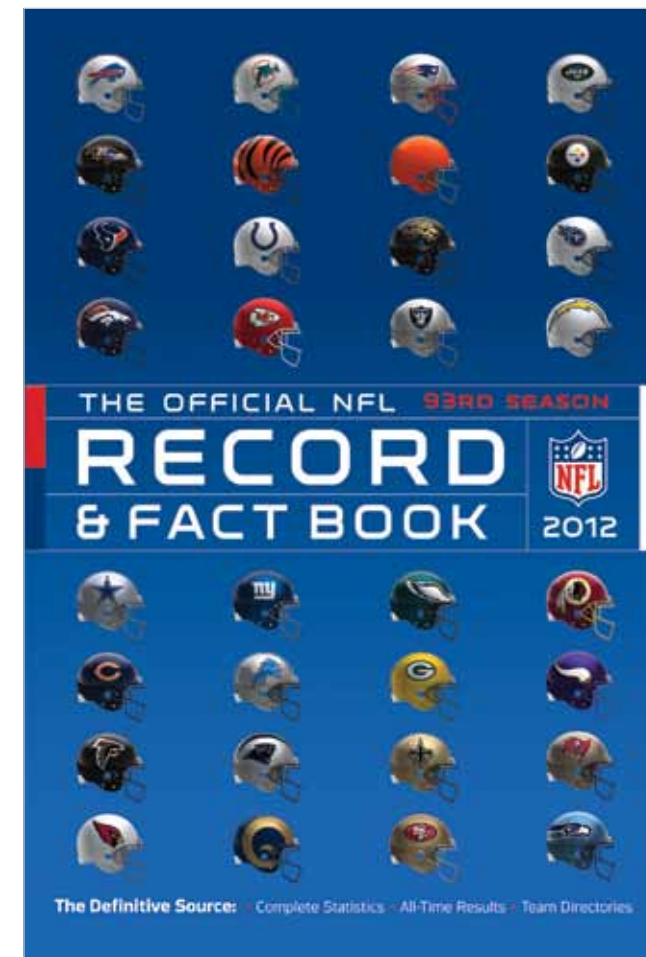
The Official National Football League Record and Fact Book

by the Editors at the NFL

The 2012 *NFL Record & Fact Book* is a must for every football fan. This 688-page reference book is jam-packed with all the facts and figures a football fan would ever want, including all-time records, team rosters and schedules, past standings, Super Bowl results, and more. The 2012 *Record & Fact Book* also includes team directories, chronological history of pro football, and active and career coaching records. It is the official record and fact book for the sports media covering the NFL.

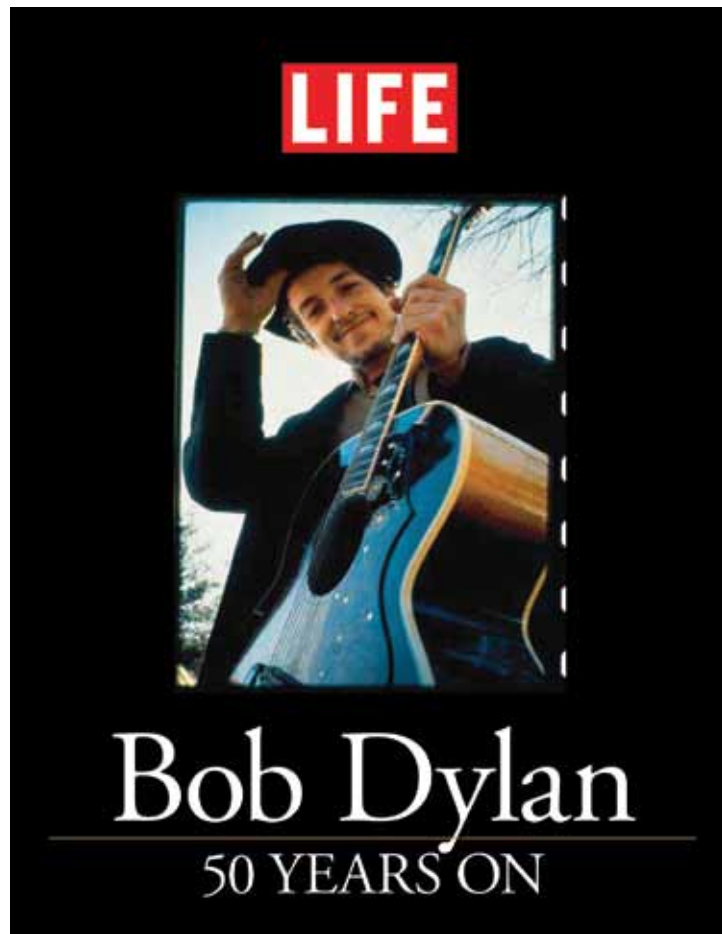
MARKETING PLANS

- Promotion on NFL.com



CATEGORY: Sports & Recreation/Reference
 PUB DATE: 7/24/2012
 PRICE: \$18.95 US/ \$20.95 CAN
 FORMAT: Softcover
 PAGES: 688
 SIZE: 6" x 9"
 ISBN 10: 1-60320-915-8
 ISBN 13: 978-1-60320-915-1





CATEGORY: Biography
 PUB DATE: 7/24/2012
 PRICE: \$17.95 US/ \$19.95 CAN
 FORMAT: Hardcover
 PAGES: 96
 SIZE: 8 1/2" x 10 7/8"
 PHOTOS: 100
 ISBN 10: 1-60320-060-6
 ISBN 13: 978-1-60320-060-8



LIFE

Bob Dylan

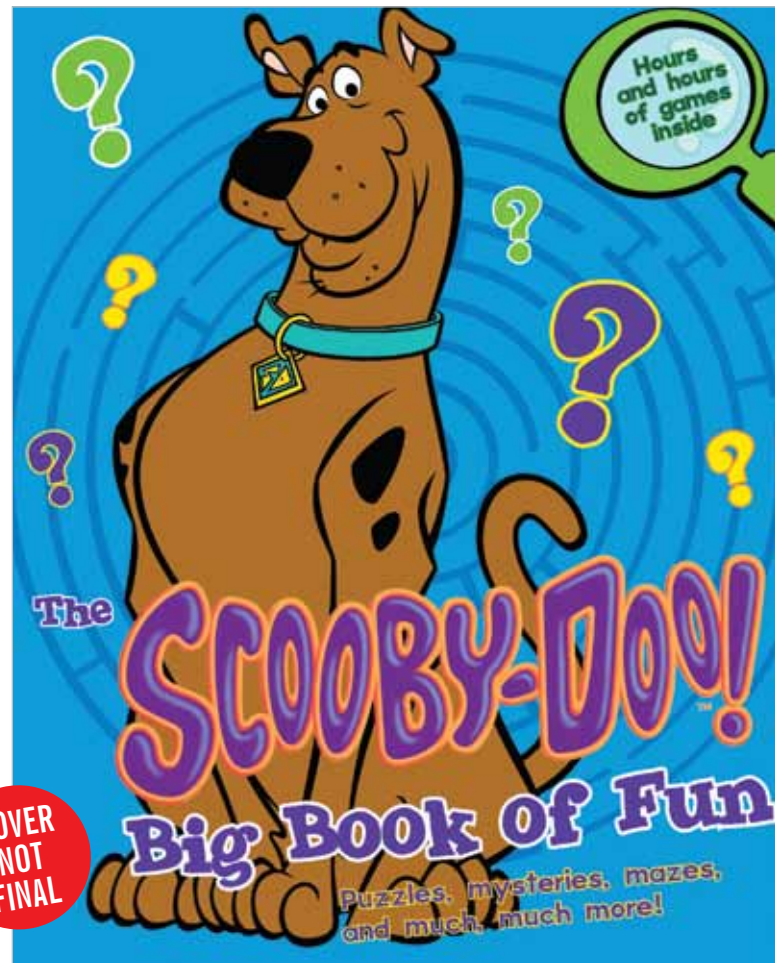
50 Years On
 by the Editors of LIFE

Bobby Zimmerman of Hibbing, Minnesota, relocated to New York City and precisely 50 years ago, set the world on fire. Having been personally re-imagined as Bob Dylan, he captured the hearts and minds of music lovers in lower Manhattan—and then everywhere. Some of his earlier songs like “Blowin’ in the Wind” seemed to have been in existence eternally, and he was quickly some kind of mystic presence on the music scene. But even that quick renown would never satisfy Dylan, who would always push forward, onward, outward. He went electric at Newport with his backers in the Band, horrifying the folk purists. He ventured into the drug culture—he turned the Beatles on to marijuana—and his songs got denser, trippier. But they were always lyrical and meaningful, and though he always disdained the term, he was undoubtedly a voice of his generation. Fifty years on, it is time to celebrate Bob Dylan and recount his extraordinary journey. LIFE was there when Bob and Joan Baez were kids in the Village, and photographers like Elliott Landy were there every subsequent step of the way, chronicling the story. Here is that story—Bob Dylan’s story—in words and pictures. LIFE is amused that Dylan once wrote a sarcastic song, “Ballad of a Thin Man,” about a newsweekly reporter who was trying to figure him out. The reporter, way back in the ‘60s, wasn’t affiliated with LIFE—but no matter. All these years down the road, we’re still looking at Bob. Maybe there’s another song to be written?

MARKETING PLANS

- National media campaign
- Advertising in Time Inc. publications
- Editorial features and banners on LIFE.com





The Scooby-Doo! Big Book of Fun

by Warner Bros. Scooby-Doo

Scooby Doo fans just can't get enough of Scooby, Shaggy, and the entire mystery-solving gang. In this action-packed activity book, readers will accompany the teenage detectives on all kinds of mind-bending capers. They will solve spooky mysteries, navigate ghost-filled mazes, take on memory challenges, and test their Scooby skills on the games and puzzles inside. *The Scooby Doo Big Book of Fun* also includes coloring pages and monster drawing lessons. This colorful volume is sure to keep young readers happily engaged and entertained for hours.

CATEGORY: Juvenile Fiction/
Media Tie-In/ Activity Books
PUB DATE: 8/14/2012
PRICE: \$9.95 US/ \$10.95 CAN
FORMAT: Softcover
PAGES: 160
SIZE: 8" x 10 7/8"
ILLUSTRATIONS: Over 100
ISBN 10: 1-60320-916-6
ISBN 13: 978-1-60320-916-8

ISBN 10: 1-60320-916-6
ISBN 13: 978-1-60320-916-8

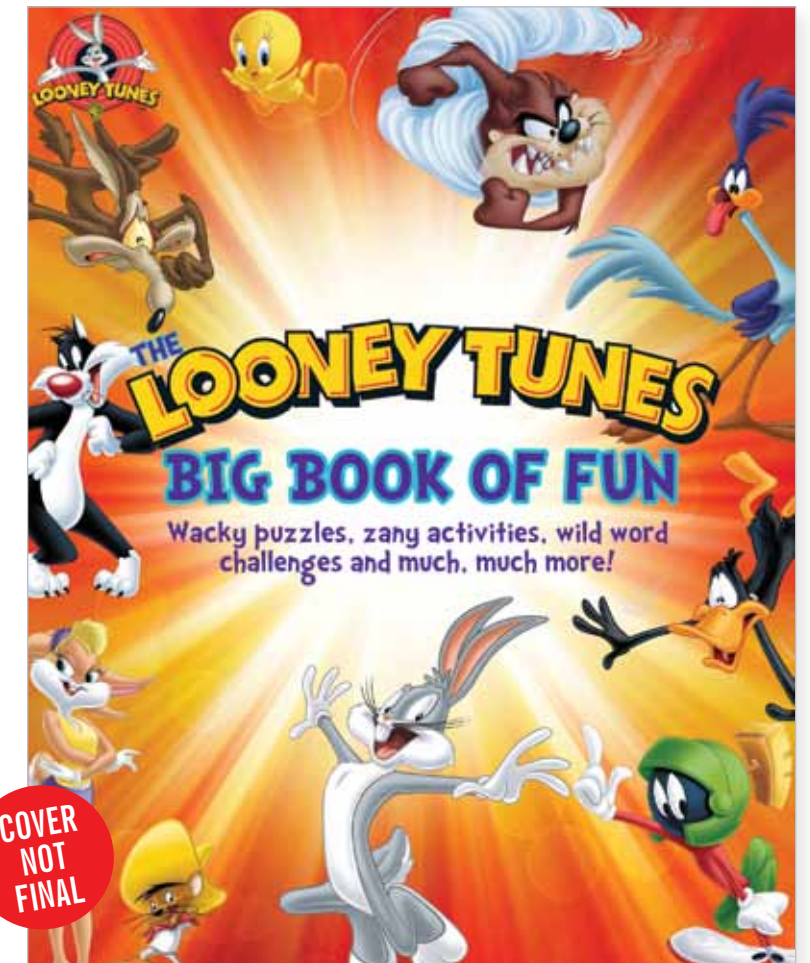


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The Looney Tunes Big Book of Fun

by Warner Bros. Looney Tunes

Get ready, Looney Tunes fans! We're dropping Taz, Daffy, Bugs, Sylvester, and the rest of the looney-yet-loveable gang smack in the middle of mazes, puzzles, games, word challenges, and other wacky brain-teasers. Play Dodge the Duck with Elmer Fudd, go on a Space Race with Marvin the Martian, decode silly messages with Bugs Bunny, and draw pictures with Pepe le Pew. This colorful activity book will keep children busy-and their brains engaged-for hours and hours.



COVER
NOT
FINAL

CATEGORY: Juvenile Fiction/
Media Tie-In/ Activity Books
PUB DATE: 8/14/2012
PRICE: \$9.95 US/ \$10.95 CAN
FORMAT: Softcover
PAGES: 160
SIZE: 8" x 10 7/8"
ILLUSTRATIONS: Over 100
ISBN 10: 1-60320-917-4
ISBN 13: 978-1-60320-917-5

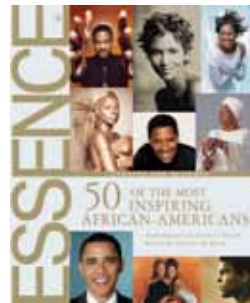
ISBN 10: 1-60320-917-4
ISBN 13: 978-1-60320-917-5



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The logo features a stylized '10' where the '0' is a circle with a starburst at the top right. To the right of the '10' is the word 'Time' in a serif font. Below '10 Time' is the text 'HOME ENTERTAINMENT' in a smaller, sans-serif font. At the bottom is the word 'BACKLIST' in a large, bold, sans-serif font.

10 Time
HOME ENTERTAINMENT
BACKLIST



ESSENCE 50 of the Most Inspiring African-Americans (updated & revised)
Softcover with flaps
160 pages
9" x 10 1/2"
Over 100 photos
ISBN 10: 1-933405-29-5
ISBN 13: 978-1-933405-29-2
\$19.95 US/ \$26.95 CAN



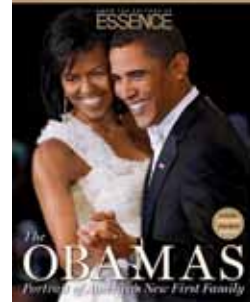
ESSENCE The Black Woman's Guide to Healthy Living
Flexi-Softcover
192 pages
7" x 9"
Over 100 photos
ISBN 10: 1-60320-043-6
ISBN 13: 978-1-60320-043-1
\$17.95 US/ \$19.95 CAN



ESSENCE Making It Happen
Hardcover
160 pages
9" x 10 1/2"
Over 100 photos
ISBN 10: 1-932273-57-3
ISBN 13: 978-1-932273-57-1
\$24.95 US/ \$34.95 CAN



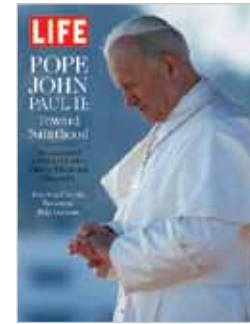
ESSENCE The Obamas in The White House
Hardcover
112 pages
8" x 9 1/4"
Over 75 photos
ISBN 10: 1-60320-106-8
ISBN 13: 978-1-60320-106-3
\$17.95 US/ \$21.95 CAN



ESSENCE The Obamas
Hardcover
112 pages
8 1/2" x 10 1/8"
Over 100 photos
ISBN 10: 1-60320-073-8
ISBN 13: 978-1-60320-073-8
\$19.95 US/ \$23.95 CAN



LIFE Diana at 50
Hardcover
112 pages
8 1/2" x 10 1/8"
100 photos
ISBN 10: 1-60320-219-6
ISBN 13: 978-1-60320-219-0
\$19.95 US/ \$22.95 CAN



LIFE Pope John Paul II: Toward Sainthood
Hardcover
144 pages
9" x 10 1/8"
100 photos
ISBN 10: 1-60320-220-X
ISBN 13: 978-1-60320-220-6
\$24.95 US/ \$28.95 CAN



LIFE The Kennedys
Hardcover
96 pages
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Over 100 photos
ISBN 10: 1-60320-132-7
ISBN 13: 978-1-60320-132-2
\$19.95 US/ \$23.95 CAN



LIFE Michael: 1958-2009
Hardcover
80 pages
8 1/2" x 10 1/8"
Over 75 photos
ISBN 10: 1-60320-130-0
ISBN 13: 978-1-60320-130-8
\$19.95 US/ \$24.95 CAN



LIFE Michelle Obama
Hardcover
144 pages
8 1/2" x 10 1/8"
Over 100 photos
ISBN 10: 1-60320-103-3
ISBN 13: 978-1-60320-103-2
\$24.95 US/ \$29.95 CAN



ESSENCE Wisdom of the Ages
Hardcover
160 pages
9" x 10 1/2"
Over 100 photos
ISBN 10: 1-932273-16-6
ISBN 13: 978-1-932273-16-8
\$24.95 US/ \$36.95 CAN



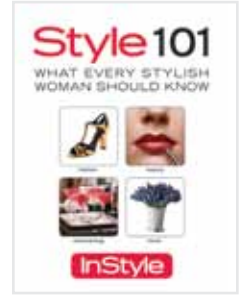
ESSENCE Beauty Basics & Beyond
Hardcover
160 pages
9" x 10"
Over 100 photos
ISBN 10: 1-932994-07-6
ISBN 13: 978-1-932994-07-0
\$24.95 US/ \$33.95 CAN



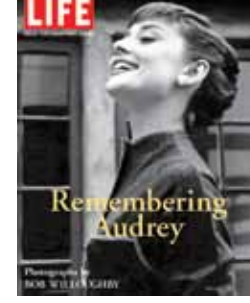
INSTYLE Instant Style
Flexi-bind
208 pages
7" x 9"
Over 500 photos
ISBN 10: 1-933405-20-1
ISBN 13: 978-1-933405-20-9
\$29.95 US/ \$36.95 CAN



INSTYLE The New Secrets of Style
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208 pages
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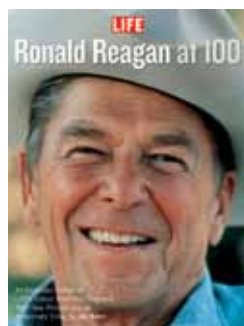
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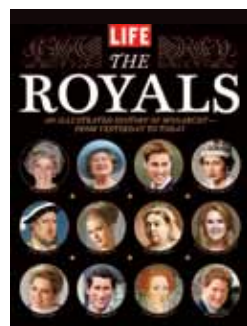
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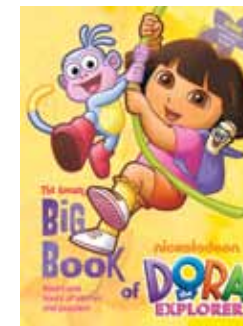
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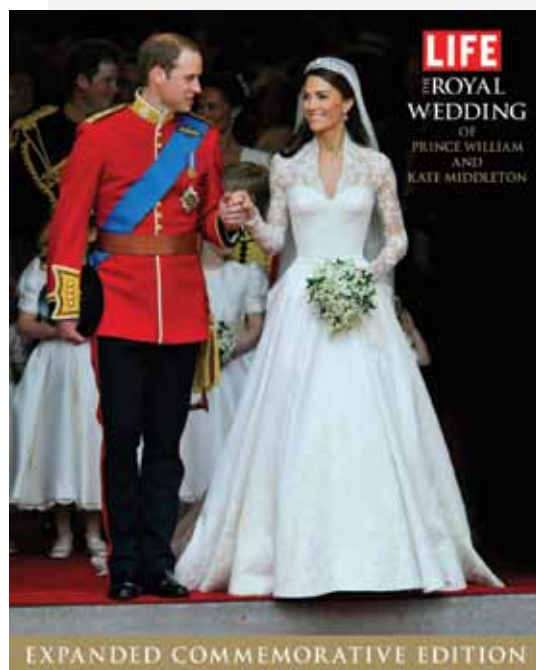
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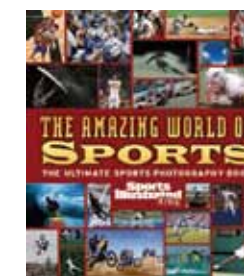
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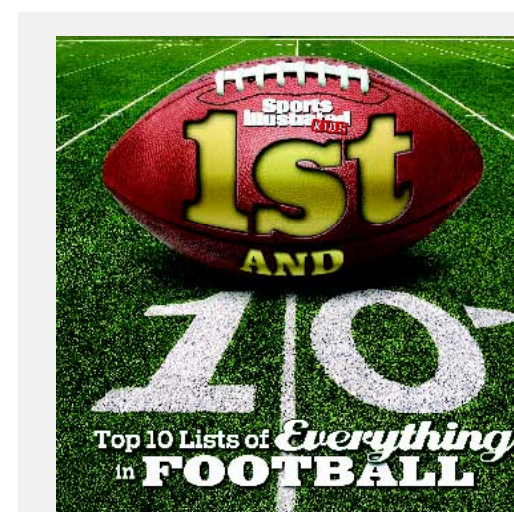
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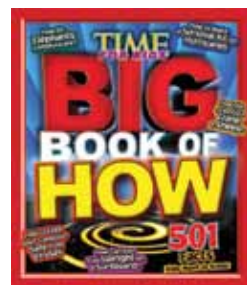
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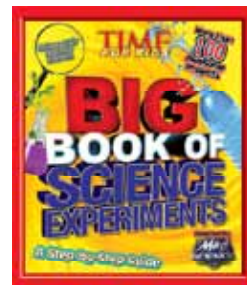
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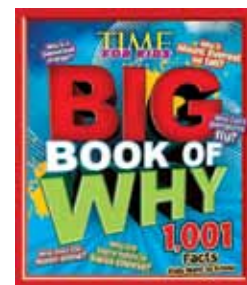
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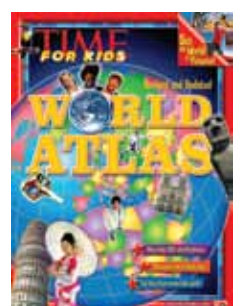
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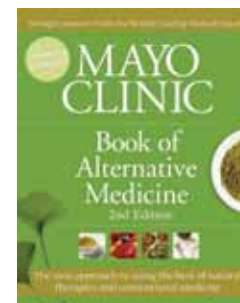
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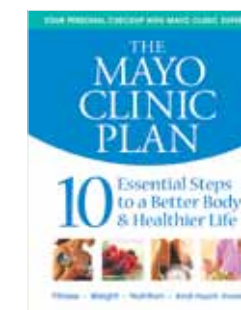
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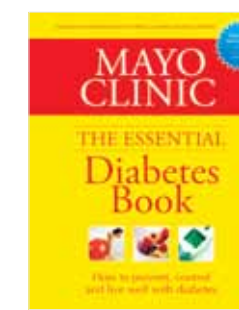
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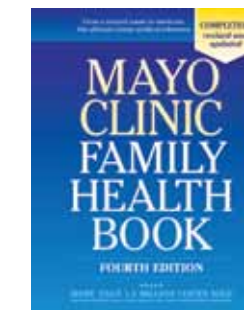
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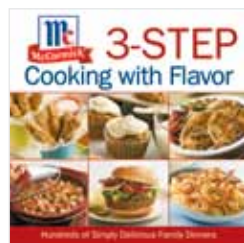
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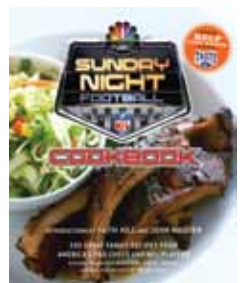
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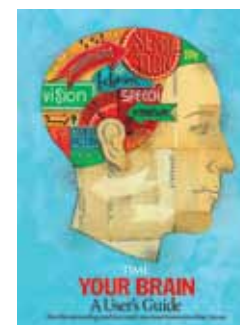
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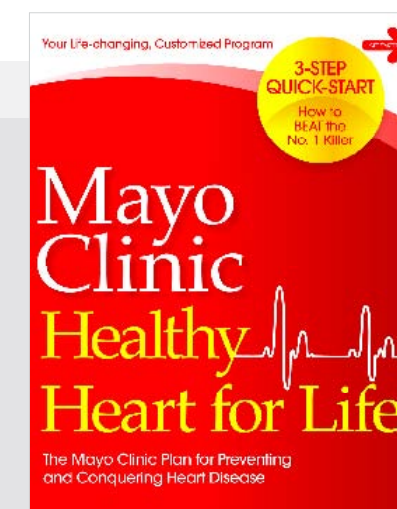
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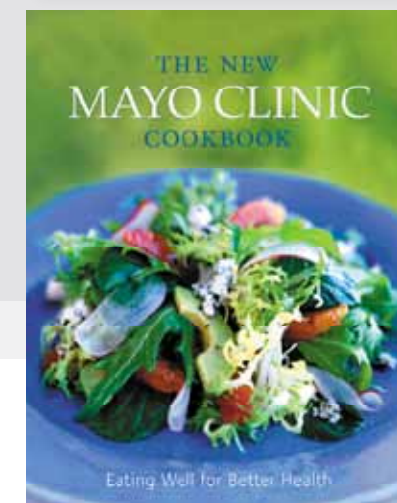


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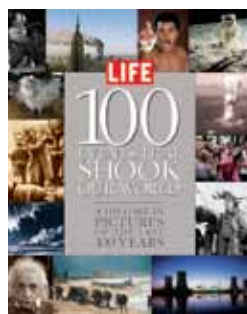
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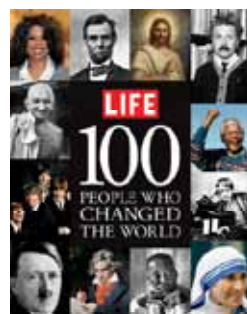
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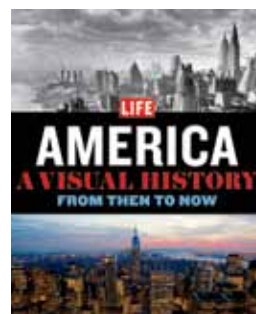
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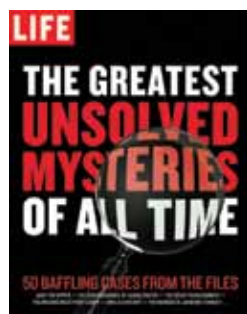
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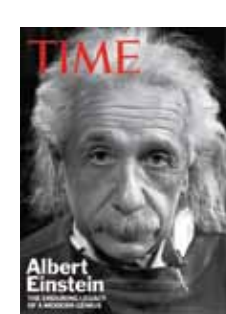
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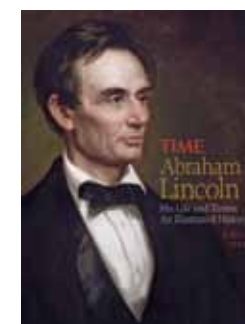
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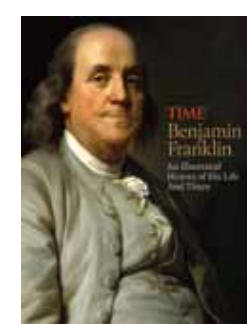
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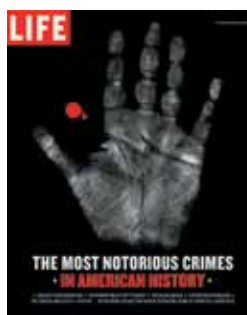
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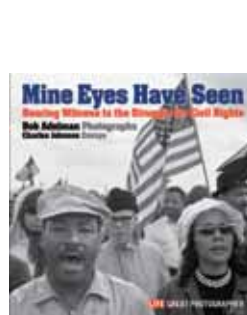
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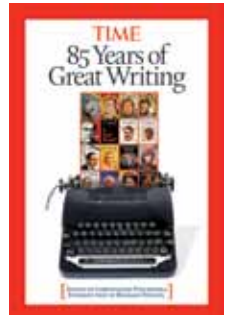
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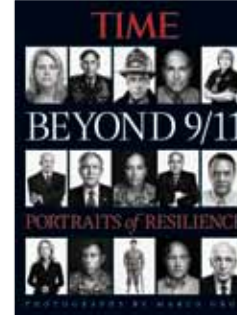
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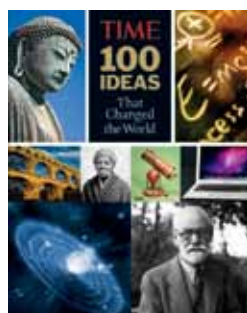
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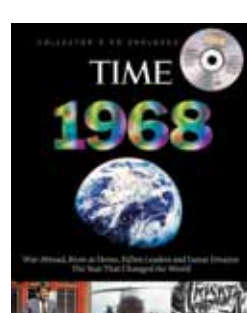
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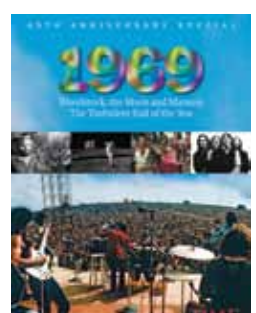
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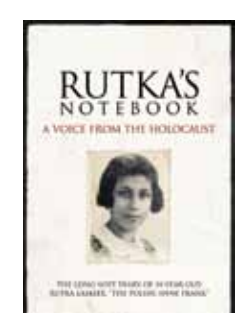
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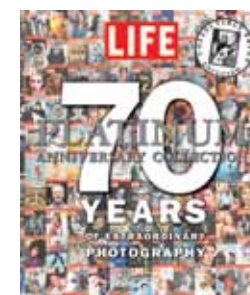
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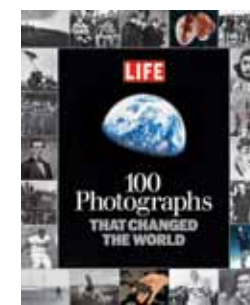
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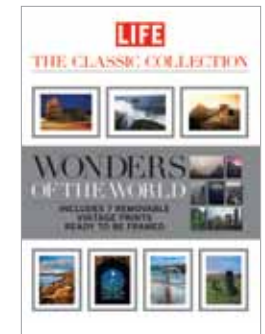
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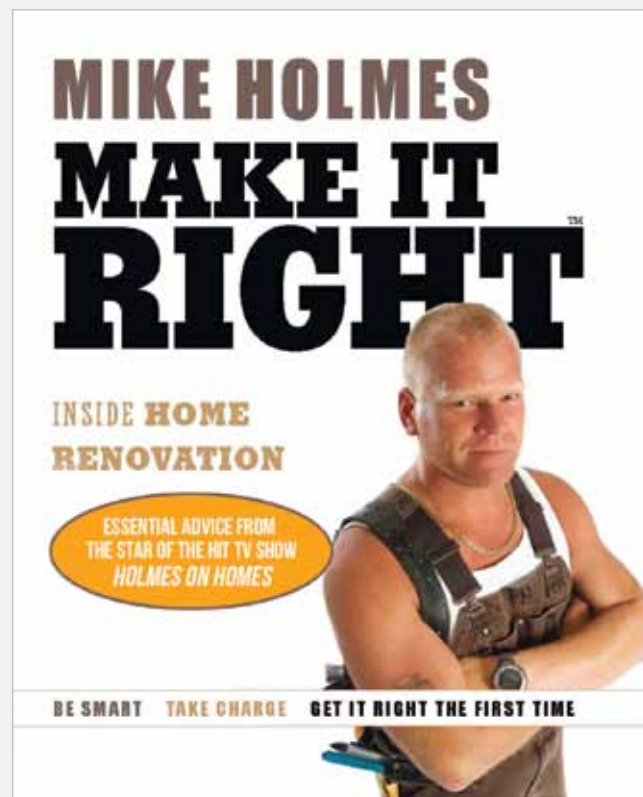
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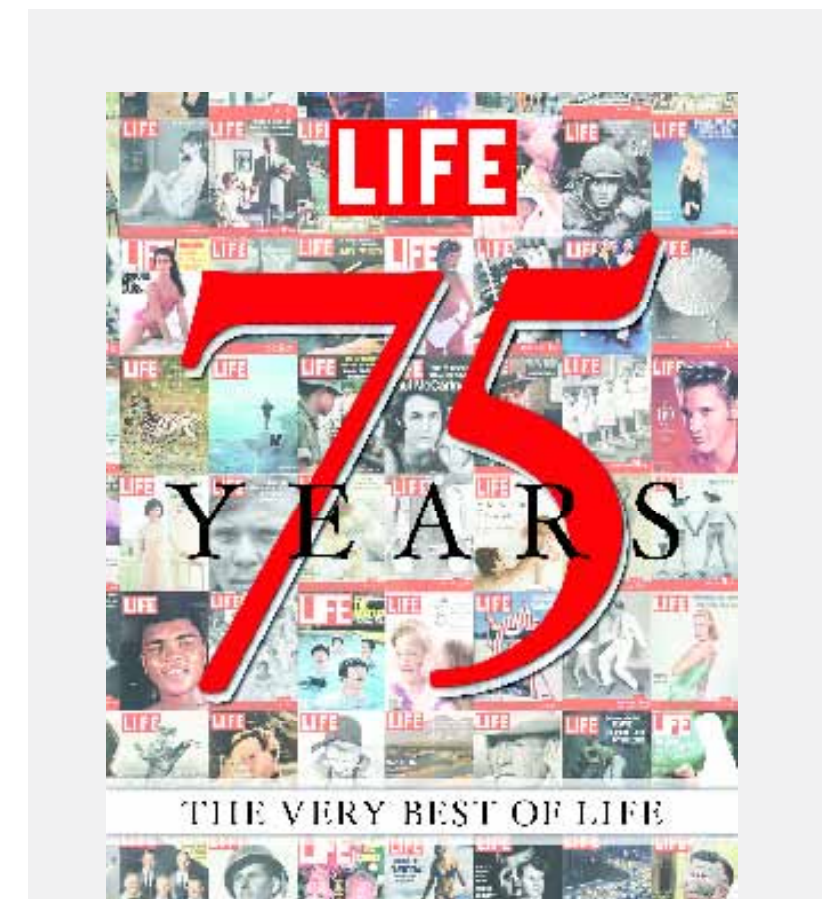
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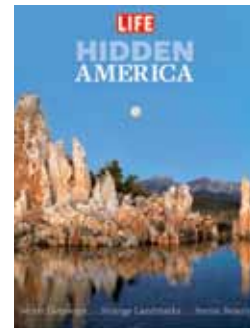
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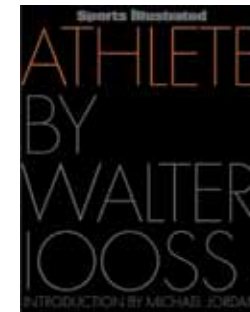
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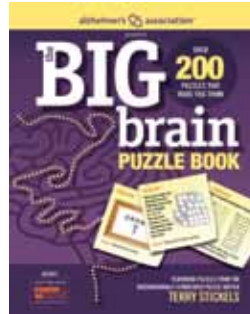


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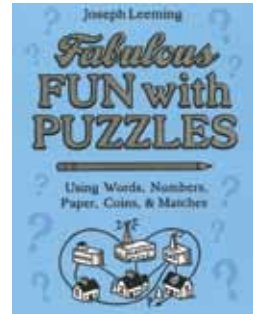


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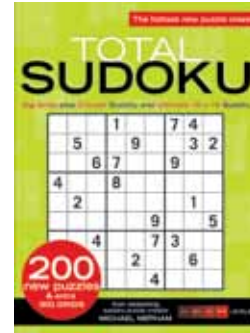
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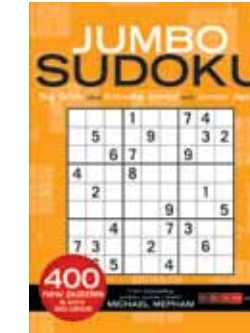
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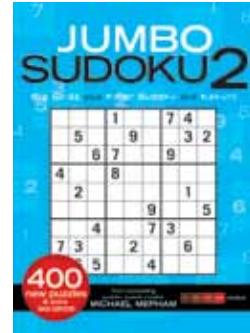
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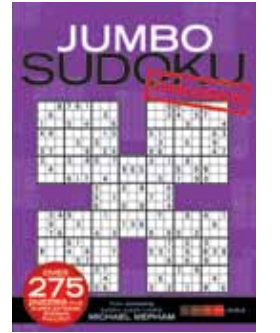
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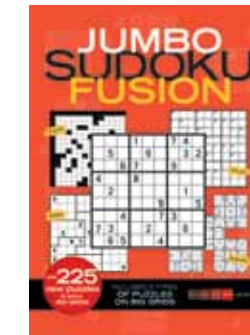
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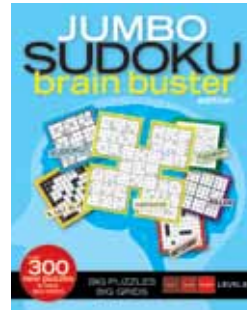
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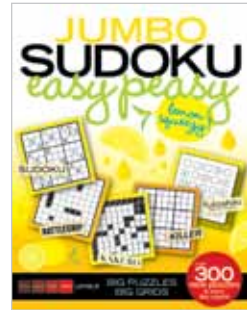
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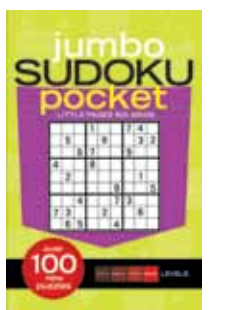
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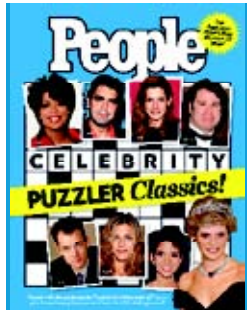
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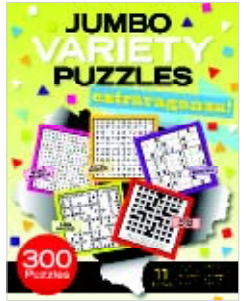
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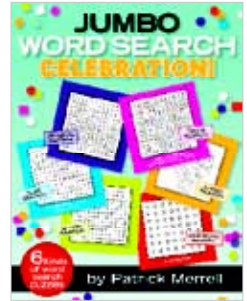
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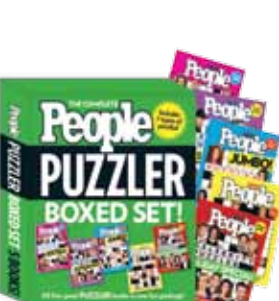
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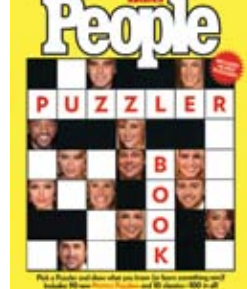
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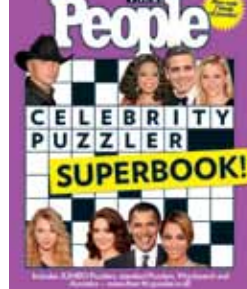
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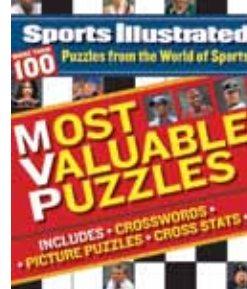
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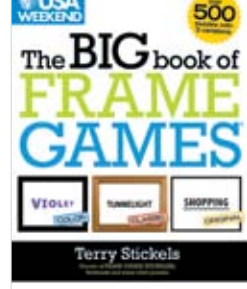
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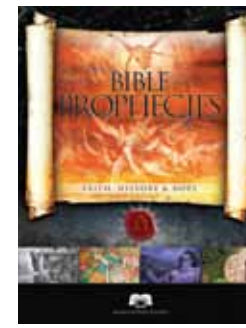
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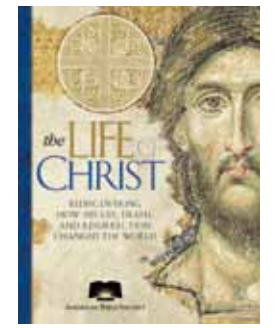
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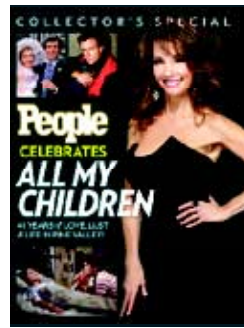
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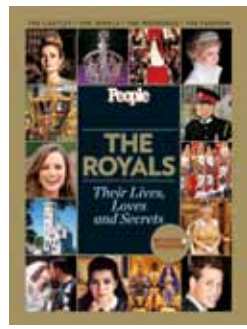
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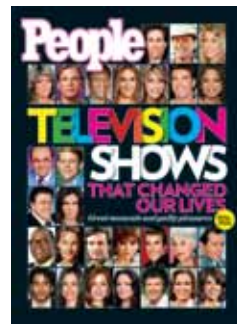
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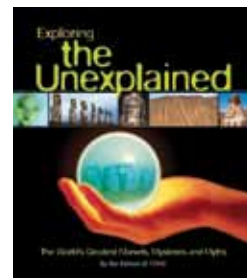
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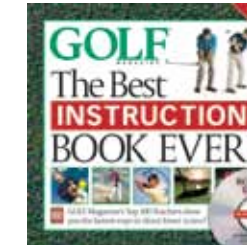
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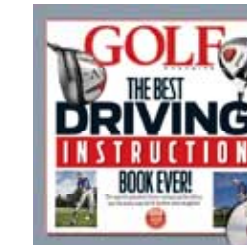
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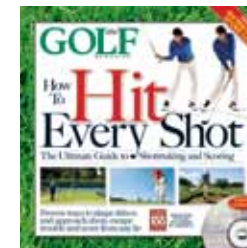
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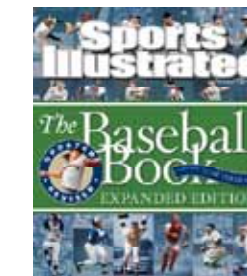
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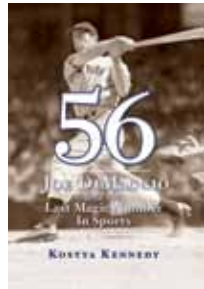
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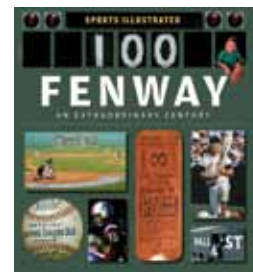
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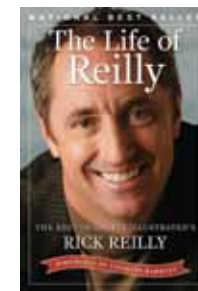
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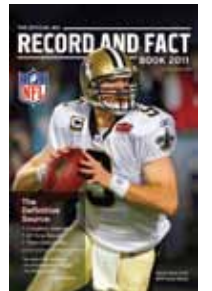
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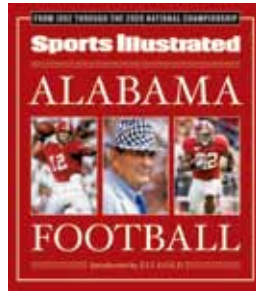
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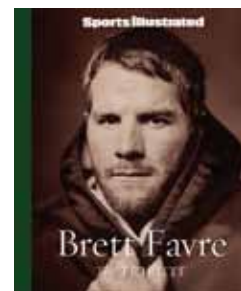
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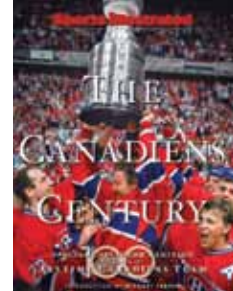
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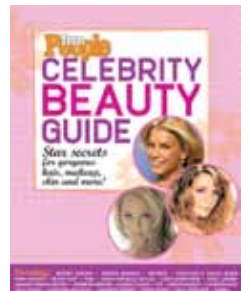
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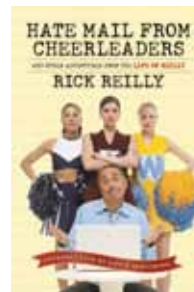
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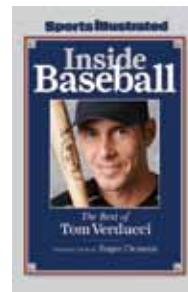
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Essence Peace, Pride & Power, 27
 Essence Wisdom of the Ages, 42

BEAUTY

Essence Beauty Basics & Beyond, 42
 InStyle Instant Style, 42
 InStyle The New Secrets of Style, 42
 InStyle Style 101, 42
 InStyle Ultimate Beauty Secrets, 42

BIOGRAPHY**LIFE Bob Dylan, 36**

LIFE Diana at 50, 43
 LIFE The Kennedys, 43
 LIFE Michael: 1958–2009, 43
 LIFE Michelle Obama, 43
 LIFE Pope John Paul II Toward Sainthood, 43
 LIFE Remembering Audrey, 43
 LIFE Remembering Elvis: 30 Years Later, 43
 LIFE Remembering Grace, 43
 LIFE Remembering Jackie, 43
 LIFE Remembering John Lennon, 43
 LIFE Remembering Marilyn, 43
 LIFE Remembering Martin Luther King, Jr., 43
 LIFE Remembering Sinatra, 43

LIFE The Rolling Stones, 18

LIFE Ronald Reagan at 100, 44
 LIFE Royals, 44
 LIFE The Royal Wedding of Prince William and Kate Middleton, 44
 People Diana, 44
 People Remembering Michael: 1958–2009, 44
 TIME Ted Kennedy, 44

BUSINESS

Fortune Scandal!, 44
 Fortune Secrets of Greatness, 44
 Starting Over by Andy Serwer, 44

KIDS

The Annual Big Book of Dora the Explorer, 45
 The Annual Big Book of SpongeBob Squarepants, 45
The Looney Tunes Big Book of Fun, 39
 The Officially Awesome Looney Tunes Activity Book, 45
 The Officially Awesome Scooby-Doo! Activity Book, 45
The Scooby-Doo! Big Book of Fun, 38
 Sports Illustrated Kids 1st and 10, 46
 Sports Illustrated Kids 3-D Sports Blast!, 46
 Sports Illustrated Kids All Access, 45
 Sports Illustrated Kids All-Star Picture Puzzles, 45
 Sports Illustrated Kids The Amazing World of Sports, 45
 Sports Illustrated Kids in Your Face 3-D, 45
Sports Illustrated Kids Pro Files: Baseball, 4
 Sports Illustrated Kids WOW! The Pop-Up Book of Sports, 45
 TIME For Kids Almanac 2012, 46
TIME for Kids Almanac 2013, 22
 TIME For Kids That's Awesome, 46
 TIME For Kids The Amazing Fact and Puzzle Book, 46
 TIME For Kids Big Book of How, 46
 TIME for Kids Big Book of Science Experiments, 46
TIME for Kids Big Book of What, 24
 TIME For Kids Big Book of Why, 46
 TIME For Kids Picture Puzzles, 46
 TIME For Kids President Obama, 46
 TIME For Kids Ready, Set, Write!, 46
TIME for Kids Science Almanac, 32
 TIME For Kids Super Science Book, 46
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 TIME For Kids United States Atlas, 46
 TIME For Kids World Atlas, 46

FOOD, DINING & ENTERTAINING

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 Food & Wine Annual Cookbook 2010, 47
 Food & Wine Annual Cookbook 2011, 47
 Food & Wine Best of the Best Cookbook Recipes, 47
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Food & Wine Cocktails 2011, 47
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 Food & Wine Reinventing the Classics, 47
 Food & Wine Wine Guide 2011, 47
 Food & Wine Wine Guide 2012, 47
 InStyle Parties, 48
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 McCormick Cooking With Flavor, 48
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 Real Simple Celebrations, 48
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Real Simple Easy, Delicious Home Cooking, 12
 Real Simple Meals Made Easy, 48

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 TIME Your Brain, 49

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LIFE The World's Great Civilizations, 30

Mine Eyes Have Seen, 50
 Rutka's Notebook, 51
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 TIME America: An Illustrated History, 51
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 TIME Special Ops, 51
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TIME The United States Constitution, 21

LIFESTYLE**Flea Market Finds with Matthew Mead, 14**

The Holmes Inspection, 15
 Mike Holmes Make It Right, 52
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 Real Simple 869 New Uses for Old Things, 52
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PHOTOGRAPHY

LIFE 70 Years: The Platinum Anniversary Collection, 53
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