



F+W MEDIA
FALL 2010
NEW TITLES

WRITING • COMIC & FANTASY ART

ANTIQUES & COLLECTIBLES • SEWING & QUILTING

GRAPHIC DESIGN • FIREARMS & KNIVES

HUMOR • COOKING & BAKING

MIXED-MEDIA CRAFTS • DECORATIVE PAINTING

POP CULTURE • PHOTOGRAPHY

FINE ART • WOODWORKING

KNITTING & CROCHET • COINS & PAPER MONEY

HOME & GARDENING • OUTDOORS & HUNTING

GENEALOGY • BEADING & JEWELRY

PAPERCRAFTING • SCRAPBOOKING

TRANSPORTATION • EMBROIDERY

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to browse the complete list of available F+W, Krause Publications, and David and Charles titles—both frontlist and backlist—along with ordering information and order forms.

Our Fall 2010 New and Backlist catalogs are also available on CD. Ask your sales representative how you can get a copy.

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Cover art from *The Nighttime Novelist*. Designed by Terri Woesner; adapted by Brian Roeth.



Organized Simplicity

The Clutter-Free Approach to Intentional Living

Tsh Oxenreider

- The author's blogs (simplemom.net, simplebites.net, simplekids.net, simpleorganic.net and simplehomeschool.net) attract nearly 1 million page views monthly.
- F+W's organizing titles continually sell well: *Organize Now!* (120,000 net); *Absolutely Organized* (25,000 net).
- Checklists, inventory sheets and additional tips for quick cleaning and organizing

Organized Simplicity will teach anyone who wants to organize his or her life the benefits of simplifying their lives and provide practical, hands-on instruction for decluttering and organizing to achieve simplicity. In part one, readers will learn what simplicity is and how simplicity can improve their schedules and finances. In part two, readers will follow a ten-day plan to completely clean and organize their homes. Future project ideas will inspire them to turn their houses into havens they love.



Tsh Oxenreider is a writer, a graphic designer, a wife, a mother, and a home manager. Simplemom.net was nominated for Best New Blog of 2008 in the 2009 Bloggies and is a member of the exclusive 9 Rules network. In 2009 Tsh founded Simple Living Media, a network of five simplicity blogs that receive almost 1 million views monthly.



NOVEMBER 2010

MARKETING

- New Year, New You promotion with blog tour, web excerpts
- Events and promotion on author's website
- Contests and giveaways
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4403-0263-3

ISBN-10: 1-4403-0263-4

\$16.99 (CAN \$20.99) • hc with concealed wire-o
 256 pgs • 5½ x 7½ • A
 30-40 color photos/illus
 UPC 0 35313 64917 2
 EAN 9 781440 302633
 Ct. Qty. 20 • #Z6515
 Home: Austin, TX

HOME ORGANIZATION

Betterway Home

Also Available:

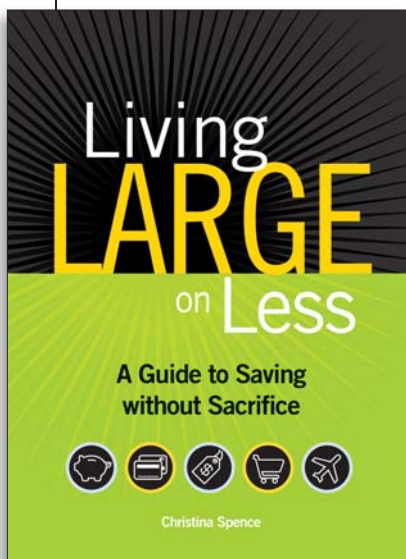


ISBN-13: 978-1-4403-0164-3

Living Large on Less

A Guide to Saving without Sacrifice

Christina Spence



- Unemployment was at a 27-year high in October 2009—over 10% (source U.S. Bureau of Labor Statistics). Underemployment (includes discouraged workers and those working part-time because that's all they can get) hit 16.8% (source U.S. Bureau of Labor Statistics).
- Financial experts are expecting a “jobless” recovery in the economy, so many people will be left with diminished finances for a longer period of time.
- Features chapters on defeating debt and creating and using a budget, plus hundreds of money-saving ideas.

Living Large on Less is the alternative to money-saving books that turn anyone choosing to simplify his or her life into thrift martyrs who scrape by with the most meager necessities possible and forgo all luxuries. Learn how to prioritize your spending by creating a budget and managing debt with strategies for paying it off quicker so they can enjoy the lifestyle they want.

Christina Spence is a writer and columnist. Her first book, *No-Hassle Housecleaning* was published by Betterway Home in November 2009. Her columns have appeared in the *Toronto Star* and *Homestyle Magazine*. Her website, www.happyslob.com, averages 10,000 visitors per month.

NOVEMBER 2010

ISBN-13: 978-1-4403-0432-3

ISBN-10: 1-4403-0432-7

\$16.99 (CAN \$20.99) • pb
224 pgs • 5½ x 7½ • A
25 b&w illus
UPC 0 35313 64963 9
EAN 9 781440 304323
Ct. Qty. 40 • #Z7133
Home: Calgary, Alberta, Canada
Website: www.happyslob.com

BUSINESS/PERSONAL FINANCE
Betterway Home

Also Available:



ISBN-13: 978-1-4402-0451-7

Spend-A-Little, Save-A-Lot Home Improvements

Money-Saving Projects Anyone Can Do

Brad Staggs



- Author is a licensed contractor known among the home improvement and DIY crowd as the host of *Talk2diy Home Improvement* on the DIY Network and numerous other on-air positions with the DIY Network and HGTV. This is his first book.
- DVD/CD-ROM will follow the first part of the book, “The Walk-Around,” and show viewers how to do their own inspection of their homes.

Spend-A-Little, Save-A-Lot Home Improvements will help anyone save money by making their homes energy efficient and safe. Many of the projects have “green” benefits that will help reduce energy consumption. Step-by-step photos and instructions will show homeowners how to complete home improvement projects. They also learn the benefits and cost savings they’ll receive from each project. Whether prepping a house for sale, or upgrading a “keeper,” the projects in this book will prove valuable, in a real sense.

Brad Staggs has written, produced and directed feature stories for The Nashville Network. When HGTV launched, Brad began producing and hosting features for *Decorating with Style* and *Today at Home*, where he quickly became known as HGTV’s “Home Maintenance Expert.” Today, Brad is seen online on HGTV’s *HGTVPro.Com Weekly*. He can be seen on the syndicated *Rebecca’s Garden* and *The Today Show*.

DECEMBER 2010

ISBN-13: 978-1-4403-0433-0

ISBN-10: 1-4403-0433-5

\$24.99 (CAN \$29.99) • pb
160 pgs • 8 x 8 • A
300 color/20 b&w photos/illus
UPC 0 35313 64964 6
EAN 9 781440 304330
Ct. Qty. 20 • #Z7134
Home: Nashville, TN

HOME IMPROVEMENT
Betterway Home

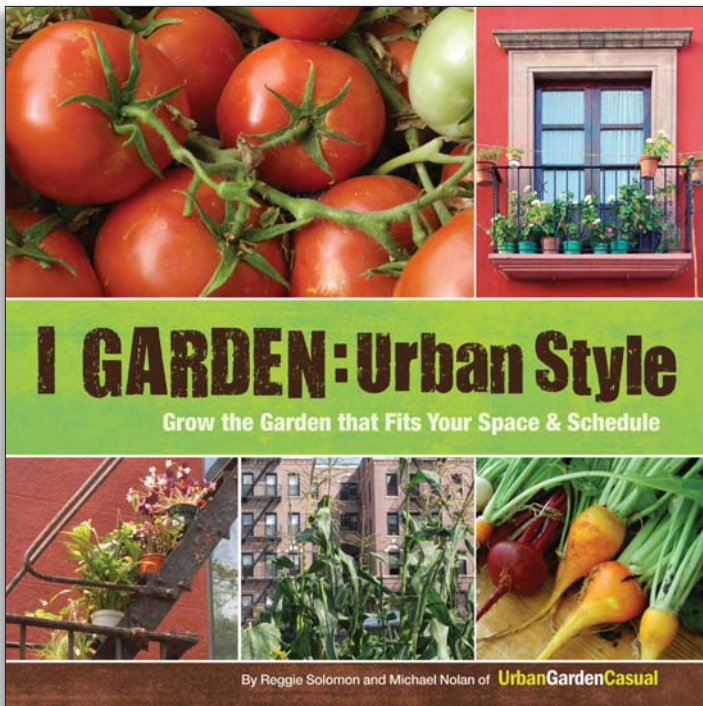
Also Available:



ISBN-13: 978-1-55870-882-2



Visit our online catalog at
www.fwmedia.com/books/catalog



I Garden: Urban Style

Grow the Garden That Fits Your Space & Schedule

Reggie Solomon and Michael Nolan of
UrbanGardenCasual

- Locavores, organic food, sustainable living and outdoor living are very hot topics now, especially in urban areas. The idea of producing one's own food is more appealing than ever both as a way to save money and to ensure food safety and quality.
- *The Urban Homestead* has been on the Nielsen BookScan Adult Non-Fiction Overall House & Home bestseller list for 80 weeks. *The Backyard Homestead* has been on this same list for 42 weeks.
- Includes complete gardening instructions from soil prep, to daily care to harvesting, plus a planting guide, simple recipes and entertaining ideas

In *I Garden: Urban Style*, gardeners will learn the best plants to grow based on their style, schedule and available space. Offers instruction for many urban gardening options including window, herb, container and community gardens, plus shared spaces. Includes options for those wanting to commit very little time and effort to those wanting an active, fulfilling hobby. A casual recipes section will offer step-by-step instructions for making appetizers, drinks and even restaurant-quality entrees that will showcase the herbs and produce grown by the gardener.

DECEMBER 2010

MARKETING

- Targeted publicity and advertising to alternative/urban newspapers, such as *Chicago Reader*, *Village Voice*, *San Francisco Bay Guardian*
- Coverage in *Mother Earth News* and *Natural Home Magazine*
- Author events, including blog tour
- Contests and giveaways
- Twitter/YouTube promotion

ISBN-13: 978-1-4403-0556-6

ISBN-10: 1-4403-0556-0

\$18.99 (CAN \$22.99) • pb

224 pgs • 8 x 8 • A

200 color photos/illus

UPC 0 35313 64986 8

EAN 9 781440 305566

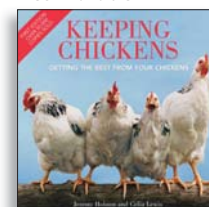
Ct. Qty. 20 • #Z7445

Home: New Haven, CT

HOME/GARDENING

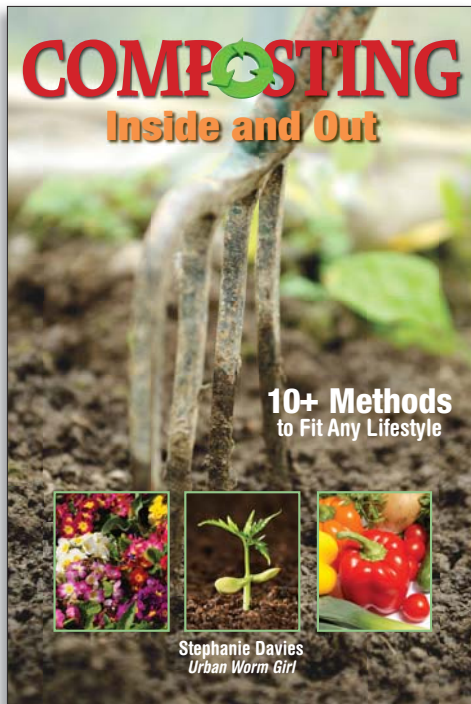
Betterway Home

Also Available:



ISBN-13: 978-0-7153-3625-0





Composting Inside and Out 10+ Methods to Fit Any Lifestyle

Stephanie Davies, "Urban Worm Girl"

- Making compost saves money on fertilizers, chemical plant foods and other soil conditioners, and keeps usable waste out of landfills.
- Learn why it's important to compost, the many methods of composting and the benefits of turning trash into soil nutrients
- Provides over 10 methods of indoor and outdoor composting with step-by-step illustrations to suit anyone's lifestyle

Composting Inside and Out will help homeowners, farmers, landscapers reduce the need for water, fertilizers, and pesticides. This guide is beneficial to anyone who grows houseplants, maintains a large garden, or participates in community gardening. In addition, it explains why it's important to compost, the many methods of composting and the benefits of turning trash into soil nutrients.



Stephanie Davies, Chicago's "Urban Worm Girl," hosts a network of educational and social events about the many methods of composting, including worms. Events include school-based educational workshops and demonstrations, in-home demonstrations, organized group events such as "Wine and Worm Parties," garden club events, book clubs and more.

NOVEMBER 2010

MARKETING

- Excerpts pitched to CompostGuide.com and GardenRant.com
- Targeted publicity and advertising to alternative newspapers in urban environments, such as *Chicago Reader*, *Village Voice*, *San Francisco Bay Guardian*
- Coverage in *Mother Earth News* and *Natural Home Magazine*
- Author events, including blog tour
- Contests and giveaways
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4402-1405-9

ISBN-10: 1-4402-1405-0

\$14.99 (CAN \$17.99) • pb

256 pgs • 6 x 9 • A

50 b&w photos/illus

UPC 0 74962 01254 8

EAN 9 781440 214059

Ct. Qty. 20 • #Z9353

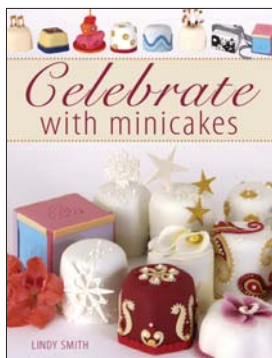
Home: Chicago, IL

GARDENING

Krause Publications



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Celebrate with Minicakes

Lindy Smith

- Over 25 creative minicake designs from nursery bricks and wedding bouquets to funky flowers, cheeky chimps and fairytale castles to suit a wide range of occasions
- Expert sugarcrafting tips and techniques presented in an easy-to-follow step by step format
- The art of baking and decorating cakes at home is enjoying a massive revival—money saving, creative and family oriented
- Sugarcraft booksales are also enjoying success; *Cakes to Inspire and Desire* by Lindy Smith has sold over 30,000 copies worldwide

Lindy Smith is the author of five other D&C titles. She runs a successful business making celebration cakes. Lindy is a British Sugarcraft Guild accredited demonstrator and holds workshops to share her techniques and experience.

NOVEMBER 2010

ISBN-13: 978-0-7153-3783-7
ISBN-10: 0-7153-3783-1

\$22.99 (CAN \$27.99) • pb
128 pgs • 8¼ x 10¾ • C
UPC 8 06488 42189 0
EAN 9 780715 337837
Ct. Qty. 20 • #Z9589
Home: Buckinghamshire, UK

CRAFTS/CAKE DECORATING
David and Charles



Cake Decorating at Home

Zoe Clark

- Over 30 designs for cakes, cupcakes, minicakes and cookies allow readers to make sweet treats for friends and family all year round; the featured
- Cake decorating techniques suitable for all skill levels
- The art of baking and decorating cakes at home is enjoying a massive revival—money saving, creative and family oriented
- Sugarcraft booksales are also enjoying success; *Sweet & Simple Party Cakes* alone sold over 22,000 copies worldwide in 12 months

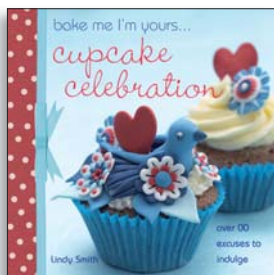
After being inspired by making her own wedding cake in 2005, **Zoe Clark** turned passion into profession. She worked with some of the UK's leading cake designers, including Peggy Porschen. Zoë then set up her own business creating distinctive wedding and celebration cake designs that have drawn attention from both clients and the press.

OCTOBER 2010

ISBN-13: 978-0-7153-3758-5
ISBN-10: 0-7153-3758-0

\$22.99 (CAN \$27.99) • pb
128 pgs • 8¼ x 10¾ • C
UPC 8 06488 42174 6
EAN 9 780715 337585
#Z8572

CRAFTS/CAKE DECORATING
David and Charles



Bake Me, I'm Yours... Cupcake Celebration

Lindy Smith

- Features contemporary designs and projects for all scales and levels of expertise
- Creative collection of delights to suit every party occasion, from birthdays and Christmas to Mother's Day and weddings
- Includes a range of recipes and techniques to ensure unique and professional results.

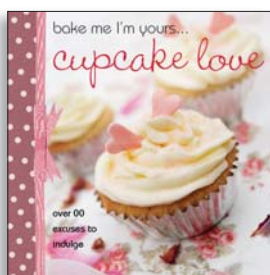
Lindy Smith is the author of five other D&C titles, including *Cakes to Inspire and Desire* and *Celebrate with a Cake*. She runs a successful business making celebration cakes. Lindy is a British Sugarcraft Guild accredited demonstrator and holds workshops to share her techniques and experience.

OCTOBER 2010

ISBN-13: 978-0-7153-3770-7
ISBN-10: 0-7153-3770-X

\$14.99 (CAN \$17.99) • hc
128 pgs • 6¾ x 6¾ • C
UPC 8 06488 42180 7
EAN 9 780715 337707
#Z9231
Home: Buckinghamshire, UK

CRAFTS/CAKE DECORATING
David and Charles



Bake Me, I'm Yours... Cupcake Love

Lindy Smith

- An indulgent collection of 30 cupcake projects, variations and ideas for every romantic occasion
- Clear, step-by-step instructions guide even the most novice decorator through the stages
- The most popular occasion for cupcakes are weddings, the ultimate celebration of love
- Beautifully packaged book—ideal as a gift purchase as well as self purchase

Lindy Smith is the author of five other D&C titles, including *Cakes to Inspire and Desire* and *Celebrate with a Cake*. She runs a successful business making celebration cakes. Lindy is a British Sugarcraft Guild accredited demonstrator and holds workshops to share her techniques and experience.

FEBRUARY 2011

ISBN-13: 978-0-7153-3781-3
ISBN-10: 0-7153-3781-5

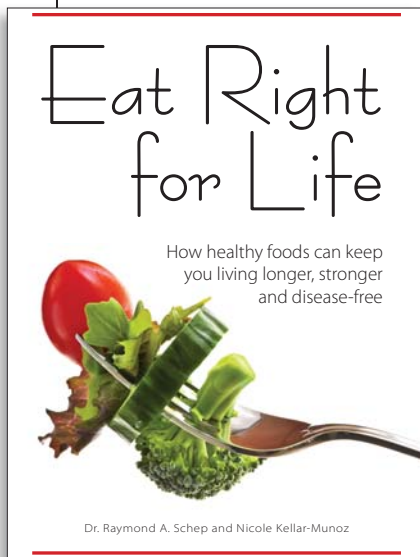
\$14.99 (CAN \$17.99) • hc
128 pgs • 6¾ x 6¾ • C
UPC 8 06488 42187 6
EAN 9 780715 337813
#Z9587
Home: Buckinghamshire, UK

CRAFTS/CAKE DECORATING
David and Charles

Eat Right for Life

How Healthy Foods Can Keep You Living Longer, Stronger and Disease-Free

Dr. Raymond A. Schep and Nicole Kellar-Munoz



- Written for the layperson, this book shows how to take charge of health by eating the right foods instead of using drugs
- Benefits of over 125 foods and 75 recipes proving natural cures are superior to drugs and for a fraction of the cost
- Contains facts and tips from trusted sources such as the American Cancer Society, Centers for Disease Control and the National Center for Complementary and Alternative Medicine

Eat Right for Life is filled with scientific and practical advice for leading a healthy lifestyle. It shows how to use simple ingredients from the garden, kitchen or local supermarket to make delicious foods to enhance a healthy life. The book contains more than 125 natural foods, including vegetables, herbs and minerals. It discusses the “kitchen pharmacy” through disease prevention guidance and how to use ordinary natural foods to promote excellent health and clear, radiant skin.

Dr. Schep is the chief chemist for Colonial Dames Company, a cancer and nutrition consultant for Dr. Paul Savage of Chicago and a consultant for specialist health, nutrition and anti-aging with top anti-aging researchers in the world. **Nicole Kellar-Munoz** is an entrepreneur and the co-author of *Quick-Fix Healthy Mix*.

OCTOBER 2010

MARKETING

- Targeted publicity, including excerpt opportunities to *Natural Health* magazine
- Web advertising on NaturalHealth.com
- Radio interview on nationally syndicated radio program, *Natural Health and You*
- Author events and promotion on their websites
- Contests and giveaways
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4402-1132-4
ISBN-10: 1-4402-1132-9

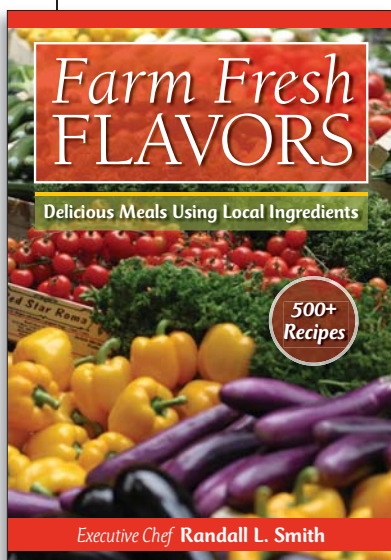
\$22.99 (CAN \$27.99) • pb
240 pgs • 7 x 10 • A
UPC 0 74962 01157 2
EAN 9 781440 211324
Ct. Qty. 20 • #Z7121
Home: Beverly Hills, CA

HEALTH AND FITNESS
Krause Publications

Farm Fresh Flavors

Delicious Meals Using Local Ingredients

Randall L. Smith, Executive Chef, Clocktower Resort



- Contains 500 recipes that encourage cooking with seasonal, farm-fresh food
- Features growing tips from farmers, as well as cooking and preserving tips from consumers
- Contains information on fruits, vegetables and herbs

Each chapter in *Farm Fresh Flavors* describes a variety of food and how it can be prepared, stored or preserved. Farmers’ market shoppers, home cooking enthusiasts or vegans will learn the characteristics of each food, multiple techniques for preparing the food, and why farm fresh food is a better choice for healthy eating.



Randall L. Smith is Executive Chef at the iconic Clocktower Resort in Rockford, IL. He regularly writes articles about the benefits of using local produce for *Farmer’s Markets Today* and is a tireless advocate for farmers markets, CSAs and local sustainable farms.

SEPTEMBER 2010

MARKETING

- Coverage in *Mother Earth News* and LocalHarvest.org
- Author events, including blog tour
- Contests and giveaways
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4402-1397-7
ISBN-10: 1-4402-1397-6

\$19.99 (CAN \$23.99) • pb
304 pgs • 8¼ x 10¾ • A
125 b&w photos/illus
UPC 0 74962 01246 3
EAN 9 781440 213977
Ct. Qty. 10 • #Z9166
Home: Wisconsin Rapids, WI

COOKING
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John Lennon: Life Is What Happens Music, Memories & Memorabilia

John Borack

- December 8, 2010 is the 30th anniversary of John Lennon's death—he would have been 70 years old this year.
- Contains Beatles memorabilia and hundreds of photos of Lennon, plus quotes and personal memories from fans and musicians whose lives were affected by his work
- Tracks Lennon's music and art, and relates it to pop culture from the 1960s and beyond
- Lennon and the Beatles continue to dominate pop culture, as seen by the recent re-mastering of their 14 albums, the sell-out success of the Beatles Rock Band video game and the Cirque de Soleil show, The Beatles: LOVE.

John Lennon: Life Is What Happens celebrates the life and times of one of the most influential musicians in pop music. Features rare images of Lennon throughout his career, juxtaposed by the myriad pop-culture memorabilia that was created from the height of Beatlemania to the late 1970s and the Plastic Ono Band. Includes dozens of quotes by and about Lennon, and features personal reminiscences from fans and celebrities recalling Lennon's impact on their lives and where they were when they heard of his death.



John Borack is a music journalist whose reviews, columns and feature articles have appeared in periodicals such as *Goldmine*®, an F+W title and *Amplifier*. Borack will celebrate his 25th year as a freelancer for *Goldmine*® in 2010 and continues to write his popular "Rave On" column for the magazine.



OCTOBER 2010

MARKETING

- Publicity and advertising to and on Pop Culture and music websites, blogs and forums
- Promotion on John-Lennon.com, the unofficial fan site
- Promotion at regional Beatle fests
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4402-1391-5

ISBN-10: 1-4402-1391-7

\$26.99 (CAN \$32.99) • pb with flaps

256 pgs • 10 x 10 • A

400+ color/100+ b&w photos/illus

UPC 0 74962 01240 1

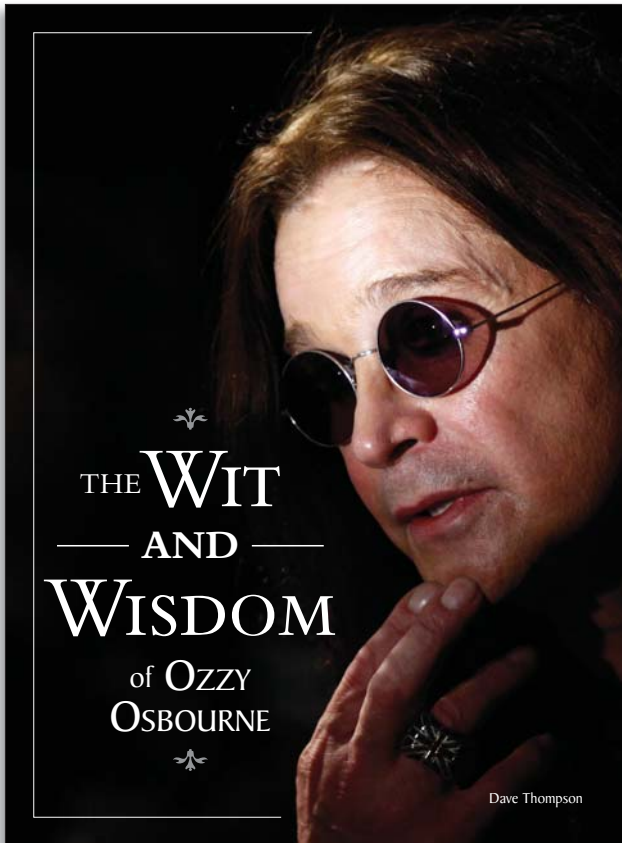
EAN 9 781440 213915

Ct. Qty. 10 • #Z7968

Home: Orange County, CA

ANTIQUES & COLLECTIBLES/MUSIC

Krause Publications



The Wit and Wisdom of Ozzy Osbourne

Dave Thompson

- Ozzy isn't just an *American* phenomenon; he has a worldwide fan base. The British superstar is loved as much in the U.K. as in the U.S.
- The Ozzy biography, *I Am Ozzy* (Jan. 2010), has sold 32,000 copies in just 3 months.
- Ozzy Osbourne has become part of pop culture through his appearance on MTV's reality TV show, *The Osbournes*, and *World of Warcraft* commercials.
- Designed for the general audience who loves satire and humor

The Wit and Wisdom of Ozzy Osbourne is an entertaining look at Ozzy's life, from his beginnings as the "Godfather of Heavy Metal" when he was with Black Sabbath, to the pop-culture icon he now is. *The Wit and Wisdom of Ozzy Osbourne* looks at Ozzy's philosophy of life and reflects the spirit of the man who made Black Sabbath famous, Christian groups denounce him for being a bad influence, The Osbournes a hit reality TV show, and everything in between. As he himself has said, "I don't even know who Ozzy is. I wake up a new person every day."



Dave Thompson is a heralded music authority who has interviewed Ozzy on two occasions and has written about his music for a variety of publications both in the US and UK. Since 1984, Thompson has written many music books, both on specific artists (Kurt Cobain, Cream, George Clinton and Red Hot Chili Peppers) and genres. He is a frequent contributor to *Goldmine*®, *Rolling Stone*, *Alternative Press*, *MOJO*, *AllMusic Guide*, and *Melody Maker*.

NOVEMBER 2010

MARKETING

- Publicity and advertising to and on Pop Culture and music websites, blogs and forums
- Contests and giveaways
- Comic Con promotion with special Ozzy fan giveaway
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4402-1400-4

ISBN-10: 1-4402-1400-X

\$12.99 (CAN \$15.99) • pb

176 pgs • 5½ x 7½ • A

15 color photos/illus

UPC 0 74962 01249 4

EAN 9 781440 214004

Ct. Qty. 20 • #Z9236

Home: Newark, DE

MUSIC

Krause Publications



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Monsters Caught on Film

Amazing Evidence of Lake Monsters, Big Foot & Other Strange Beasts

Dr. Melvyn Willin



- Latest in the highly successful "Caught on Film" series
- Full of real-life mysteries and intriguing sightings—lesser known gems as well as the most famous and celebrated
- Includes celebrated pictures of Loch Ness Monster and Big Foot

From extinct species and living dinosaurs to lake monsters (like the Loch Ness Monster) to unknown apes (like Yeti and Bigfoot) and other creatures, *Monsters Caught on Film* is a thrilling, chilling collection of photographs of monsters from around the world. Are these photographs misidentified coincidences or elaborate hoaxes? Or do they present real evidence of mysterious beasts and monsters caught on film? Each compelling picture is accompanied by illuminating commentary from paranormal expert and psychical investigator, Dr. Melvyn Willin, author of the successful *Ghosts Caught on Film* and *The Paranormal Caught on Film*.

Dr. Melvyn Willin has held a number of positions within psychical research, including council membership of the Ghost Club and the Society for Psychical Research, and he has written numerous articles on the subject. He has also carried out investigations in allegedly haunted properties throughout the UK.

SEPTEMBER 2010

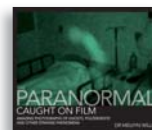
ISBN-13: 978-0-7153-3774-5

ISBN-10: 0-7153-3774-2

\$16.99 (CAN \$20.99) • pb with flaps
144 pgs • 8 x 6½ • C
80 color illus
UPC 8 06488 42181 4
EAN 9 780715 337745
Ct. Qty. 20 • #Z9232
Home: UK

GENERAL REFERENCE/PARANORMAL

Also Available:



ISBN-13: 978-0-7153-2980-1

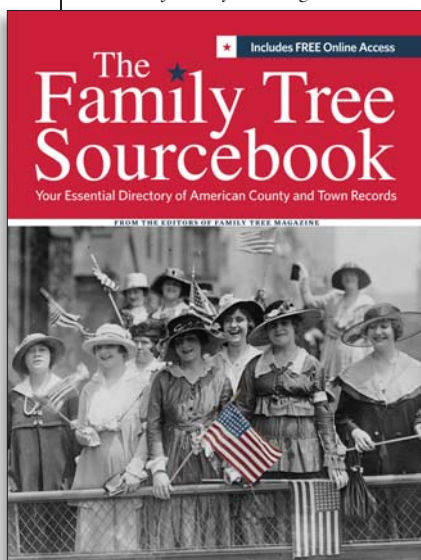


ISBN-13: 978-0-7153-2728-9

The Family Tree Sourcebook

Your Essential Directory of American County and Town Records

Editors of Family Tree Magazine



- Comprehensive reference for US genealogy
- Delivers essential information in an easy to use format with clear, concise county listings
- Online access to book content with a complimentary 30-day membership to Family Tree Magazine Plus
- At 752 pages, this is the best value in genealogy reference books.

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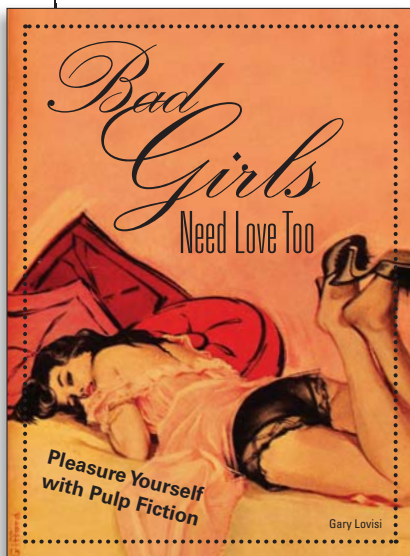
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Bad Girls Need Love Too Pleasure Yourself with Pulp Fiction

Gary Lovisi



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- Perfect for Valentine’s Day

Bad Girls Need Love, Too will give art lovers and pop culture art enthusiasts 100 electrifying covers in full color. The juicy excerpts are a magnificent time capsule to a period when real girls saved themselves for marriage and young men were in a state of annoyance. The men and women in the pages of these paperbacks were lusty and hot blooded and their actions often led swiftly to various sins of the flesh.

Gary Lovisi is the editor and publisher of the longest-running magazine on collectible paperback books, *Paperback Parade*. He is the author of *Antique Trader Collectible Paperback Price Guide* and *Dames, Dolls and Delinquents: A Collector’s Guide to Sexy Pulp Fiction Paperbacks*.

DECEMBER 2010

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SEX/HUMOR

Krause Publications

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Grave Humor

A Photo Tour of Funny, Ironic and
Ridiculous Tombstones

M.T. Coffin



- Will appeal to the same audience who enjoys the humor in *Zombie Survival Guide* (Random House/October 2009; Bookscan RTD: 30,966) and *Zombie Haiku* (HOW Books/July 2008; 37,000 net)
- Books poking fun at the macabre (vampires, zombies) are strong sellers
- Filled with dozens of photos of funny, ironic and ridiculous tombstones
- Gothic illustrations and clever captions enhance the humor
- Perfect impulse buy for Halloween

Who says death is a serious subject? From amusing epitaphs (“I told you I was sick”) to comical burials (the Maxwell-House plot), this irreverent anthology of cemetery humor proves there is humor even in death. *Grave Humor* celebrates the lighter side of death through photos capturing amusing and ironic monuments to the dearly departed. Topics include:

- Funny epitaphs (“Gone to Walmart”)
- Unfortunate names (“Mary Alice Cheeseman Pigman”)
- Surnames befitting a tombstone (“Kaput”)
- Amusing eternal pairings (“Sinner” and “Angel”)

Readers will get even more laughs from the irreverent captions and illustrations.

SEPTEMBER 2010

ISBN-13: 978-1-4403-0885-7

ISBN-10: 1-4403-0885-3

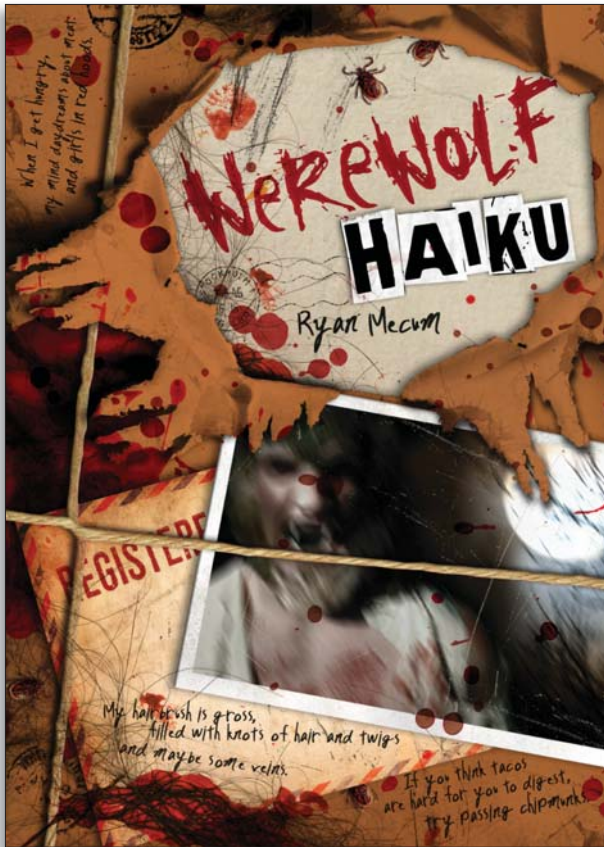
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HUMOR

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- The trend in books, TV and movies is moving away from vampires and shifting to werewolves.
- Illustrated with dozens of gory photographs seen from a werewolf's point of view

These pages contain the heartbreaking story of a repressed man who slowly loses control of his inner beast after he's bitten by a werewolf. As he wrestles with the monster inside, he chronicles his feelings and urges in a haiku journal, with poems that are gross, strange, dark and oddly hilarious. Before he was bitten, he was a mailman who was in love with a woman on his route, but had never had the courage to tell her. Now, as the beast comes out, wreaking havoc in his life, he learns that his werewolf side might actually help him in his quest for love.



Ryan Mecum is the author of *Zombie Haiku*. He lives with his wife and daughter in Cincinnati and is constantly thinking of phrases that fit the 5-7-5 haiku syllable structure. He spends most of his time watching terrible movies and reading comics and has seen *Evil Dead* more times than he would care to mention. He is a youth pastor at a Presbyterian church.



Werewolf Haiku

Ryan Mecum

SEPTEMBER 2010

MARKETING

- Author events
- Promotion on pop culture websites (i.e. Ain't It Cool News) and werewolf blogs featuring excerpts and contests
- YouTube promotion
- Fangoria Radio interview (Sirius XM Radio Network)
- Ads in *Fangoria* (print and online) and *Bluewater* comics

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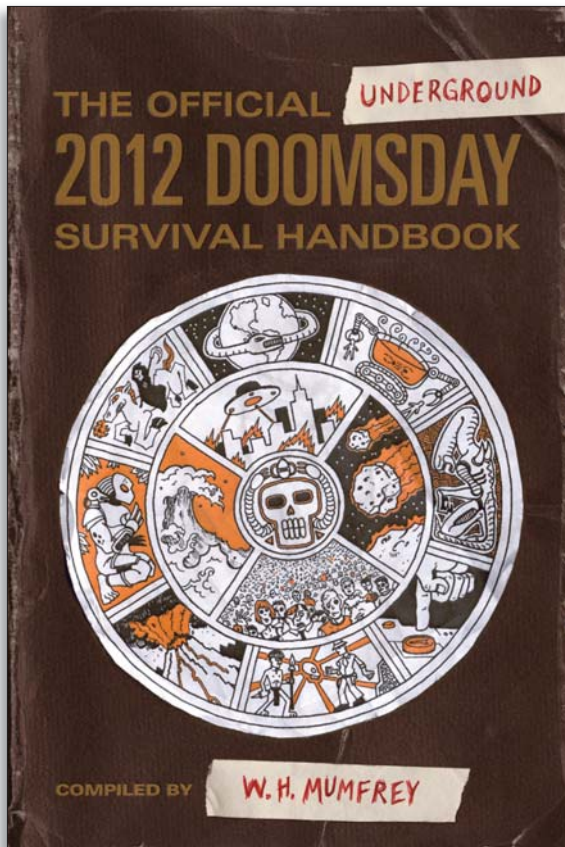
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HOW Books

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The Official Underground 2012 Domsday Survival Handbook

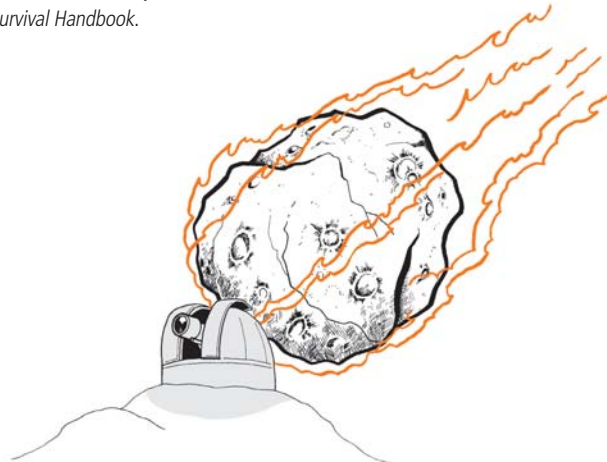
W.H. Mumfrey

- Increasing interest in the Mayan calendar and doomsday predictions
- Same dry sense of humor as *The Alien Invasion Survival Handbook* (HOW Books/May 2009; 15,000 net), which the author penned

Nuclear holocaust, super volcano, asteroid impact, mega tsunami, alien invasion, zombie outbreak? Will the world end with a whimper or a bang? However it goes, W.H. Mumfrey prepares everyone for what to expect when the world is ending, how to survive a litany of doomsday scenarios and how to rebuild the earth if you're one of the survivors. This book covers such essential topics as: foraging for food, looting 101, barricades and fortifications for beginners, retro-technologies, dealing with cannibals, mutant identification, post-apocalyptic fashions, renovating your subterranean hideout, decoys and booby-traps for dummies, dating after doomsday, and more.



W.H. Mumfrey (aka Grant Murray) graduated with a Bachelor of Education in 1989 and, among other things, has worked as a science/computing educator, landscape photographer and scientific research assistant in the deserts of central Australia. Having lived in a number of countries, including South Korea and New Zealand, he currently resides in Tasmania. He is the author of *The Alien Invasion Survival Handbook*.



DECEMBER 2010

MARKETING

- Promotion on pop culture websites (i.e. Ain't It Cool News), forums and blogs (i.e. 2012 Connect)
- Web ads targeted to young, male demographic
- Twitter/Facebook promotion

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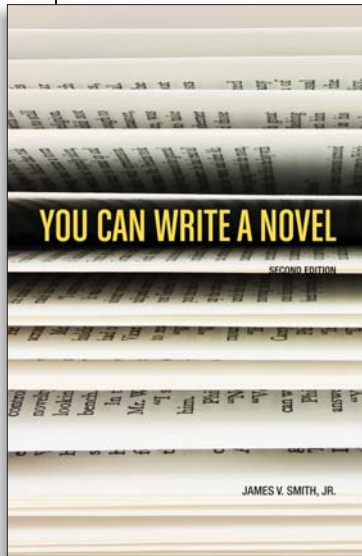
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James V. Smith, Jr. is the editor, chief photographer and writer for Montana's largest circulation publication, *Rural Montana* magazine, an association magazine in the energy industry that routinely wins top national writing and photo awards. Jim has written and published five novels in the military action genre. He also has written and self-published *The Creative Corporate*.

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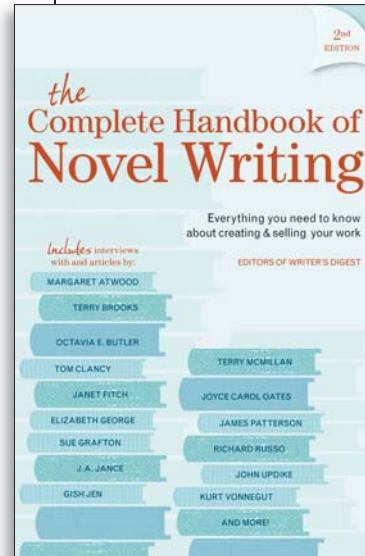
WRITING REFERENCE

Writer's Digest Books

The Complete Handbook of Novel Writing, 2nd Edition

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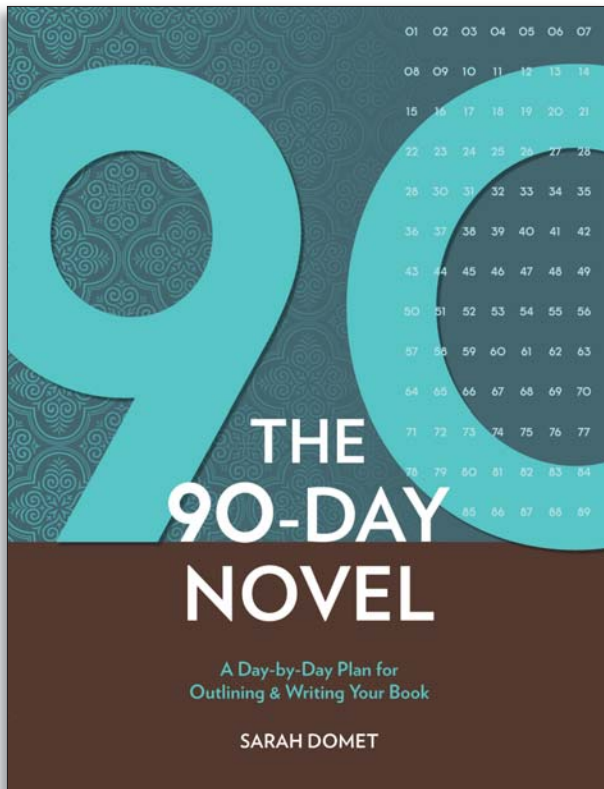
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WRITING REFERENCE

Writer's Digest Books



The 90-Day Novel

A Day-by-Day Plan for Outlining & Writing Your Book

Sarah Domet

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Sarah Domet's work has been featured in journals such as *Quarterly West*, *Many Mountains Moving*, *Potomac Review*, *Harpur Palate*, *Beloit Fiction Journal*, and *Ohio Valley History*. She has received many awards and fellowships, including The Charles Phelps Taft Dissertation and Research Fellowship, the New York State Summer Writers Institute Scholarship, and the Hatfield/Westheimer Short Story Prize. She has also presented her work at numerous conferences, and has taught a range of college writing and literature courses. She works as a freelance writer and copyeditor, most recently developing a series of online fiction courses for WritersOnlineWorkshops.com.

NOVEMBER 2010

MARKETING

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- Promotion from Writer's Digest 101 Best Websites for Writers
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- Twitter/Blog coverage
- Ads in *Booklist* and *Library Journal*

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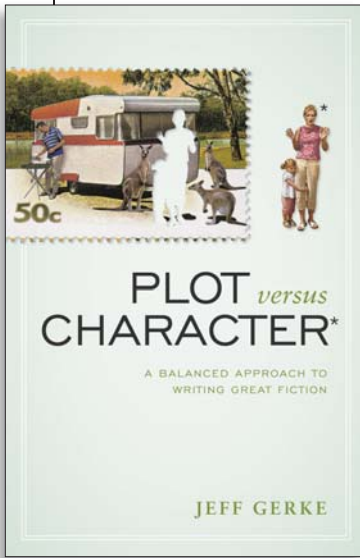


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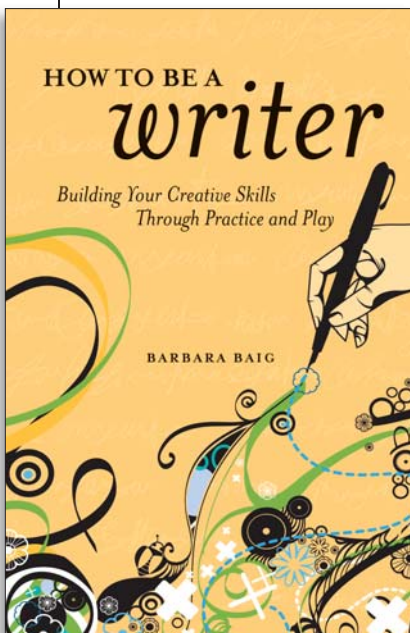
Plot or character? The conflict between the two is a long-time controversy for novelists. While literary novelists argue in favor of character-based novels and commercial novelists argue in favor of plot-based stories, the best fiction is rich in both plot and character. In this exciting new book, author and writing instructor Jeff Gerke shows writers how to create realistic characters, assemble a solid three-act story structure, and seamlessly intertwine both to create a compelling page-turner filled with characters to whom readers can't help but relate.

Jeff Gerke is an author of fiction and nonfiction including such books as the *Operation: Firebrand* novels. He has worked as an editor for numerous publications and is the founder of Marcher Lord Press, an indie publishing company dedicated to producing the finest in Christian science fiction, fantasy, and other wonderfully weird genres.

How to Be a Writer

Building Your Creative Skills Through Practice and Play

Barbara Baig



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Writer and self-described "maverick educator" **Barbara Baig** has been helping adults and college students learn how to write since 1984. Barbara's real-world writing experience, combined with her passion for teaching, has enabled her to develop an approach that is innovative, practical, and empowering, helpful to amateur and professional writers alike.

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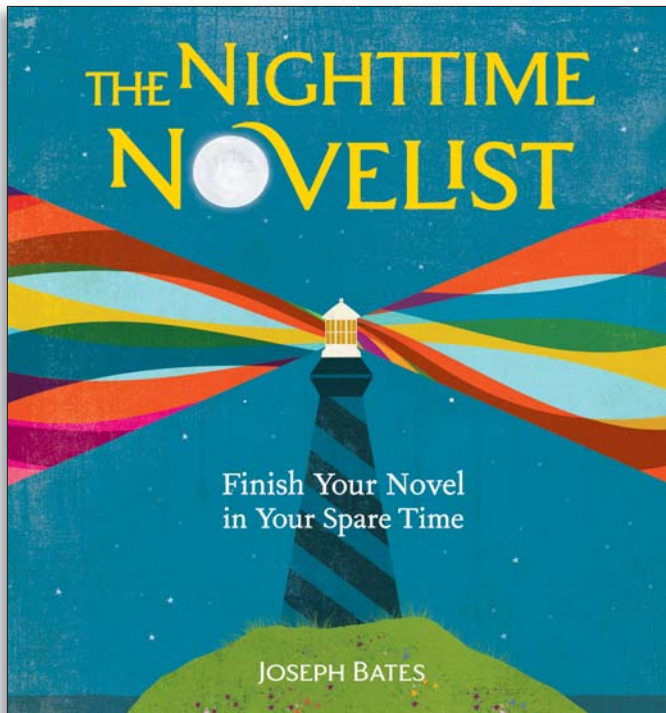
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The Nighttime Novelist

Finish Your Novel in Your Spare Time

Joseph Bates

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Joseph Bates' fiction and nonfiction have appeared in *The South Carolina Review*, *Identity Theory*, *Lunch Hour Stories*, *Stone's Throw Magazine*, *The Cincinnati Review* and *Shenandoah*. He holds a Ph.D. in comparative literature and fiction writing from the University of Cincinnati and currently teaches in the creative writing program at Miami University in Oxford, Ohio. He has completed work on a short story collection, including stories nominated for the Pushcart Prize and recognized by storySouth's Million Writers Award, and is currently at work on a novel, *The Strikeout Artist*, about the brief baseball career of Franz Kafka.

SEPTEMBER 2010

MARKETING

- Promotion from Writer's Digest 101 Best Websites for Writers
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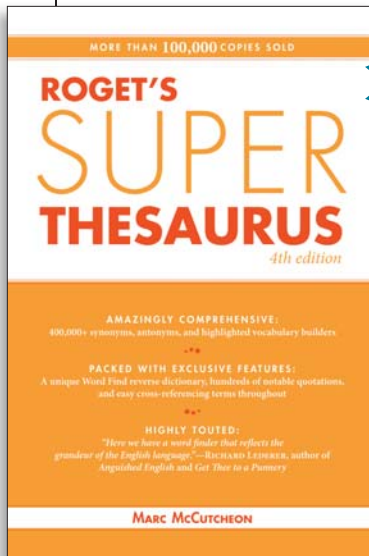
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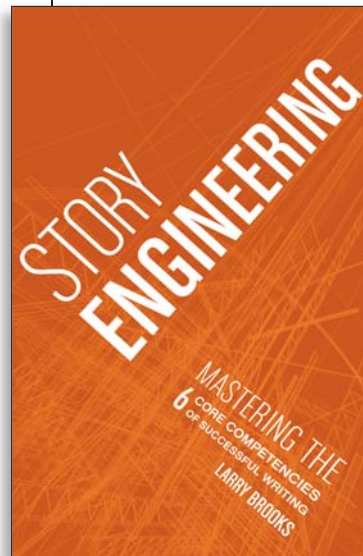
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Marc McCutcheon is the author of fourteen books, including *Descriptionary*, *Damn, Why Didn't I Write That?*, and *Everyday Life in the 1800s*. He runs his own bookstore, Once and Again Books, in Scarborough, Maine.

Story Engineering Mastering the 6 Core Competencies of Successful Writing

Larry Brooks



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Larry Brooks is a critically acclaimed best-selling author of six psychological thrillers (including *Darkness Bound*, *Pressure Points*, *Serpents Dance* and others), in addition to his work as a freelance writer and writing instructor. He is the creator and editor of Storyfix.com, one of the leading instructional writing sites online.

AUGUST 2010

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Writer's Digest Books

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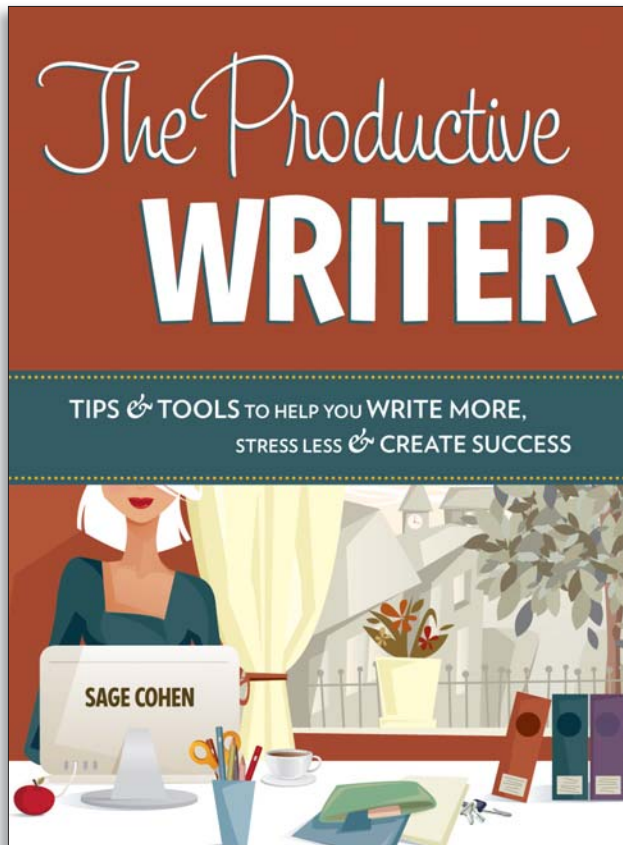
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WRITING REFERENCE

Writer's Digest Books



The Productive Writer

Tips & Tools to Help You Write More, Stress Less & Create Success

Sage Cohen

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The creative process is often a very messy one, with Post-It notes, notecards and research materials everywhere. It's easy to lose sight of one's dreams in a mess of papers. This book shows writers how to establish order out of chaos and arrange their workspace, set and clarify goals, and manage their submissions and writing time. They'll learn how to transform their writing lives into a productive, well-oiled machine where their creativity can run free without tripping over old manuscript drafts. They'll also be shown how to create a writing schedule that really works, track trends and hot topics, use social media to build an author platform, manage business and personal expenses, and much, much more.



Sage Cohen is author of *Writing the Life Poetic: An Invitation to Read and Write Poetry* and the poetry collection *Like the Heart, the World*. She has published more than 30 poems and essays in journals and anthologies including *Poetry Flash*, *The Oregonian*, *Oregon Literary Review*, *A Cup of Comfort for Writers*, and others. She has headlined classes, workshops and lectures, and written monthly columns for print and online publications. She teaches the online workshop Poetry for the People.

DECEMBER 2010

MARKETING

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Home: Portland, OR

Websites: www.sagesaidso.com; www.sagesaidso.typepad.com

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Writer's Digest Books

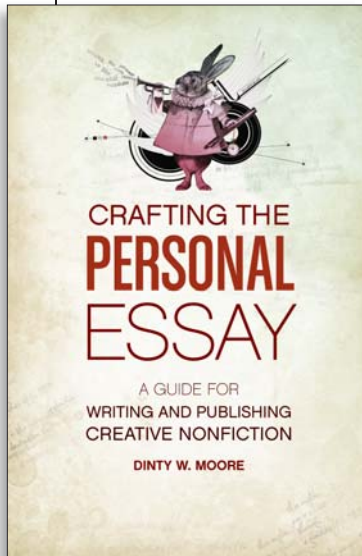


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Crafting the Personal Essay

A Guide for Writing and Publishing Creative Nonfiction

Dinty W. Moore



- Strong topic on a popular form of writing, as evidenced by the success of noted authors like David Sedaris, Sarah Vowell, Sloane Crosley, and Steve Almond
- Similarly focused titles are largely anthologies or focus rhetorically on essay writing, but this book explores the *craft* of personal essay writing.
- The author is a professor and established writer in the field.

The personal essay stems from the “personal” thoughts and experiences of the writer, but ultimately it must transcend the merely private to become universal. How is this done? This book shows how to write eight different types of personal essays, including: the Contemplative Essay; the Memoir Essay; the Lyric Essay; the Nature Essay; the Travel Essay; the Spiritual Essay; the Gastronomical Essay and the Humor Essay. It also features examples from various essay types, instructional exercises, techniques for revising, and information on where and how to publish finished essays.

Dinty W. Moore earned a BA in writing from the University of Pittsburgh and an MFA in fiction writing from Louisiana State University. He edits *Brevity* (www.brevitymag.com) and is on the editorial board of *Creative Nonfiction*. Moore teaches writing at Ohio University and serves on the Board of Directors of The Association of Writers & Writing Programs.

SEPTEMBER 2010

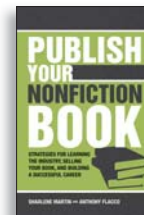
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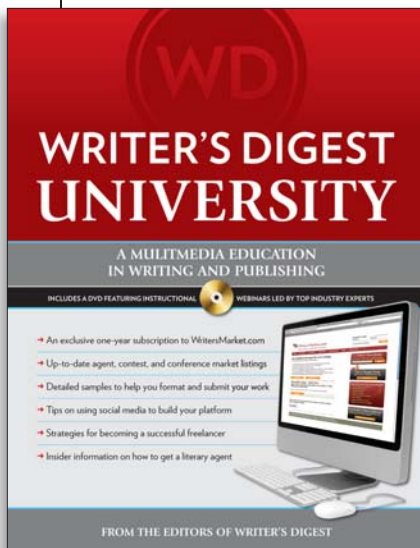


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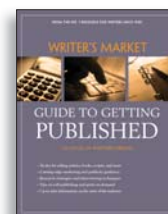
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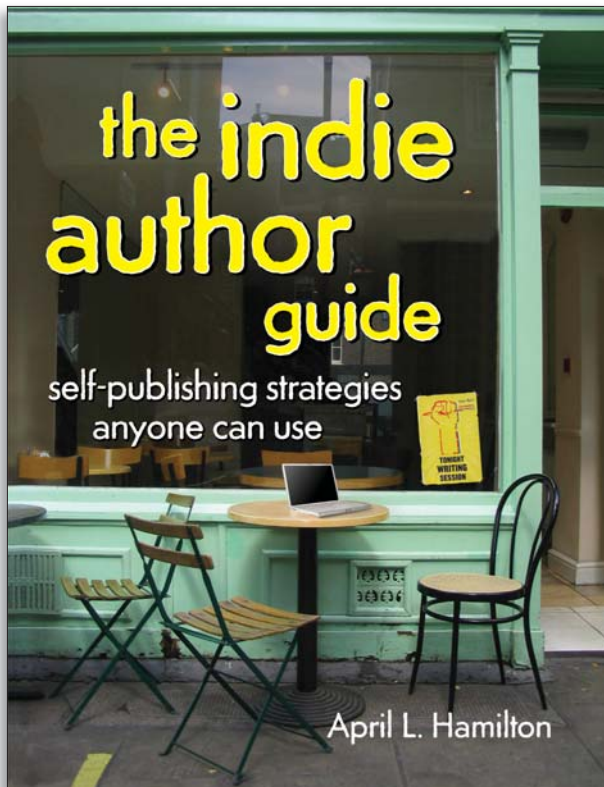
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April L. Hamilton is an author, blogger, Technorati BlogCritic, leading advocate and speaker for the indie author movement, and founder of Publetariat. She's spoken at the O'Reilly Tools of Change conference and the Writer's Digest Business of Getting Published conference, and has also judged self-published books for competitions run by Writer's Digest and the Next Generation Indie Book Awards.

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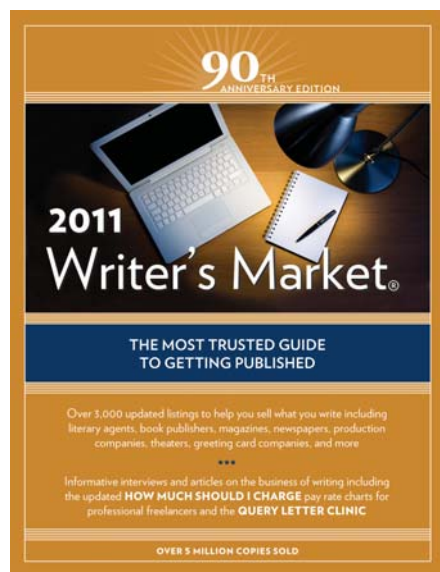
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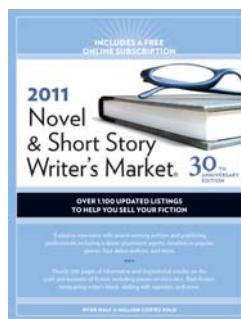
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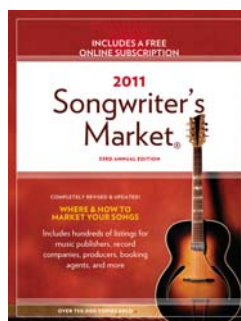
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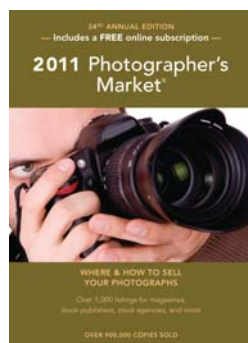
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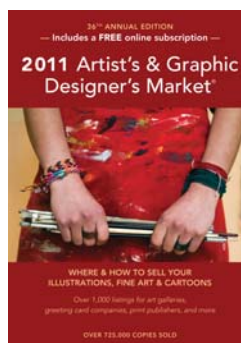
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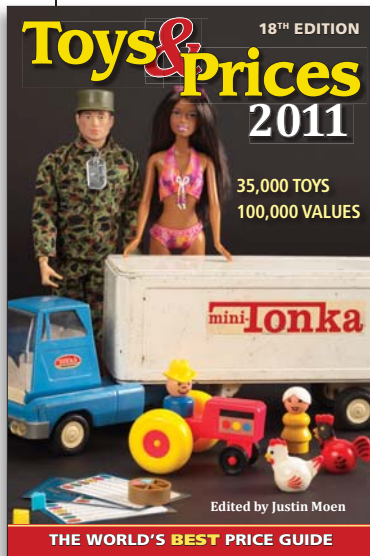
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Edited by Justin Moen



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Justin Moen has edited many toy-related books in the KP line, notably toy trains and *Hot Wheels Variations, The Ultimate Guide*, 3rd and 4th Editions.

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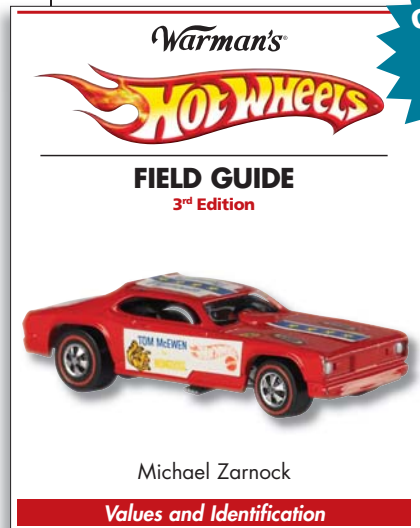
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Michael Zarnock

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- Michael Zarnock is the leading authority on Hot Wheels.

Warman's® Hot Wheels® Field Guide, 3rd Edition includes pictures of the super rare 1969 pink VW Beach Bomb never before seen in print. The process of making a Hot Wheels car is also included, using the Mattel-created Michael Zarnock car as an example.

Michael Zarnock is a two-time Guinness World Record holder for the most different Hot Wheels cars. He was also featured in the 2008 *Ripley's Believe It or Not*. His previous works include *Hot Wheels® Variations: The Ultimate Guide* and *Warman's® Companion Hot Wheels®*. In addition, Zarnock has contributed to the Hot Wheels sections of *Toys & Prices*.

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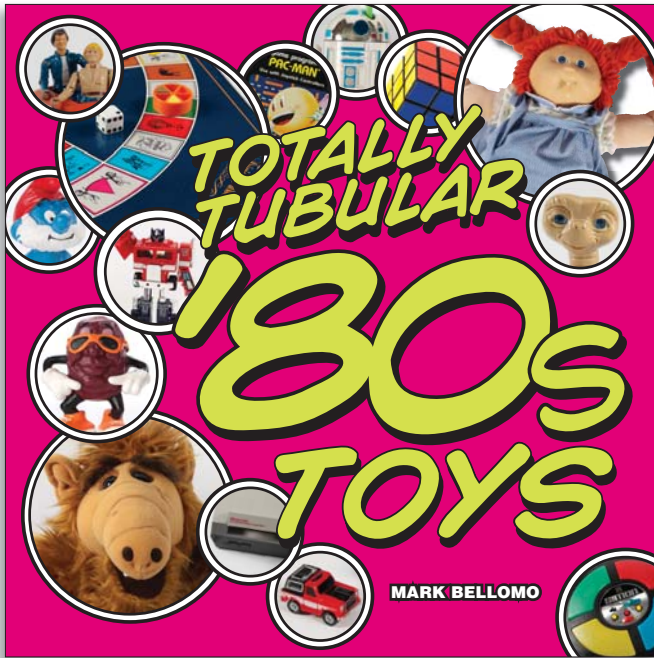
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Totally Tubular '80s Toys

Mark Bellomo

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Mark Bellomo is an enthusiastic and passionate toy collector, and one of the leading toy authorities in the country. Bellomo has authored a number of books, including *Transformers: Identification and Price Guide* and two editions of *The Ultimate Guide to G.I. Joe, 1982-1994*.



OCTOBER 2010

MARKETING

- Exclusive Mark Bellomo article on “Unforgettable Toys from the 80’s” pitched to pop culture websites
- Promotion and advertising on ToyCollectorMagazine.com
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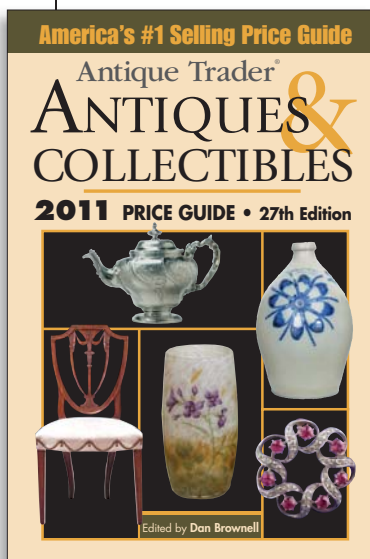
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Martin Popoff, an avid collector with a personal collection of more than 15,000 records, has written 30 books and hundreds of articles for magazines. He has conducted more than 1,500 interviews with artists and other members of the music industry.

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Sandi Holder is one of the leading authorities in the world on all things Barbie doll. Her own Sandi Holder's Doll Attic has been featured in *Newsweek* magazine, as well as newspapers and magazines around the world. She set a world record for the highest price ever paid for a single Barbie doll when she auctioned a Ponytail #1 doll for \$25,700.



SEPTEMBER 2010

MARKETING

- Exclusive Sandi Holder article pitched to pop culture websites including Pop Matters and Pop Candy
- Promotion on Mattel's official Barbie website, BarbieCollector.com
- Promotion and contest on DollDiaries.com
- Promotion and contest on Dollsmagazine.com
- Promotion at Modern Doll Collectors Convention 2011
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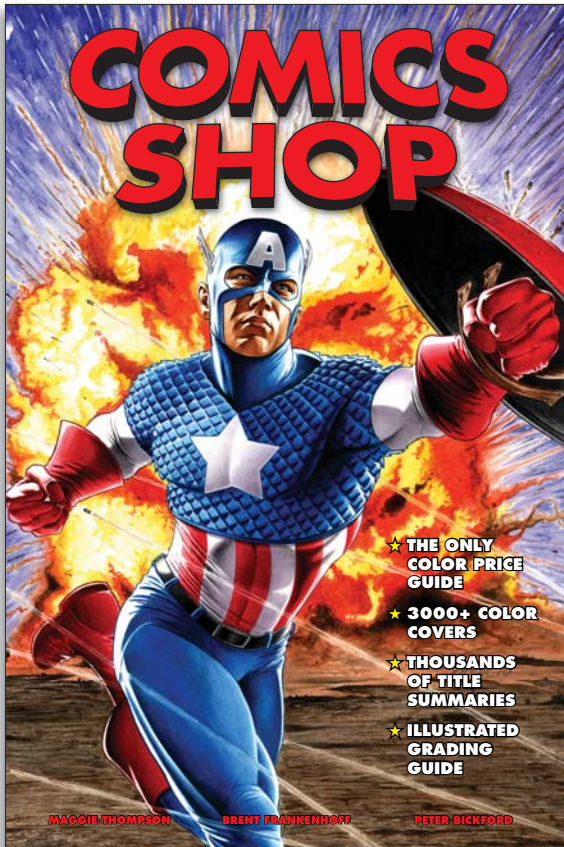
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Maggie Thompson is the senior editor of *Comics Buyer's Guide* and one of the founders of comics fandom. She is also co-author of *Comic Book Checklist & Price Guide*. **Brent Frankenhoff** is the editor of *Comics Buyer's Guide*. He is co-author of *Comic Book Checklist & Price Guide*. **Peter Bickford** is the creator of ComicBase, the most comprehensive and critically acclaimed software for comics collectors.



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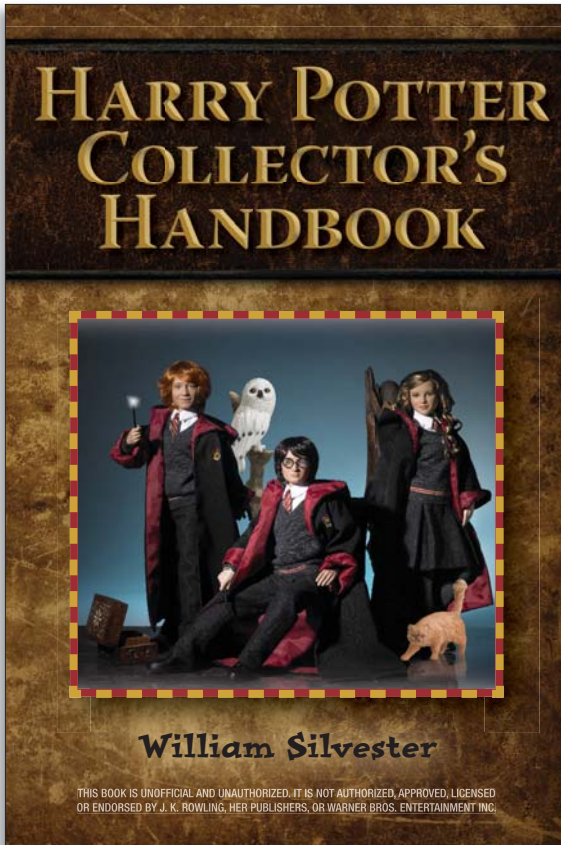
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Harry Potter Collector's Handbook

William Silvester



- Harry Potter is a major pop culture icon, having two movies scheduled for this year and 2011, a theme park opening this spring, and thousands of websites manned by fans.
- Values on hundreds of collectibles, ranging from rare first editions of the Harry Potter books to more common action figures, costumes, postcards, etc.
- Illustrated with more than 400 color images
- The author provides a history of Harry Potter as well as general background information on the hobby, what's most collectible, and why

Harry Potter collectors, as well as anyone intrigued by the famous boy wizard, will find hundreds of color images and current secondary market values of collectibles. Harry Potter collectibles range from rare first editions of the bestsellers by J.K. Rowling to more commonplace items such as ornaments, stamps, action figures, toys, jewelry, clothing, costumes, and postcards. Prices range from a few dollars for a Harry Potter action figure to several thousand dollars for a first edition book.



William Silvester is a Harry Potter fan, collector, and free-lance writer. Silvester has more than 250 published articles to his credit, focusing on history and collecting. He is an ardent philatelist and Disney aficionado.



SEPTEMBER 2010

MARKETING

- Top Ten Harry Potter Collectibles article pitched to pop culture websites, including Pop Candy and Pop Matters
- Exclusive article pitched to and supportive advertising on MuggleNet.com, the top Harry Potter fan website
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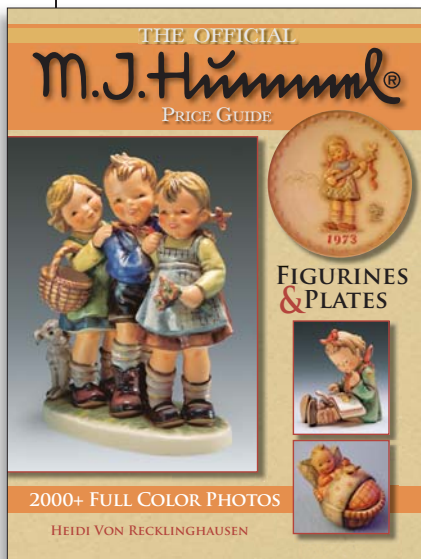


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Collectors and fans of M.I. Hummel figurines, plates, and ornaments will find all the information and full-color photographs they need to identify and determine the value of each piece in their collection using this book. Listings are arranged chronologically by Hum number (the mold number plus the size designator number incised on the bottom of each Hummel piece) for ease of use.

Heidi von Recklinghausen's family has collected Hummel figurines for three generations. An active member of the International M.I. Hummel Club, she is serving her third term on the advisory board of the New York chapter. Heidi has hundreds of Hummels in her personal collection and is always on the lookout for prized additions.

NOVEMBER 2010

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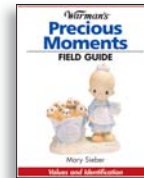
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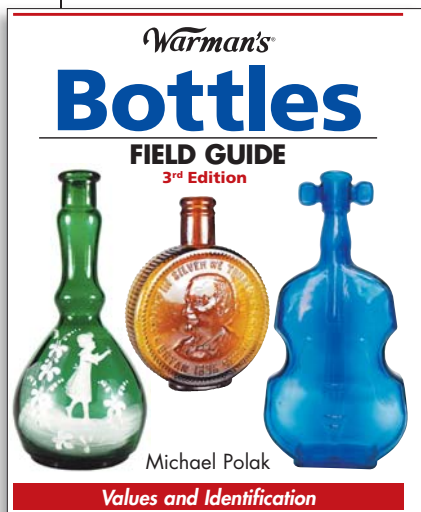


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Michael Polak



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Michael Polak, known as the "Bottle King," is one of the leading bottle collecting authors in the country. He has a collection of 3,000 bottles acquired over 30+ years of collecting. He has written six editions of the *Antique Trader Bottles Identification and Price Guide*, and two editions of *Antique Trader Bottle Field Guide*.

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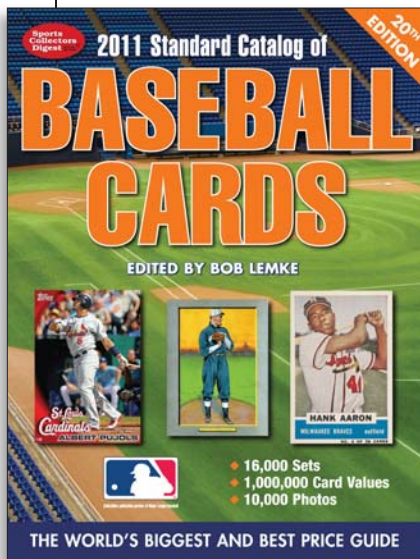


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Bob Lemke served as the founding editor for *The Standard Catalog of® Baseball Cards* and stayed in that capacity with the exception of two years for the Standard Catalog's complete tenure. He also served as publisher, editor, columnist and more with *Sports Collectors Digest* and a number of other sports titles. Bob is one of the most respected vintage card experts in the hobby.

AUGUST 2010

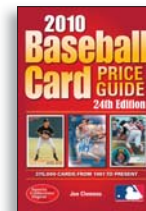
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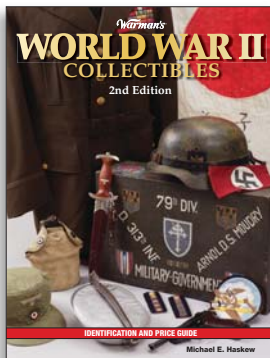
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Michael E. Haskew is the editor of *WWII History Magazine* and *The World War II Desk Reference* with the Eisenhower Center for American Studies. He is the author of *The Sniper at War*, *The Encyclopedia of Elite Forces in World War II*, *Order of Battle: Western Allied Forces of WWII* and *The Italian Campaign in World War II*.

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Carl F. Luckey with Russell E. Lewis

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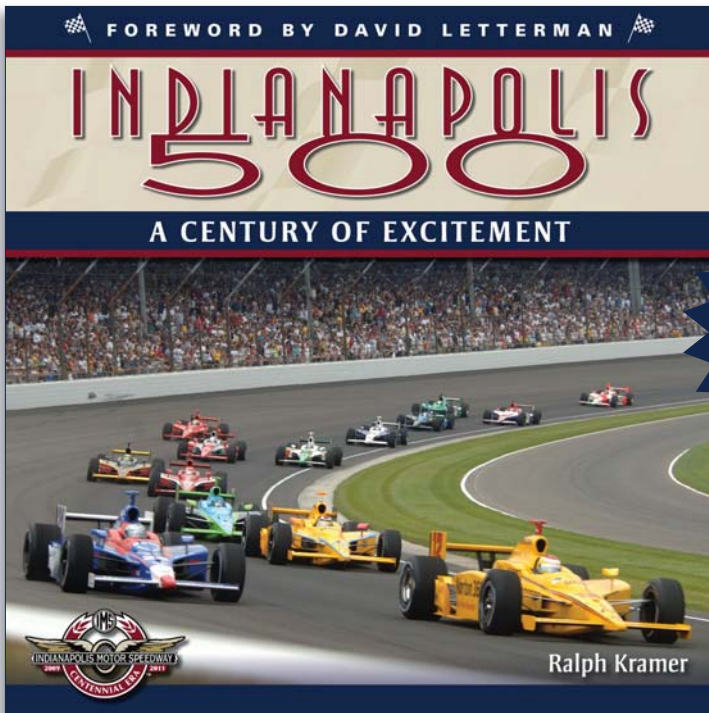
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Russell E. Lewis is a Michigan college professor and author. Building on the groundbreaking work of Carl F. Luckey and Clyde A. Harbin, Jr.—the “Bassman”—brings an expert's eye and a fresh perspective to the hobby.



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Ralph Kramer; Foreword by David Letterman

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Ralph Kramer a public relations executive for General Motors negotiated Chevrolet’s Indy 500 pace car presence and managed Chevy’s public relations function at the track in 1982, 1986, 1990 and 1993. After leaving GM, Ralph became the director of the Speedway’s Hall of Fame Museum (1995 to 1998). He is the author of the highly acclaimed *Indianapolis Motor Speedway: 100 Years of Racing*.



NOVEMBER 2010

MARKETING

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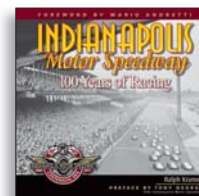
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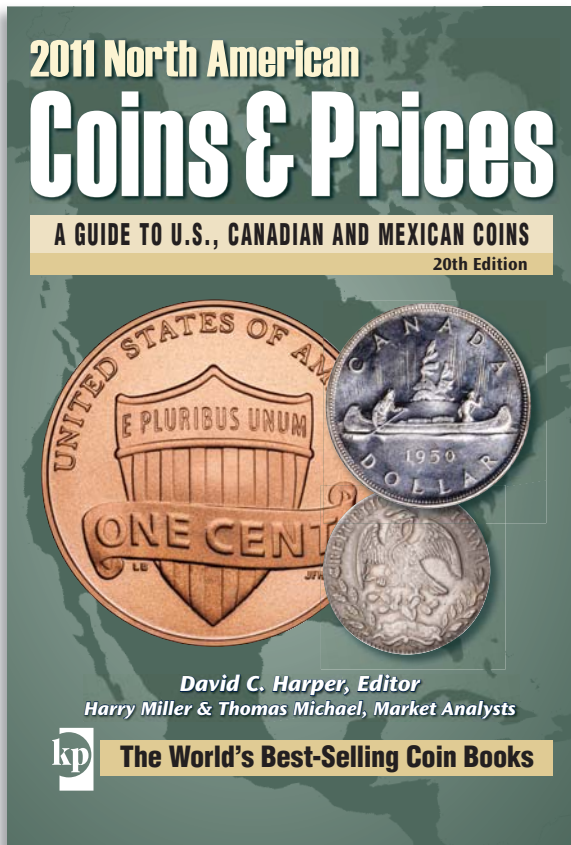
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MARKETING

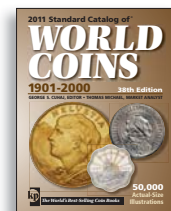
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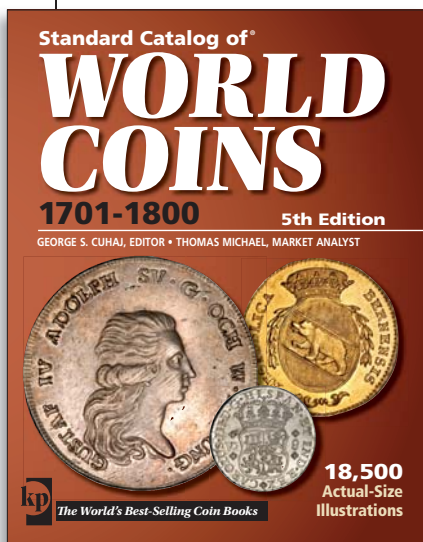
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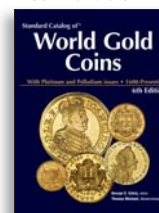
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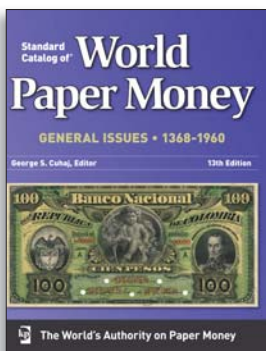
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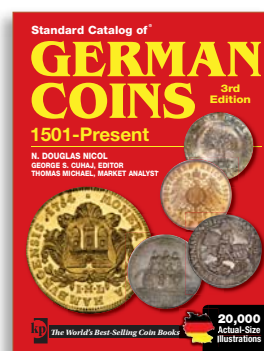
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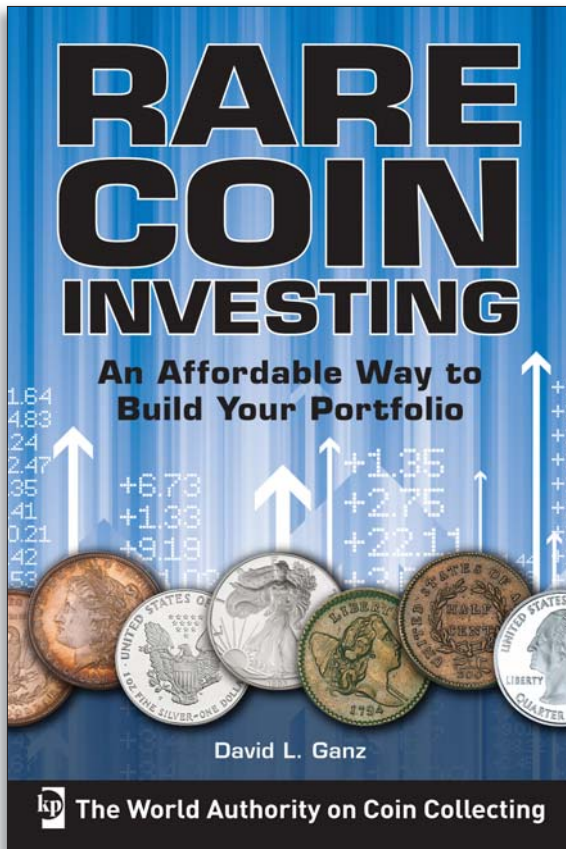
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David L. Ganz is a past President of the American Numismatic Association. A lawyer by profession, he has practiced as senior partner in the New York firm of Ganz & Hollinger, P.C. since 1980. He started writing the "Under the Glass" column for *Numismatic News* in 1969, and has been a contributing editor to *Coinage Magazine* since 1973.



SEPTEMBER 2010

MARKETING

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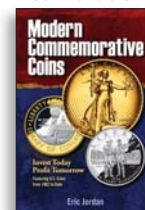
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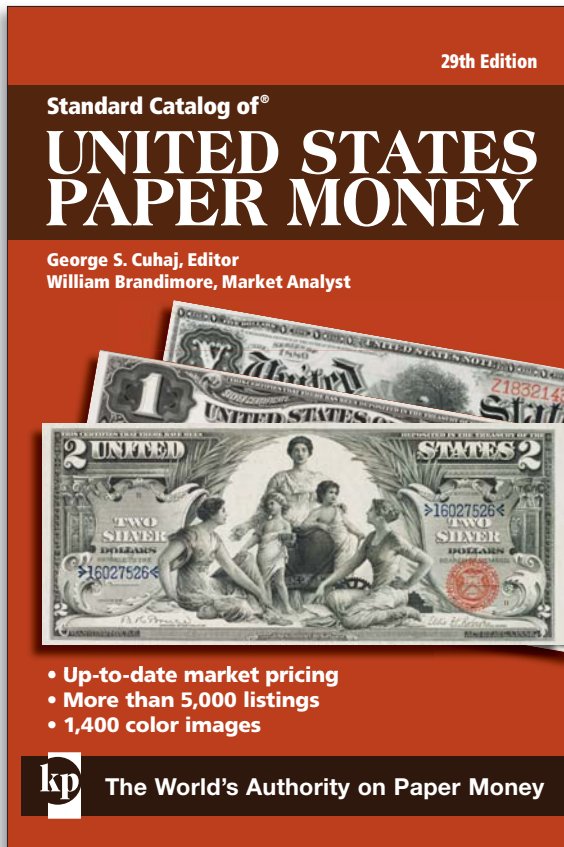
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George S. Cuhaj is an experienced and accomplished numismatist and researcher. He is chief pricing analyst and editor for the *Standard Catalog of® World Paper Money* series. **William Brandimore** is a paper money pricing analyst for Krause Publications, drawing from his own activity in the market combined with the input of leading dealers and collectors nationwide.



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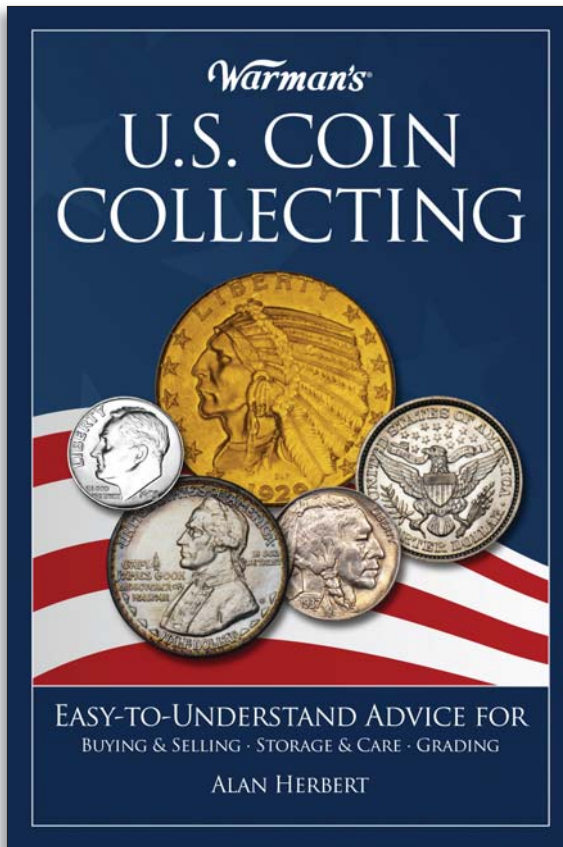
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Alan Herbert is known as "The Answer Man" in his popular columns for *Numismatic News*, *World Coin News*, *Bank Note Reporter* and *Coins* magazine. He has authored *Coin Clinic* and *Coin Clinic II* for Krause Publications. He has served on the American Numismatic Association Board of Governors and numerous ANA committees.

OCTOBER 2010

MARKETING

- Krause Coin Shows promotion
- Ads in *Booklist* and *Library Journal*

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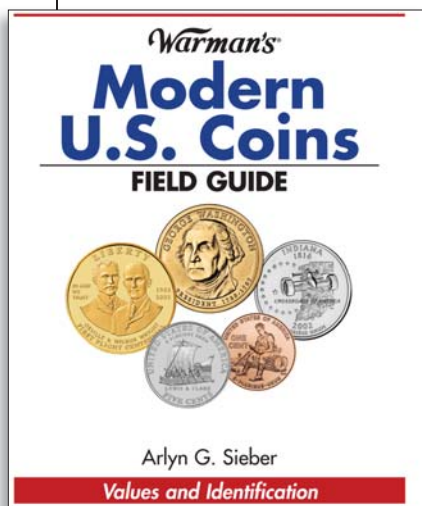


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A veteran numismatist by trade and passion, **Arlyn G. Sieber** is a freelance writer and former editor of *Numismatic News* and *Coins* magazine. His previous numismatic book credits, as a writer, editor or contributor, include the first two editions of *North American Coins & Prices*, the second edition of *World Coins & Currency* in the “Warman’s® Companion” series and more. He also has contributed to *The Numismatist*, the American Numismatic Association’s official journal.

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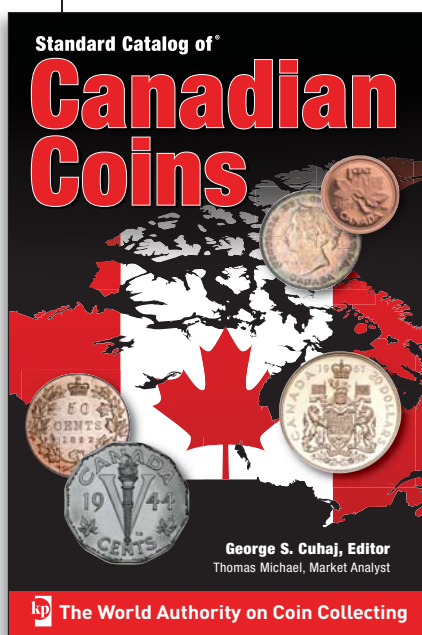
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Standard Catalog of® Canadian Coins

George S. Cuhaj, Editor; Thomas Michael, Market Analyst



- Canadian coins are hot—Royal Canadian Mint is one of the world’s most prolific commemorative coins
- Skyrocketing precious metals prices have greatly increased the value of bullion coins in recent years.
- Recently, the New York International Numismatic Convention, the Canadiana Collection auctioned by Heritage Auction Galleries topped entries from all other countries, with one 1936 dot cent drawing a top bid of more than \$400,000.
- Commemorative coins, rare coins and bullion are being used more and more as investment vehicles.

Marketing efforts by the Royal Canadian Mint have increased awareness of coin collecting in Canada. With the RCM continuing to produce and distribute a variety of attractive, timely themed commemorative coins every year, Canadian collectors are looking for a reference to identify and price their collections. This book is a more concise, more affordable alternative to similar products currently on the market, and is beginner-friendly. It lists Canadian coins dating to 1858 with photos including obverse and reverse images aiding in coin identification. Feature stories on Canadian coinage add perspective to pricing

George S. Cuhaj is an experienced and accomplished numismatist and researcher. He is a former cataloger for both Stack’s Auction House in New York and the American Numismatic Society. **Thomas Michael** has performed in-depth price analysis for the KP numismatic book line for nearly 21 years.

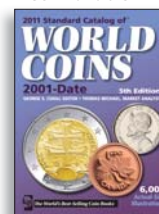
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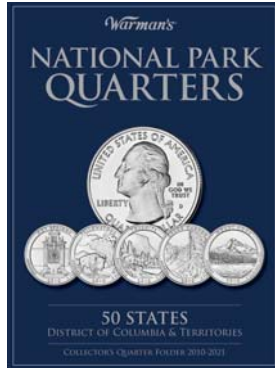
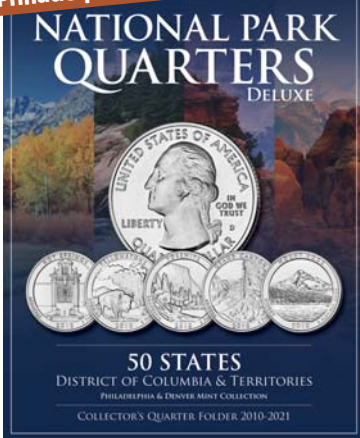
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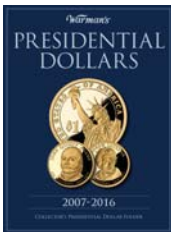
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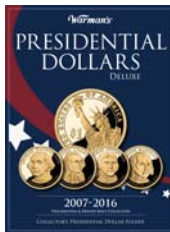
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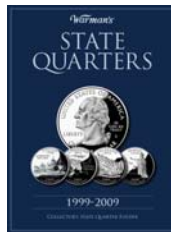
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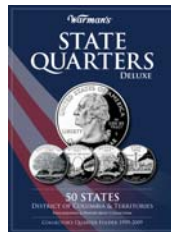
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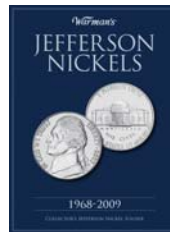
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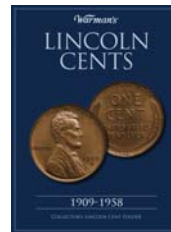
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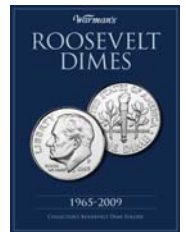
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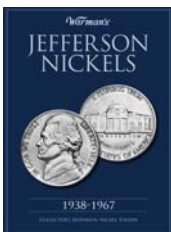
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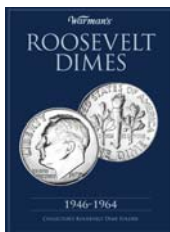
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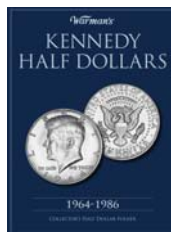
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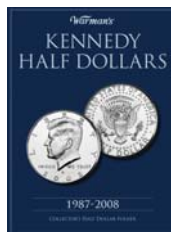
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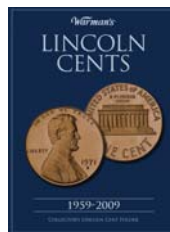
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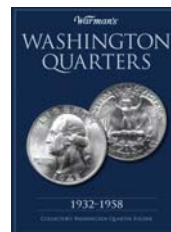
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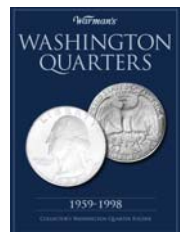
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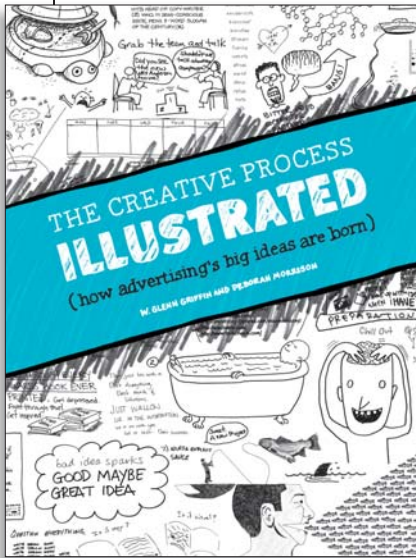
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David Sherwin



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David Sherwin is a Senior Interaction Designer at frog design, a global innovation firm that creates meaningful products, services and experiences for clients such as Disney, GE, HP, Microsoft, MTV, Seagate and many others.. He is an active participant in the Seattle design community and has given lectures at the Creative Academy at Seattle Central Community College and to local high schools regarding design practices. He maintains a well-read blog on the business and process of design, ChangeOrder, which has been noted as “a factory of fresh ideas... producing thoughtful, useful entries covering all corners of the design industry” by ElbowRoom Design.

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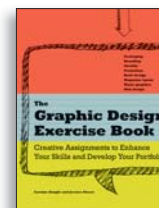
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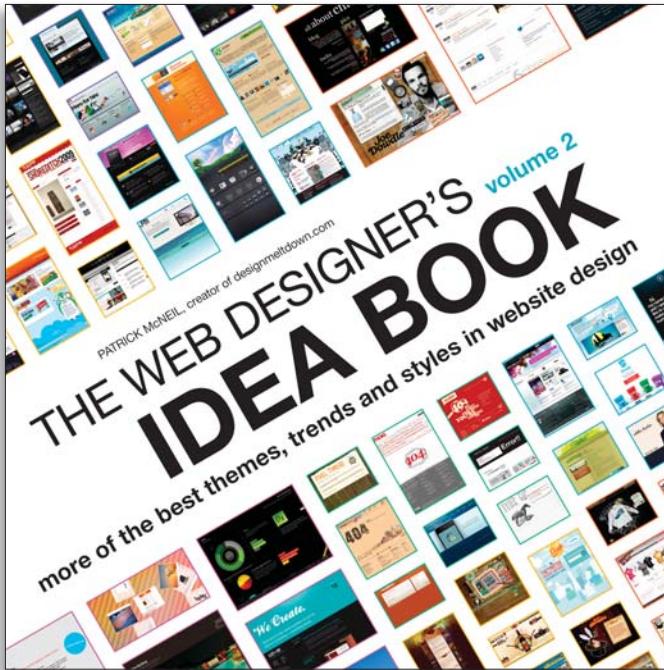
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Patrick McNeil is a web designer and programmer, and the author of *The Web Designer's Idea Book*. His blog, designmeltdown.com, presents trends and problems in web design and provides inspiration for web designers through numerous samples of design styles and trends. His site has become a standard reference for web designers of all skill levels.



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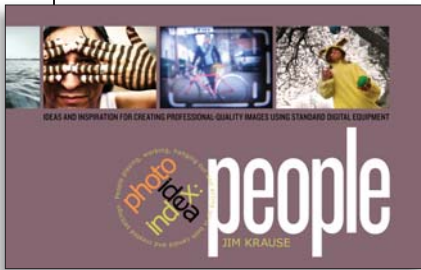


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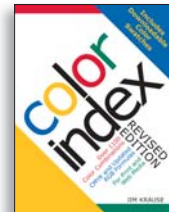
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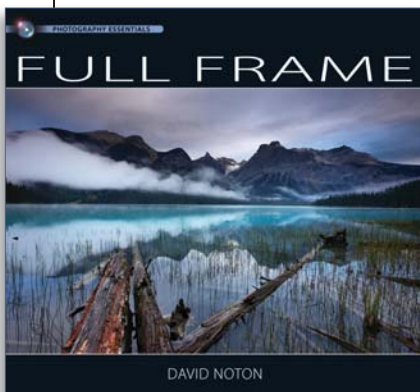
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David Noton is one of the world's most renowned landscape photographers, and runs his own very successful freelance photography company. For many years he has worked for the UK's National Trust on countless commissions and he co-authored the NT publication *Coast*. For the last few years David has written a regular column for *Practical Photography*.

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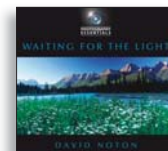
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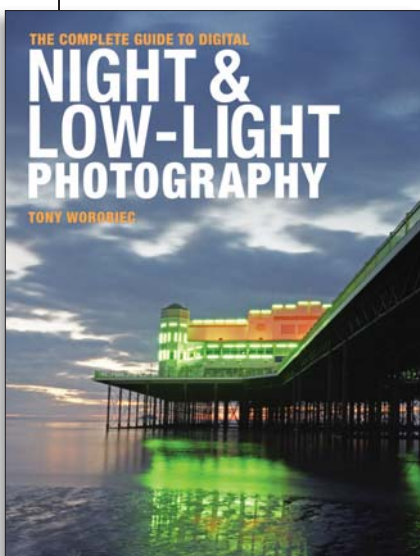
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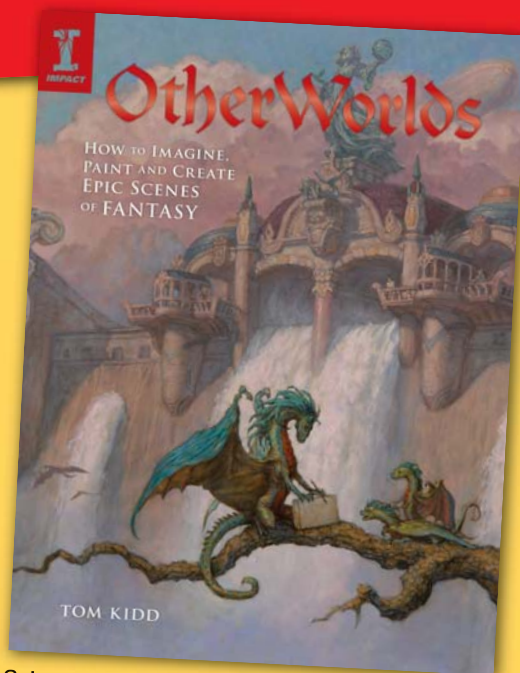
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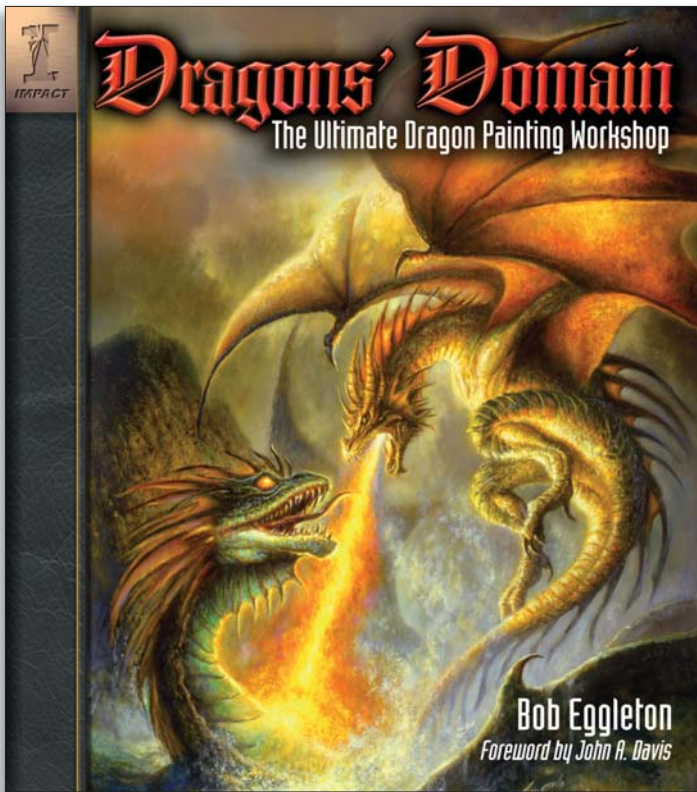
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- Author Bob Eggleton is a multi-award winning fantasy art legend and a frequent contributor to Imagine FX magazine.

The ultimate practical dragon art book from fantasy art legend Bob Eggleton, designed to introduce readers to the materials and techniques they will need to paint amazing dragons and monsters. Packed with photographs, design drawings and notes, step-by-step projects and final artwork to help beginner artists master the essential techniques. Detailed "Dragon Workshops" show the development of Bob's classic dragon paintings, from conceptualization through to final execution, including Eastern and Western dragons, sea dragons, space dragons, elemental dragons and other fantastic beasts.

Bob Eggleton is a highly successful science fiction, fantasy and landscape artist. Winner of 9 Hugo Awards, 12 Chesley Awards, The 1999 Skylark Award and 2 Locus Awards, his art can be seen on the covers of many magazines and books.



NOVEMBER 2010

MARKETING

- Targeted PR to high profile comic book reviewers and websites including Newsarama, Ain't it Cool News, Comic Book Resources, The Beat and The Comics Reporter
- Featured in ad call outs for IMPACT line
- ComicCon, Twitter, and Fine Art specialty newsletter promotion

ISBN-13: 978-1-60061-457-6

ISBN-10: 1-60061-457-4

\$22.99 (CAN \$27.99) • pb

128 pgs • 8¼ x 10¾ • C

200 color illus

UPC 0 35313 65100 7

EAN 9 781600 614576

#Z6485

Home: Providence, RI

Website: www.bobeggleton.com

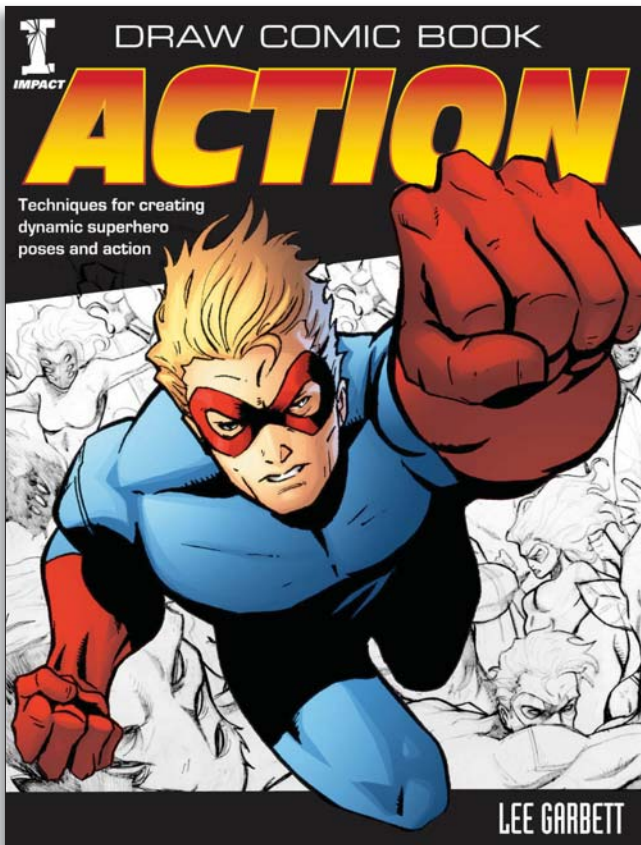
ART TECHNIQUES

IMPACT

Also Available:



ISBN-13: 978-1-60061-315-9



Draw Comic Book Action

Techniques for Creating Dynamic Superhero Poses and Action

Lee Garbett

- This is the first book devoted solely to drawing comic book action
- Includes plenty of step-by-step demonstrations plus an Action File of action poses as a quick reference

Superhero feats and exhilarating fights are the climax of a comic book; here readers will learn to draw this fun and vital part of comic art. Techniques for drawing every dynamic action are explained from running, swinging and flying through to fist fights, group rumbles, and battles.

Lee Garbett is one of DC's hot new artists. He has worked on *Midnighter*, *The Highwaymen* and *Dreamwar* at Wildstorm, and the *Outsiders*, *Batman Last Rites* and currently *Batgirl* at DC. In the UK he started out on 2000 AD; other clients include the BBC, The Face, and American Express.



NOVEMBER 2010

MARKETING

- Author interview pitch to Comic Geek Speak podcast
- Targeted PR to high profile comic book reviewers and websites including Newsarama, Ain't it Cool News, Comic Book Resources, The Beat and The Comics Reporter
- Featured in ad call outs for IMPACT line
- ComicCon, Twitter, and Fine Art specialty newsletter promotion

ISBN-13: 978-1-4403-0813-0

ISBN-10: 1-4403-0813-6

\$19.99 (CAN \$23.99) • pb

128 pgs • 8¼ x 10¾ • C

200 color illus

UPC 0 35313 65020 8

EAN 9 781440 308130

#Z8106

Home: Devon, UK

ART TECHNIQUES/FANTASY
IMPACT



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Angelic Visions

Create Fantasy Art Angels with Watercolor, Ink and Colored Pencil

Angela Sasser



- Focus entirely on angels, a popular genre not saturated on the market
- Hundreds of dynamic examples of great art in a popular style
- 9 full-length painting demonstrations with progressive step-by-step teaching makes it easy for readers to do it themselves

Readers will learn step by step to create bodies, heads, limbs, wings and details, including flowing clothing and background elements. Beautiful final projects will inspire readers to push the limits of their imaginations. Step-by-step processes are the focus of the book from simple poses and views to more complex scenes. Sidebars feature tips, frequently asked questions, solutions to common mistakes, information about angels and more.

Angela Sasser is a freelance artist and editor. Influences include art nouveau, Pre-Raphaelite art and surrealism. Angela communicates with her fans one on one via the Angelic Shades Forum at www.shadowscript.angelicshades.com, where aspiring artists can get in on critiques with the artist, tips and tricks for artists and writers, tutorials and other activities.

JANUARY 2011

ISBN-13: 978-1-60061-953-3

ISBN-10: 1-60061-953-3

\$22.99 (CAN \$27.99) • pb

128 pgs • 8¼ x 10⅞ • A

300 color photos/illus

UPC 0 35313 64892 2

EAN 9 781600 619533

Ct. Qty. 20 • #Z6136

Home: Fayetteville, GA

Website: www.angelicshades.com

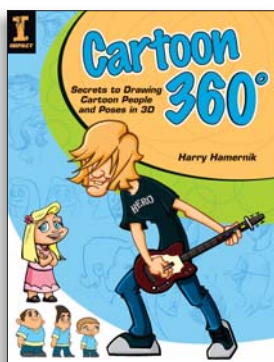
ART TECHNIQUES

IMPACT

Also Available:



ISBN-13: 978-1-58180-964-0



Cartoon 360°

Secrets to Drawing Cartoon People and Poses in 3D

Harry Hamernik

- Teaches how to draw a wide variety of fun, simple cartoon people
- For readers of all skill levels and ages, particularly beginners who may have little or no experience
- Author's book *Face Off* has performed well with approximately 25,000 copies sold since its release
- Author uses basic techniques, simple shapes and lots of step-by-step examples and exercises so that anyone can learn to draw fun characters from different angles with a consistent look
- You only need paper, pencils and a pen to get started, allowing readers to get drawing quickly

Harry Hamernik is the author of the popular IMPACT books *Face Off* and *Cartoonimals*. Hamernik has spent over a decade teaching drawing for attractions such as Sea World, Legoland, Disneyland, Knott's Berry Farm and Kings Island as manager of entertainment arts operations.

NOVEMBER 2010

ISBN-13: 978-1-60061-913-7

ISBN-10: 1-60061-913-4

\$19.99 (CAN \$23.99) • pb

128 pgs • 8¼ x 10⅞ • A

100 color/100 b&w photos/illus

UPC 0 35313 64869 4

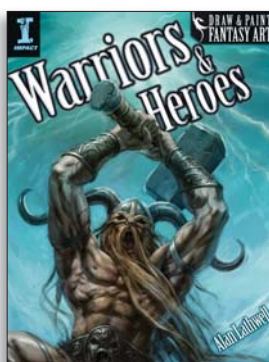
EAN 9 781600 619137

Ct. Qty. 20 • #Z5924

Home: San Marcos, CA

ART TECHNIQUES/DRAWING

IMPACT



Draw & Paint Fantasy Art: Warriors & Heroes

Alan Lathwell

- Ten extremely gradual step-by-step projects show artists how to conceptualize, draw and paint a great selection of warrior hero characters
- Projects include all classic male and female warrior archetypes—from Thor, Achilles and Conan to a Ronin Samurai and female Amazon
- No other product on the market offers practical instruction on drawing and painting heroic fantasy warriors
- Second title in Impact's Draw and Paint Fantasy Art series, designed to instruct and inspire fantasy artists on rendering iconic subjects

Alan Lathwell is a freelance fantasy illustrator. His work has been selected for the latest *Exposé* annual. He has been awarded 'Most Outstanding Contribution' to the Earth Chronicles website and won ImagineFX's PNY Challenge.

AUGUST 2010

ISBN-13: 978-1-60061-969-4

ISBN-10: 1-60061-969-X

\$22.99 (CAN \$27.99) • pb

128 pgs • 8¼ x 10⅞ • C

200 color illus

UPC 0 35313 64897 7

EAN 9 781600 619694

#Z6283

Home: London, UK

Website: alanlathwell.deviantart.com

ART TECHNIQUES

IMPACT



Extreme Face Painting 50 Friendly & Fiendish Step-by-Step Demos

Brian & Nick Wolfe



- Face painting is popular everywhere, from events and parties to holidays and conventions, as the thousands of relevant face and body painting sites online attest.
- Comparable face-painting books have sold nicely; this book features much more instruction and tips
- Bonus DVD includes 2 videos of face painting in action

Whether you're looking for fun and friendly costumes, or strikingly horrible masquerades, this easy to follow book shows readers how to paint super-cool face designs step by step, starting with materials and basic techniques; moving on to 50 projects of the most popular subjects from basic to advanced. Readers can create striking faces including animals, romantic themes, humorous characters, sports and Halloween themes.



Twin award-winning, world-renowned artists/instructors **Brian** and **Nick Wolfe** are known for their fast-paced face and body art techniques. They have worked with Universal Studios Florida, contributed to face-painting publications, taught classes and workshops, and have been featured as Wolfe Brothers Face Art & FX. They were named World Champions at the World Bodypainting Festival in 2009.



SEPTEMBER 2010

MARKETING

- Author website and blog promotion
- Targeted PR to high profile comic book reviewers and websites like Newsarama, Ain't it Cool News, Comic Book Resources, The Beat, The Comics Reporter
- Advertising in *Diamond Previews*, Bluewater Comics, Newsarama and The Beat
- Twitter/Facebook/YouTube promotion

ISBN-13: 978-1-4403-0270-1

ISBN-10: 1-4403-0270-7

\$24.99 (CAN \$29.99) • pb

128 pgs • 8¼ x 10⅞ • A

300 color photos/illus

UPC 0 35313 64920 2

EAN 9 781440302701

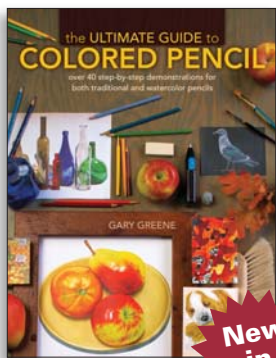
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Home: Orlando, FL

ART/BODY ART
IMPACT



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New
in
Paper

OCTOBER 2010

ISBN-13: 978-1-60061-391-3

ISBN-10: 1-60061-391-8

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304 pgs • 6 x 9 • A
400 color/20 b&w photos/illus
UPC 0 35313 64665 2
EAN 9 781600 613913
Ct. Qty. 20 • #Z3751
Home: Woodinville, WA
Website: www.ggart.biz

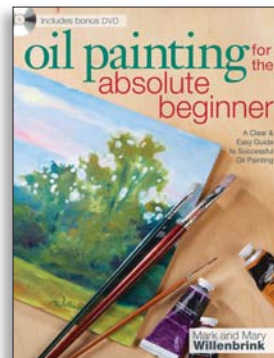
ART TECHNIQUES/DRAWING
NORTH LIGHT BOOKS

The Ultimate Guide to Colored Pencil

Gary Greene

- Features everything beginners need for success with traditional and watercolor pencils
- At 304 pages this book/DVD combo is the most complete colored pencil instruction on the market from an expert author who has sold more than 125,000 copies of colored pencil instruction books
- Includes over 30 easy-to-follow step-by-step demonstrations
- Popular handbook-sized spiral-bound format makes this an easy-to-use reference
- Bonus DVD features a complete colored pencil workshop with the author

Gary Greene is the author of five North Light books on colored pencil and has also produced five art instruction videos. His paintings have won national and international awards. He has conducted workshops, demonstrations and lectures nationally and internationally since 1985.



AUGUST 2010

ISBN-13: 978-1-60061-784-3

ISBN-10: 1-60061-784-0

\$24.99 (CAN \$29.99) • pb
128 pgs • 8½ x 11 • A
300 color/50 b&w photos/illus
UPC 0 35313 64817 5
EAN 9 781600 617843
Ct. Qty. 20 • #Z5241
Home: Cincinnati, OH
Website: www.shadowblaze.com

ART TECHNIQUES/OIL
NORTH LIGHT BOOKS

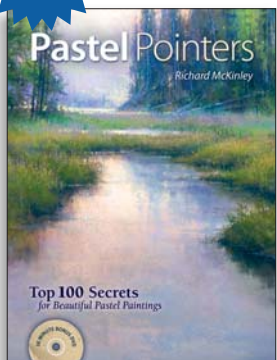
Oil Painting for the Absolute Beginner A Clear & Easy Guide to Successful Oil Painting

Mark and Mary Willenbrink

- Features easy-to-follow techniques, tips and step-by-step demonstrations providing guidance and encouragement for beginning artists
- Familiar subjects, simple compositions and a realistic style build confidence
- 10 mini demonstrations and 12 complete painting demonstrations
- Bonus DVD with a complete painting workshop with the authors
- The previous two titles in the series, *Drawing for the Absolute Beginner* and *Watercolor for the Absolute Beginner* have sold 70,000+ units.

Mark and **Mary Willenbrink** are authors of the best-selling *Drawing for the Absolute Beginner* and *Watercolor for the Absolute Beginner*. Mark is a fine artist, commercial artist and freelance illustrator.

Bonus
DVD



DECEMBER 2010

ISBN-13: 978-1-4403-0839-0

ISBN-10: 1-4403-0839-X

\$26.99 (CAN \$32.99) • pb
128 pgs • 8¼ x 10¾ • A
115 color photos/illus
UPC 0 35313 65045 1
EAN 9 781440308390
Ct. Qty. 20 • #Z8076
Home: Medford, OR

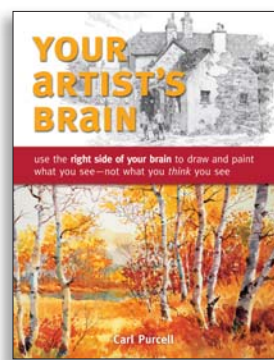
ART TECHNIQUES/PASTEL
NORTH LIGHT BOOKS

Pastel Pointers Top 100 Secrets for Beautiful Pastel Paintings

Richard McKinley

- Loaded with key insights into the whole process, illustrated by large, beautiful art and gallery pieces throughout
- Informative bonus 30-minute DVD workshop with the author
- Pastel is growing in popularity—highest registration ever at International Association of Pastel Societies 2009 convention
- Author art ranked #1 on North Light's Fall 2009 survey of Wetcanvas!, ArtistsNetwork.com and NorthLightShop.com readers.

Richard McKinley has written for *Pastel Journal* since 2003. He's a signature member of the Pastel Society of America, Pastel Society of the West Coast, Northwest Pastel Society, Oregon Pastel Society, Plein-Air Painters Northwest Society, Oil Painters of America and Southern Oregon Society of Artists.



MAY 2010

ISBN-13: 978-1-4403-0844-4

ISBN-10: 1-4403-0844-6

\$26.99 (CAN \$32.99) • pb
208 pgs • 8½ x 11 • A
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UPC 0 35313 65052 9
EAN 9 781440308444
Ct. Qty. 20 • #Z9168
Home: Manti, UT
Website: www.carlpurcell.com

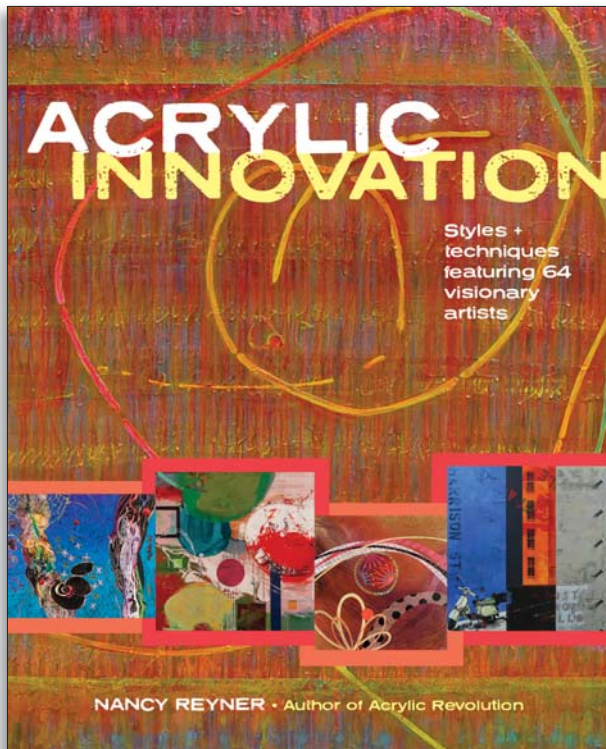
ART TECHNIQUE
NORTH LIGHT BOOKS

Your Artist's Brain Use the Right Side of Your Brain to Draw and Paint What You See— Not What You Think You See

Carl Purcell

- Loaded with instruction (primarily graphite, colored pencil and watercolor) on overcoming the "intellectual brain" and focusing on the observant "artist's brain"
- Step-by-step demos, examples and exercises teach how to "see" and design great compositions
- Sidebars allow readers to quickly grasp concepts
- Information on photo references, sketchbooks and using different media

Carl Purcell has taught beginning drawing, figure drawing, watercolor painting and art appreciation for more than 30 years. He is a signature member of the National Watercolor Society.



Acrylic Innovation
Styles and Techniques Featuring 64 Visionary Artists

Nancy Reyner

- Nancy Reyner's first book, *Acrylic Revolution* has sold over 50,000 copies
- Offers new ways to use acrylic in addition to answering common questions about working with this flexible and popular medium
- 64 different artists offer their ideas, techniques and inspiration for working with acrylic paints and mediums
- Bonus DVD offers a lesson from *Nancy Reyner's Acrylic Revolution: Watercolor and Oil Effects* video

Acrylic Innovation delves into acrylic's potential to create unique styles by addressing the methods and techniques that allow readers to find their own voice within the medium. Author Nancy Reyner presents a variety of successful acrylic painters, each using acrylic in unique ways to create their own original styles. By looking at how other artists find ideas along with the book's 29 step-by-step demonstrations, readers will be able to explore ways of personalizing their own art.

Nancy Reyner is an artist with more than 30 years' experience. She is a technical consultant for Golden Artist Colors, Inc. She is also the author of the best-selling *Acrylic Revolution* and appeared in the video *Nancy Reyner's Acrylic Revolution: Watercolor and Oil Effects*.

SEPTEMBER 2010

MARKETING

- Promotion at author's workshops and classes
- Promotion on contributing artist sites and network
- Demonstration features pitched to Fine Art web outlets
- Advertising in *The Artists Magazine*, *Pastel Journal* and *Watercolor Artist*
- YouTube clip of DVD featured inside
- CHA, Learning & Product Expo, NAMTA, Twitter and Fine Art specialty newsletter promotion

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ISBN-10: 1-60061-864-2

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350 color/50 b&w photos/illus

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Home: Santa Fe NM

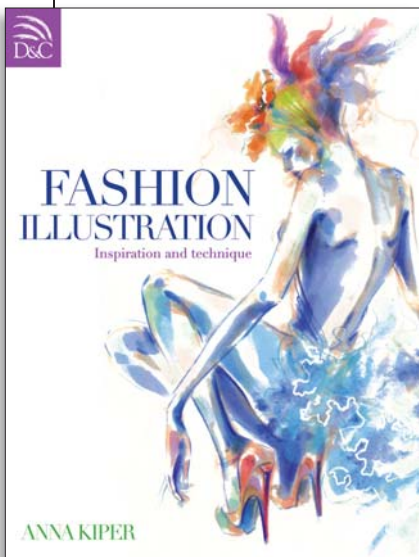
ART TECHNIQUES/ACRYLIC
 NORTH LIGHT BOOKS



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Fashion Illustration Inspiration and Technique

Anna Kiper



- Fashion illustration is currently undergoing a huge revival and is a highly sought-after skill
- Popular with fashion students, designers, general illustrators style conscious young adults and fashionistas
- Authored by a top fashion tutor who teaches at New York's two most prestigious fashion colleges

A complete fashion school for drawing and painting fashion figures, garments, and accessories for all aspiring fashion illustrators and designers. Designed for newcomers and improvers, this book shows readers how to construct the head and figure, compose for impact, and use all available media. Practical, interactive and beautiful, instruction will be via step exercises, hardworking fashion sketches and beautiful fashion illustrations.

Anna Kiper has been a technical designers, forecaster, illustrator, couture designer and professor of fashion. She has worked at both Calvin Klein and Mondri, and now designs for Maggie Norris Couture. She also carries a full teaching schedule at Parson's and FIT in New York, where she lives.

NOVEMBER 2010

ISBN-13: 978-0-7153-3618-2

ISBN-10: 0-7153-3618-5

\$24.99 (CAN \$29.99) • pb

144 pgs • 8¼ x 10¾ • C

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Home: New York, NY

ART TECHNIQUES/DRAWING

David and Charles

Also Available:



ISBN-13: 978-0-7153-2597-1

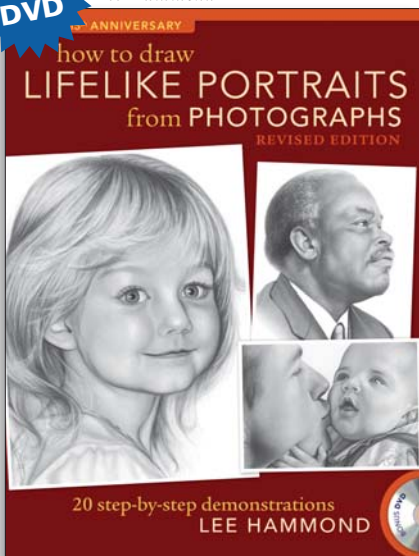
How to Draw Lifelike Portraits from Photographs, Revised Edition

20 Step-by-Step Demonstrations

Lee Hammond

**Bonus
DVD**

**15th
Anniversary
Edition**



- Lee Hammond is a popular author with name recognition, TV exposure, and over 800,000 books sold
- Drawing is consistently one of North Light's best selling categories
- Updated edition is bigger at 160 pages with new art, demonstrations and a bonus DVD

This new revised edition has expanded to 160 pages and features more diversity of age and ethnicity. Readers will find brand-new step-by-step demonstrations and detailed instruction on drawing all the elements of portraiture using reference photos and the time-tested grid method to create stunningly lifelike renderings of family and friends.

A professional artist and instructor for 30+ years, **Lee Hammond** has authored more than 20 North Light books. Lee owns and operates a private art studio in Overland Park, Kansas where she teaches more than 50 students a week. She is a certified police composite artist on call for the Kansas City metro area, and has been featured on TV's "America's Most Wanted" and "Court TV." She was a contributing writer for *The Artist's Magazine* and a NASCAR illustrator for 5 years.

NOVEMBER 2010

ISBN-13: 978-1-60061-970-0

ISBN-10: 1-60061-970-3

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160 pgs • 8¼ x 10¾ • A

50 color/350 b&w photos/illus

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EAN 9 781600 619700

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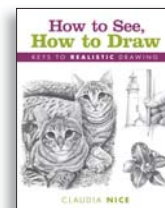
Home: Overland Park, KS

Website: www.lee Hammond.com

ART TECHNIQUES/DRAWING

NORTH LIGHT BOOKS

Also Available:

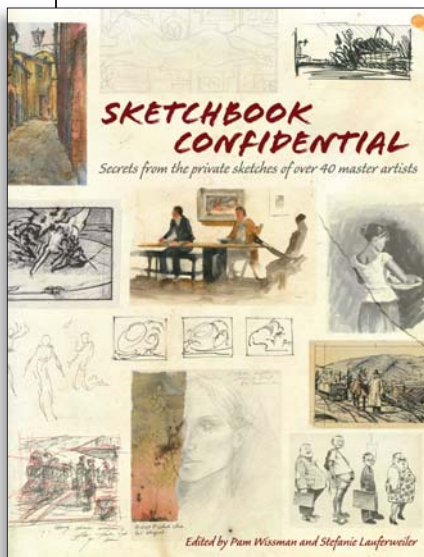


ISBN-13: 978-1-60061-757-7

Sketchbook Confidential

Secrets from the Private Sketches of Over 40 Master Artists

Editors of North Light Books



- "Secret" sketches are currently popular in the art books market
- Fun package that resembles an actual artist's sketchbook

Forty-one artists share their vision and creative processes by bringing you into their world with their favorite sketches and accompanying text in their own voices, all in a fun package at a great low price that promises to inspire. *Sketchbook Confidential* takes the reader inside their creative processes through their personal sketches, along with the occasional related finished piece and "chatty" remarks on inspiration and more. Each artist shares intimate details that give the reader a look inside their minds; some insights on techniques; and the risks, lessons, mistakes and dreams that lead them every day.

NOVEMBER 2010

ISBN-13: 978-1-4403-0859-8

ISBN-10: 1-4403-0859-4

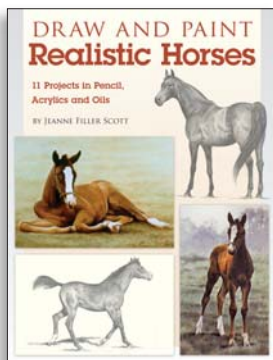
\$24.99 (CAN \$29.99) • pb with flaps
176 pgs • 8¼ x 10⅞ • A
325 color photos/illus
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Home: Cincinnati, OH

ART REFERENCE
NORTH LIGHT BOOKS

Also Available:



ISBN-13: 978-1-60061-158-2



Draw and Paint Realistic Horses

12 Projects in Pencil, Acrylics and Oils

Jeanne Filler Scott

- Many of the best selling horse books are approximately 10 years old
- Realistic style is appealing, accessible to all skill levels, and author's expertise on horse anatomy, structure, characteristics and coloring will appeal to horse lovers as well as artists
- Step-by-step demonstrations in acrylics, oils and pencil
- Reference photos, coat color demonstrations, and comparative drawings show the details of painting and drawing a full range of breeds (including race horses, work horses, foals and stallions) and settings.

Jeanne Filler Scott is the author of three previous North Light painting books and a contributing artist to five others, as well as numerous other books. Jeanne's art has been featured in magazines such as *Equine Images*, *Wildlife Art*, and *The Chronicle of the Horse*.

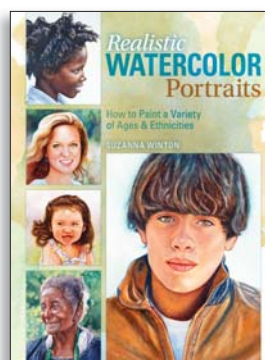
JANUARY 2011

ISBN-13: 978-1-60061-996-0

ISBN-10: 1-60061-996-7

\$24.99 (CAN \$29.99) • pb
128 pgs • 8¼ x 10⅞ • A
400 color/40 b&w photos/illus
UPC 0 35313 64904 2
EAN 9 781600 619960
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Home: Springfield, KY
Website: www.jfsstudio.com

ART TECHNIQUES
NORTH LIGHT BOOKS



Realistic Watercolor Portraits

How to Paint a Variety of Ages and Ethnicities

Suzanna Winton

- Contains information on how to address and overcome the many variables to consider when painting people
- Covers many key topics including: capturing a likeness; adding character; painting skin tones, clothing and backgrounds
- Includes 10 full step-by-step painting demonstrations that show a variety of ages, sexes, complexions and hair colors, along with how to paint the details that make each person unique

Suzanna Reese Winton is known for her instruction in watercolor painting and jurying of art exhibitions. She is a signature member of the Florida Watercolor Society, the Southern Watercolor Society and Watercolor West. Her work has been published in several publications.

JANUARY 2011

ISBN-13: 978-1-60061-152-0

ISBN-10: 1-60061-152-4

\$29.99 (CAN \$35.99) • hc with jacket
160 pgs • 8¼ x 10⅞ • A
300 color/50 b&w photos/illus
UPC 0 35313 64494 8
EAN 9 781600 611520
Ct. Qty. 20 • #Z2441
Home: Thomasville, GA
Website: www.suzannawintonwatercolors.com

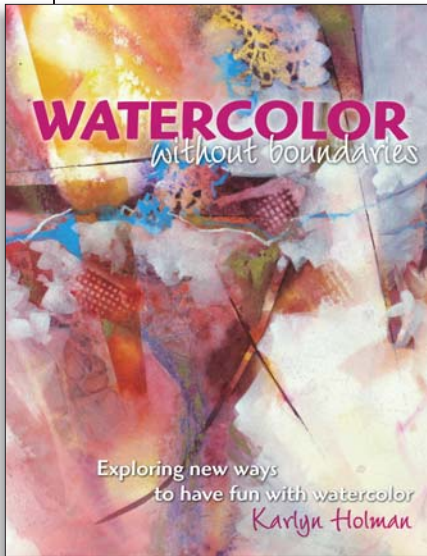
ART TECHNIQUES/
WATERCOLOR
NORTH LIGHT BOOKS



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Watercolor without Boundaries Exploring New Ways to Have Fun with Watercolor

Karlyn Holman



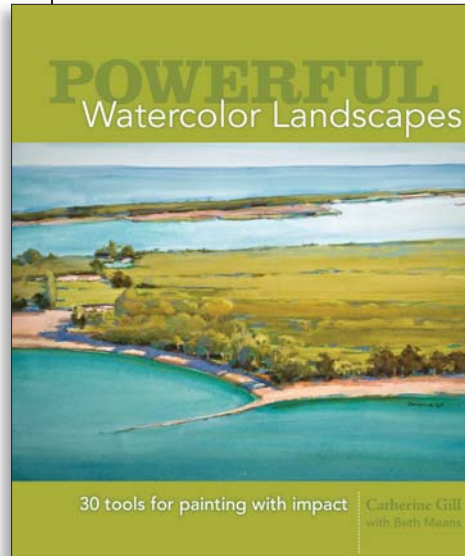
- Instructional watercolor books are traditionally steady sellers
- Subject appeals to watercolorists across the board
- Easy-to-comprehend subject matter encourages the reader along the way

Organized like a cookbook, this allows readers to jump in and try any idea presented. The step-by-step demonstrations are cross-referenced to direct readers to techniques. Readers follow basic “recipes” but can add or substitute ingredients to create their own interpretations. Demonstrations include foliage as a way to frame the subject; starting with a range of values; layering color; combining traditional with non-traditional techniques; creating paths of light on wet and dry papers; and much more.

Artist, author and instructor **Karlyn Holman** has owned and operated an art gallery since 1968. Nature is the force in her paintings. Karlyn has a loose, spontaneous painting style and an energetic, encouraging teaching style.

Powerful Watercolor Landscapes 30 Tools for Paintings with Impact

Catherine Gill with Beth Means



- 15 exercises and 3 to 4 full demos show readers how to put concepts together for landscapes with impact.
- 30 “power tools” help readers improve their painting skills with advice on using value, color, shapes and movement to develop a strong foundation for their paintings.

Regardless of skill level or artistic medium, artists need the design strategies presented here for successful results from start to finish. Instructional diagrams, mini demonstrations, finished paintings with callouts, and fun interactive exercises make these tools easy to follow and apply.

Catherine Gill is an artist of 25 years who has participated in Branching Out, a project sponsored by National Geographic involving scientists and artists jointly investigating the forest canopy. Her artwork has been featured in *The Artist Magazine*, *Watercolor Magic*, and has been exhibited throughout the world.

APRIL 2010

ISBN-13: 978-0-9792218-7-3

ISBN-10: 0-9792218-7-0

\$27.99 (CAN \$33.99) • hc

176 pgs • 8¼ x 10½ • A

275 color photos/illus

UPC 0 35313 65065 9

EAN 9 780979 221873

Ct. Qty. 10 • #Z9237

Home: Washburn, WI

Website: www.karlynholman.com

ART TECHNIQUES/WATERCOLOR
KARLYN'S GALLERY

FEBRUARY 2011

ISBN-13: 978-1-60061-949-6

ISBN-10: 1-60061-949-5

\$29.99 (CAN \$35.99) • hc with concealed wire-o

160 pgs • 8¼ x 10½ • A

350 color/70 b&w photos/illus

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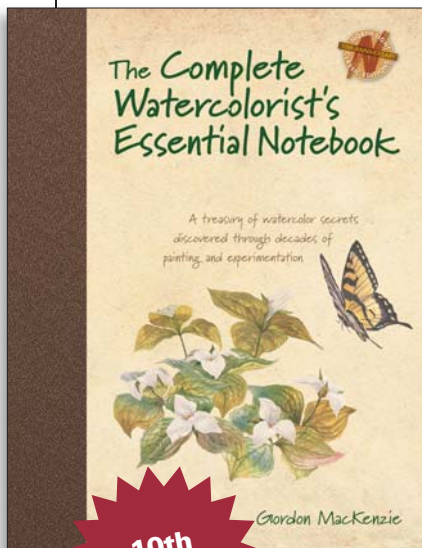
Home: Seattle, WA

Website: www.catherinegill.com

ART TECHNIQUES/WATERCOLOR
NORTH LIGHT BOOKS

The Complete Watercolorist's Essential Notebook
A Treasury of Watercolor Secrets Discovered Through Decades
of Painting and Experimentation

Gordon MacKenzie



10th Anniversary

- Materials are easily found at any art-supply retailer
- Makes a great gift for any watercolorist
- Techniques focus primarily on landscapes, a popular subject
- A great deal, features two North Light guides for the price of one

This useful 10th-anniversary collection includes two core North Light watercolor guides that show readers the basics. This book clarifies and simplifies various aspects of painting with watercolor learned by the author over time while at the same time challenging artists with new possibilities. The instruction is beneficial to readers no matter what approach they want to take with their own watercolor paintings. Loaded with quick, simple tips, tricks and techniques.

Gordon MacKenzie is the author of North Light's bestselling watercolor book, *The Watercolorist's Essential Notebook*. He has been a popular artist and teacher for more than 30 years and has mounted more than 25 solo exhibitions. His work hangs in many private and corporate collections and has been featured on the cover of *Reader's Digest*. He lives in Ontario, Canada.

OCTOBER 2010

ISBN-13: 978-1-4403-0905-2

ISBN-10: 1-4403-0905-1

\$29.99 (CAN \$35.99) • hc

288 pgs • 8½ x 11 • A

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Home: Sault Ste. Marie, Ontario, Canada

ART TECHNIQUES/WATERCOLOR

North Light Books

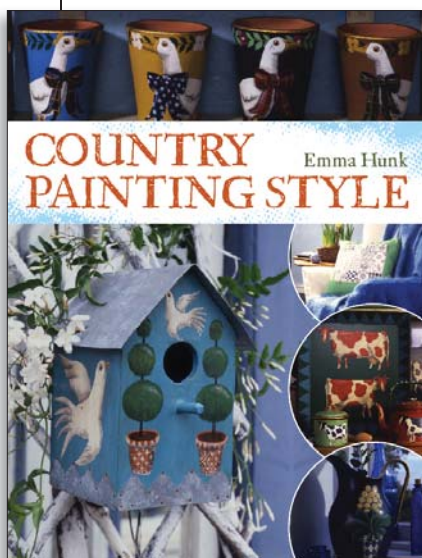
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Country Painting Style

Emma Hunk



- Presents 10 step-by-step projects that are incredibly easy to execute, making these items affordable by all
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Presents ten step by step projects for decorating household items with charmingly rustic painted motifs featuring animals, fruit and flowers that will update and refresh the home. Extremely easy to execute: trace the design before following step-by-step instructions to paint it on to every kind of surface from metal buckets, jugs and tins to wooden boxes, chest of drawers and table tops. Detailed photographic sequences show how to prepare the piece and produce a perfect finish; also included are ideas for borders and alternative applications for each motif.

Emma Stubbs Hunk was first inspired to take up decorative painting when she was living in the US. On returning to Britain she started to sell her work. She now runs a successful business, Stubbs Hunk Designs, which she produces and sells from her farmhouse in England.

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Home: UK

CRAFTS/DECORATIVE PAINTING

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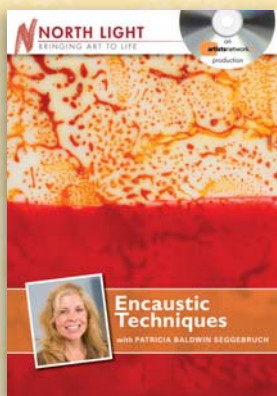
NORTH LIGHT

BRINGING ART TO LIFE

The North Light Media DVD series offers artists a chance to visit the studios of world-renowned artists to see how they approach their craft. Art will come alive in full, step-by-step demonstrations as valuable techniques (such as lifting out color, building pigment layers, landscape composition and color mixing) are taught in a variety of mediums and painting styles.

Each DVD includes:

- Step-by-step techniques, all demonstrated by the artist
- Premiere art instruction
- Behind-the-scenes insights
- Inspirational galleries



Encaustic Techniques with Patricia Baldwin Seggebruch

Patricia Baldwin Seggebruch

In this workshop, Patricia Seggebruch demonstrates the basics of encaustic painting as well as how to use encaustics for image transfer and shellac burn.

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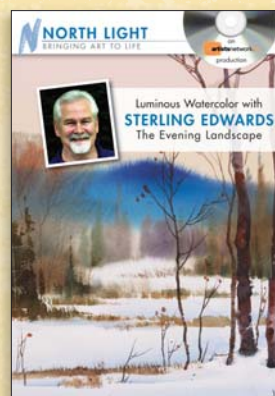
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Sterling Edwards

Sterling Edwards starts with a few demos on how to use bristle brushes for everything from graded washes to grass texture. Then he puts his trusty brushes and four-step process to use as he paints a snowy scene, step by step.

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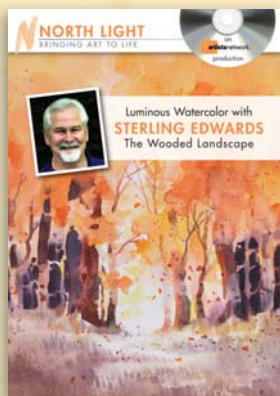
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EAN 9 781440 306983

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Luminous Watercolor with Sterling Edwards: The Wooded Landscape

Sterling Edwards

Sterling Edwards begins this video workshop with exercises on lost-and-found edges and negative shape painting. He then uses his four-step process to paint a sun-filled forest in full-autumn splendor.

ISBN-13: 978-1-4403-0701-0

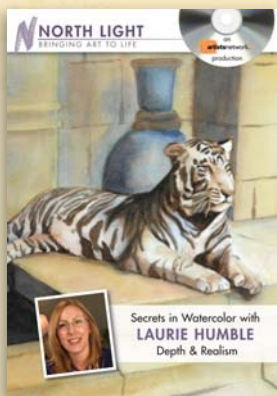
ISBN-10: 1-4403-0701-6

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Secrets in Watercolor with Laurie Humble: Depth & Realism

Laurie Humble

No matter what their painting style or skill level, viewers will be amazed at the new levels of dimension they can create in their watercolor paintings using Laurie's 5 easy techniques—contrast, color saturation, perspective, detail and the unifying wash.

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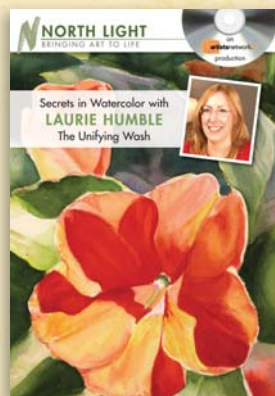
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Secrets in Watercolor with Laurie Humble: The Unifying Wash

Laurie Humble

In this workshop viewers will learn how to use what is perhaps their most powerful tool for emphasizing a painting's focal point—the unifying wash. Laurie uses exercises and finished painting examples to show viewers how to use small- and large-scale washes.

ISBN-13: 978-1-4403-0707-2

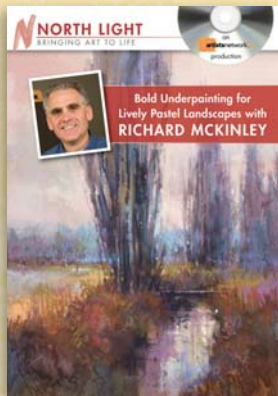
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Bold Underpainting for Lively Pastel Landscapes with Richard McKinley

Richard McKinley

Richard McKinley demonstrates a variety of methods—pastel, watercolor and thin oil paint applications—to set up a painting for an exciting response. He applies a watercolor underpainting step by step to create a landscape scene.

ISBN-13: 978-1-4403-0710-2

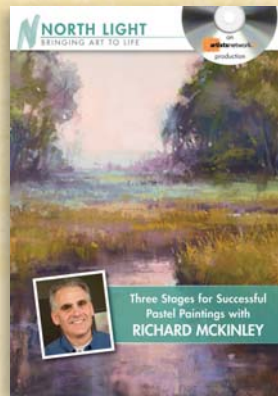
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Three Stages for Successful Pastel Paintings with Richard McKinley

Richard McKinley

Richard McKinley takes artists through 3 stages of painting as he completes a lush canal scene step by step—sensitivity (concept), serendipity (underpainting) and solve (response and resolution).

ISBN-13: 978-1-4403-0713-3

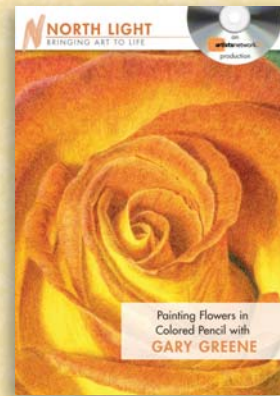
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Painting Flowers in Colored Pencil with Gary Greene

Gary Greene

Gary Greene demonstrates colored pencil basics as they relate to painting flowers: pencil choices, sharpening, taking advantage of surface, strokes and more. He then completes two flower demonstrations step by step.

ISBN-13: 978-1-4403-0840-6

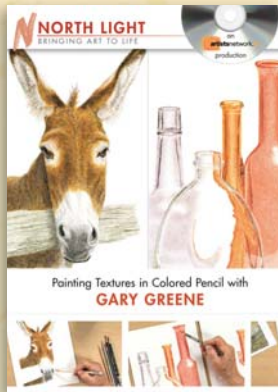
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Painting Textures in Colored Pencil with Gary Greene

Gary Greene

Gary Greene demonstrates colored pencil basics as they related to painting textures: pencil choices, sharpening, taking advantage of surface, strokes, and more. He then completes two texture demonstrations featuring fur and glass.

ISBN-13: 978-1-4403-0843-7

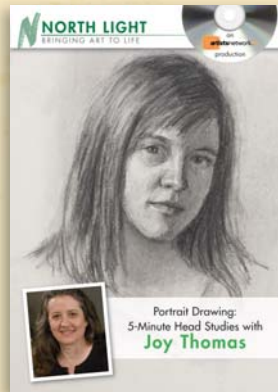
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Portrait Drawing: 5-Minute Head Studies with Joy Thomas

Joy Thomas

Joy Thomas reveals the fundamental process that goes behind landing the placement of the head and swiftly capturing the essence of a model in just five minutes.

ISBN-13: 978-1-4403-0779-9

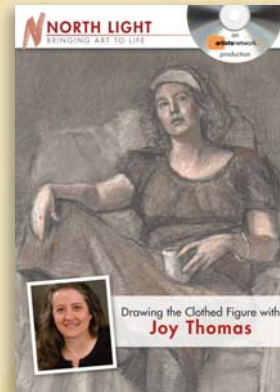
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Drawing the Clothed Figure with Joy Thomas

Joy Thomas

In this video workshop, artists will learn to create the illusion of form and depth through lighting, measuring and drawing techniques as Joy Thomas completes a traditional figure drawing.

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ISBN-10: 1-4403-0782-2

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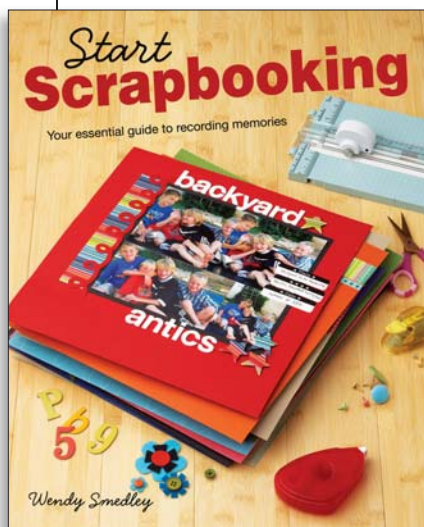
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Start Scrapbooking

Your Essential Guide to Recording Memories

Wendy Smedley



- Packed with hard-to-find information. Few basic scrapbooking books exist, so it's hard for beginners to get the information they need.
- Wendy Smedley is an established expert in the industry and well known for her back-to-basics approach to the craft.

Start Scrapbooking redefines the stereotypes of scrapbooking, showing new scrapbookers and veterans alike they can scrap in simple ways without feeling pressure to get "caught up." Packed with everything new scrapbookers need to know to dive into the craft, this book is the go-to guide for every scrapbook beginner. Five chapters teach readers: how to develop goals for scrapbooking; what essential tools they need and how to use them; how to organize photos; how to tell a story; the basics of layout design; and much more. Includes projects and theme ideas and 100+ simple, accessible layouts.

Wendy Smedley has taught scrapbookers from all over the world and represented scrapbooking on four DVDs and the popular PBS show *Scrapbook Memories*. She previously authored two editions of *The Complete Idiot's Guide to Scrapbooking* and was involved with *Simple Scrapbooks* since the magazine's inception.

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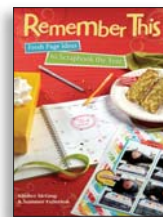
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CRAFTS/SCRAPBOOKING

Memory Makers Books

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CRAFTS/PAPERCRAFTING

North Light Books

Kimber McGray is a 2007 Creative Keepsakes Hall of Fame winner and teacher. She currently works on the design teams for We R Memory Keepers, Core'dinations, Jilibean Soup and Unity Stamping Company. Kimber is the co-author of *Remember This* (Memory Makers, 2010) and the author of *Scrapbook Secrets* (Memory Makers, 2009).



Silhouette Style

Techniques and Template Sets for Papercut Projects

Nanetta Bananto

OCTOBER 2010

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CRAFTS/PAPERCRAFTS

North Light Books

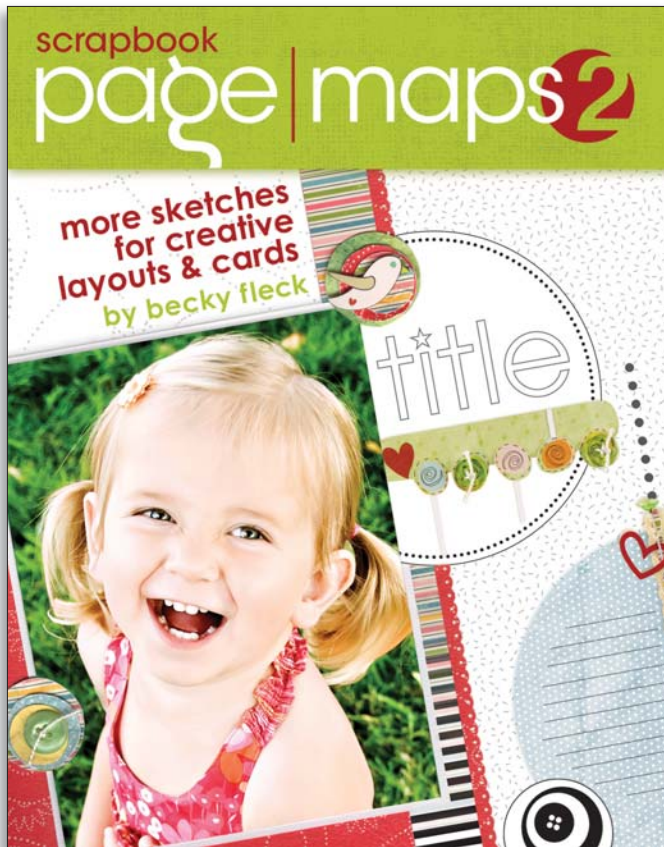
• Focus is on a popular, while also classic aesthetic—the silhouette. From portraits to folk art, everyone appreciates the strong lines and bold contrast of this powerful form

• Includes a bonus CD of cutting templates to make cutting the designs by machine or printing the images onto the reader's own paper quick and easy.

• Goes beyond the predictable form for this craft—wall art—to include gift projects like jewelry, cards and paper dolls.

• 20 projects such as animals, botanical and classic figures

Nanetta Bananto is a beadwork, sculpture, clay, painting, calligraphy, fiber and paperarts artist and author of *Creative Techniques for Polymer Clay Jewelry* (North Light, 2005). Nanetta designs projects for Polyform Products.



Scrapbook PageMaps 2

More Sketches for Creative Layouts & Cards

Becky Fleck

- Great packaging: Like the first book, this one features an easy-to-use wire-o binding and those oh-so-popular takealong cards—perfect for scrapbookers on the go.
- Great author: Becky Fleck a well-known and respected scrapbook and sketch designer that is a terrific promoter
- Great content: This book features all new sketches by the author and all new artwork by the author and her host of contributing artists.

Inside *Scrapbook PageMaps 2*, it's more of what they love! Readers will find plenty of traditional layout sketches along with sketches for the other things they're making, like mini albums, greeting cards and even home décor items. In addition, 64 perforated cards featuring sketches and artwork from the book will allow readers to take the sketches with them to the store or to a crop. More than 160 layouts by the author and her contributing artists will show the sketches in action and give readers inspiration to use the sketches in their own work.



Becky Fleck is the owner of the *PageMaps* web site, which provides scrapbook layout and greeting card sketches to over 20,000 readers each month. She is also the author of the highly successful book *Scrapbook PageMaps*. Becky is a professional graphic illustrator, freelancing for several scrapbook and stamp manufacturers. She teaches extensively throughout the U.S. and internationally at expos, scrapbook stores and conventions.



OCTOBER 2010

MARKETING

- Promotion to author's classes and convention shows, along with author website
- Promotion at pagemaps.com (20,000 visits/month)
- Editorial pitch *Craft 'n Things*, *Scrapbooking and Beyond* and author interview pitch to Diva Craft Lounge Radio
- Advertising in *Scrapbooking and Beyond* and *Craft 'n Things*
- Promotion at Winter CHA
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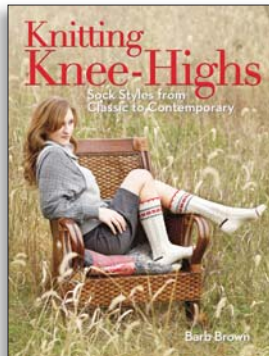
CRAFTS/KNITTING & CROCHET
Krause Publications

Knit Now! 26 Projects for Baby, Home, Gifts and More

Candi Jensen

- Tie-In to *Knit and Crochet Now!*: Companion book to the top PBS yarn show, which airs in 77% of all US PBS markets. Concurrent release with season 3.
- Variety of Patterns: Knitting patterns by a variety of designers including well known designers Kristin Nicholas, Maggie Price, Susan B. Anderson and Susan Levin
- Known Author: Candi Jensen is the producer of the show and an established author

As a designer in the craft and needlework industry, **Candi Jensen** has had over 300 designs published in national magazines, including *Vogue Knitting*, *Good Housekeeping*, *Better Homes and Gardens*, *Interweave Knits*, *Interweave Crochet* and many more. She is the author of 13 books. She is also the producer of *Knit and Crochet Now* on PBS, available to over 100 million households.



FEBRUARY 2011

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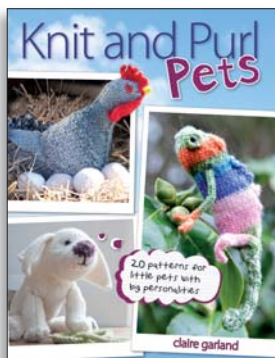
CRAFTS/KNITTING & CROCHET
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Knitting Knee-Highs Sock Styles from Classic to Contemporary

Barb Brown

- Teaches readers how to custom size and includes 20 great knee-high patterns, each written for three standard sizes.
- Includes intermediate patterns using intermediate techniques (like lace and cables) that knitters are looking for, sometimes with a unique approach.
- Each of the 20 knee-high patterns comes with a variation that features that design in a different color and style of sock, perfect for readers who want to mix up their sock drawer.

Barb Brown is the owner of Wild Geese Fibres, an online business specializing in natural fiber yarns for socks and lace. She teaches knitting and lace-making at yarn shops and community colleges. Her work has appeared in magazines *A Needle Pulling Thread*, *Yarn Forward* and *Twists and Turns* as well as in the book *Knitting Socks with Handpainted Yarn*.



OCTOBER 2010

ISBN-13: 978-0-7153-3667-0
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CRAFTS/KNITTING
David and Charles

Knit and Purl Pets 20 Patterns for Little Pets with Big Personalities

Claire Garland

- Knitting continues to be the No.1 needlecrafts hobby, with knitted animals a perennial favorite
- Includes a menagerie of animals
- Many of the projects include knitting instructions for accessories such as a dog bed and yummy carrots for the rabbits
- Ideal for beginners and the more advanced, with knitting techniques ranging from easy knit and purl to knitting on double pointed needles.

Claire Garland is a designer and illustrator, and runs her own mail order business, www.dotpebbles.com, selling knitted doll kits. She has been featured in *Selvedge*, *Junior*, *Pregnancy and Baby*, *Marie Claire*, *Woman's Own* and *Women's Weekly*.



JULY 2010

ISBN-13: 978-0-7153-3780-6
ISBN-10: 0-7153-3780-7

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CRAFTS/KNITTING & CROCHET
David and Charles

Fabulous Fair Isle Knitting

Patty Knox

- Fair Isle is a traditional knitting technique that is currently seeing a rise in interest
- This popular knitting technique encourages knitters to experiment with different colors and varieties of yarns available on the market
- Packed with vivid and creative garment designs for men, women and children,
- Clear and precise instructions, full-color charts and knitted swatch details
- Over 30 projects with a unique fair isle pattern ranging from socks and scarves to jumpers and bags.

Patty Knox embarked on a varied and interesting career based on her passion for making clothes. As well as making dresses for boutiques and designing clothes for women's magazines, she taught dressmaking at the Servite Home in Ealing, England.

Two New Knitter's Bibles!

The Knitter's Bible: Baby Knits

25 Adorable Clothes, Accessories and Gifts for All Year Round

Laura Long



- Over 100,000 copies of previous four *Knitter's Bible* project books titles sold

Following the *Knitter's Bible* project book series format, all techniques are clearly explained and easy-to-follow for even the novice knitter. Features over 25 essential designs to create adorable and practical items. Use baby-friendly fibers and knitter-friendly techniques to make designs that are fun and satisfying to produce.

Laura Long has a knitted textiles degree from Central St Martins and works out of her central London studio. She teaches knitting and designs, makes and sells her knitted creations to boutiques and galleries all over the world; her previous clients include *Simply Knitting Magazine* and *Knit Today*. She is the author of *Knitted Toy Tales* (D&C, 2009).

DECEMBER 2010

MARKETING

- PR pitch to *Knit Simple*
- Knitting ad call out
- Promotion at Summer TNNA
- Twitter/Facebook promotion
- Specialty newsletter promotion

ISBN-13: 978-0-7153-3766-0

ISBN-10: 0-7153-3766-1

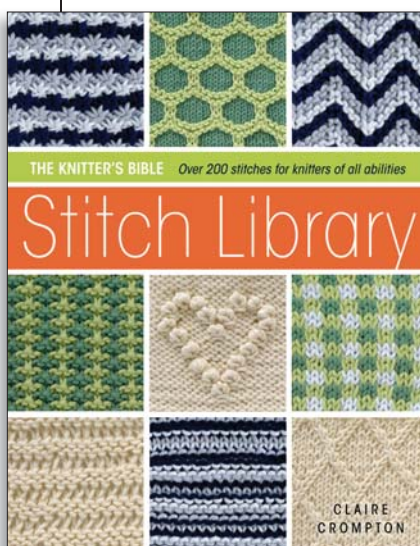
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EAN 9 780715 337660
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CRAFTS/KNITTING
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The Knitter's Bible: Stitch Library

Over 200 Stitches for Knitters of All Abilities

Claire Crompton



- Knitting continues to be a hot topic, and this has been written by the best-selling author of *The Knitter's Bible* (D&C 2004) with over 150,000 copies sold worldwide.

Over 200 knitted stitches for creative knitters to discover, learn and use. Every stitch is shown as a clear swatch to show the effect and texture, and the pattern is given both written and as an easy-to-follow diagram. Conveniently grouped stitches allow for easy browsing and location of favorites. Includes projects that feature some of the stitches, and show how effective it is to incorporate new and different stitches into reader's work.

Claire Crompton has worked in the knitting industry for almost 20 years. After a Knitwear Design degree she became a pattern designer for major yarn manufacturers such as Sirdar and DMC. This is the sixth book in *The Knitter's Bible* project series, following *Knitted Bags* and *Knitted Accessories*.

NOVEMBER 2010

MARKETING

- PR pitch to *Knit Simple*
- Knitting ad call out;
- Promotion at Summer TNNA
- Twitter/Facebook promotion
- Specialty newsletter promotion

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ISBN-10: 0-7153-3776-9

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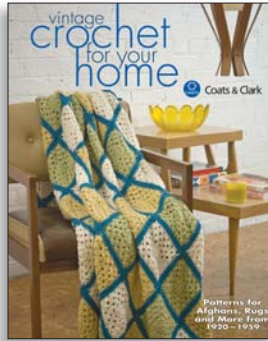
CRAFTS/KNITTING & CROCHET
Krause Publications

Crochet Now! 29 Projects for Baby, Home, Gifts and More

Candi Jensen

- Tie-In to *Knit and Crochet Now!* Companion book to the top PBS yarn show, which airs in 77% of all US PBS markets. Concurrent release with season 3.
- Author is the producer of the show and an established author
- Variety of patterns by several designers including Kriston Nicholas, Drew Emborsky, Mary Jane Hall and Ellen Gormley.
- Features a DVD which includes television segments for 12 crochet afghan squares from season 2.

As a designer in the craft and needlework industry, **Candi Jensen** has had over 300 designs published in national magazines, including *Vogue Knitting*, *Good Housekeeping*, *Better Homes and Gardens*, *Interweave Knits*, *Interweave Crochet* and many more. She is the author of 13 books. She is also the producer of *Knit and Crochet Now* on PBS, available to over 100 million households.



SEPTEMBER 2010

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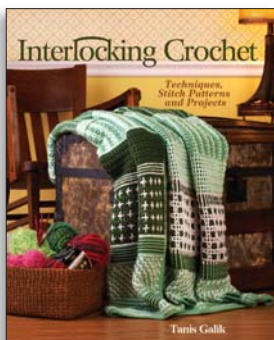
NEEDLECRAFTS/ CROCHET
Krause Publications

Vintage Crochet for Your Home Patterns for Afghans, Rugs and More from 1920-1959

Coats & Clark

- Classic styles and projects: These patterns from the Coats & Clark archives (1920 to 1959) have stood the test of time.
- Projects for every skill level: A range of projects allows readers of any skill level to find a project they want to (and can) make. A rating on each project notes what skills a reader will need to complete it.
- 30 projects for the home, from shopping bags and potholders to placemats, afghans and more
- Photos and illustrations will show projects as they were first created, and new photography will showcase the projects in modern yarns and yarn colors in fresh settings.

Coats & Clark, America's #1 name in yarn, sewing and needlecraft products, is part of the world's largest textile/thread manufacturing company with products sold in over 150 countries for industrial and home use.



DECEMBER 2010

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CRAFTS/CROCHET
Krause Publications

Interlocking Crochet Techniques, Stitch Patterns and Projects

Tanis Galik

- Presents the first book on an intermediate crocheting technique that is not widely known, but is sure to excite crochet enthusiasts
- Introduces the craft through an illustrated dictionary of 86 stitch patterns explained in both text and diagrams
- Provides stepped-out instructions for 10 beautiful projects in various stitch pattern combinations
- Shows how to turn basic crochet stitches into thick, cushy, double-sided fabric, usually with a different textured pattern on each side.

Tanis Galik has been crocheting since her grandmother taught her how over 40 years ago. She is also a professional playwright with several productions and awards for her plays, musicals and a mystery movie script. She holds an MFA in writing from California State University.



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CRAFTS
North Light Books

I Felt Awesome Tips and Tricks for 35 Needle-Poked Projects

Moxie

- Traditional needle-felting techniques lay the groundwork for uncommon materials like magnets, plastic toy parts and bendable wires.
- Wool roving and felting needles are all readers need to get started—helpful tips show readers handy shortcuts that still produce fantastic results.
- Shows how to turn traditional needle-felting techniques into irreverent felted fun
- 35 step-by-step projects and a gallery of more quirky designs

Moxie is a self-taught "fiber alchemist" whose work has been published in *Craft Magazine* and *BoingBoing.net*. She has participated in many shows, including *Plush You!* and *PLUSHEd: art gone soft*. Moxie taught over 500 adults and children to create art from fiber at the Bay Area Maker Faire in 2007 and is active in the craft community.



Colorwork Creations
Knit Woodland Inspired Hats, Mittens and Gloves

Susan Anderson-Freed

- Over 30 stunning patterns for knitted accessories, ranging from chullos and tams to flip-top mittens and traditional gloves
- Full-color charts showcasing traditional colorwork motifs and the author's original designs, inspired by woodland birds and beasts
- Helpful tips and techniques for colorwork, as well as an innovative top-down construction method for gloves and mittens

Inside *Colorwork Creations* knitters will discover an abundance of gorgeous patterns for hats, mittens and gloves that will let them show off their colorwork skills. Knitters will learn the ins and outs of using two or three different colors of yarn to create intricate colorwork, from traditional Sanquhar patterns to more modern bird and beast motifs. These small projects are perfect for holiday gift-giving, or for the reader to make for herself. The patterns are meant for the intermediate knitter wanting to learn more intricate techniques, with stunning and professional-looking results.



Susan Anderson-Freed learned to knit at the age of nine from her grandmother. She is a retired Professor of Computer Science from Illinois Wesleyan University with more than thirty years of teaching experience. She enjoys cooking, spinning, dyeing, weaving and, of course, knitting in her spare time.



OCTOBER 2010

MARKETING

- Promotion on author's blog
- Editorial pitch to *Knit Simple*, *Knit Scene*, *Ravelry*, *Knit 'n Style* and *Knitty* online magazine
- Advertising on *Ravelry* and in *Vogue Knitting's Knit Simple* magazine
- Promotion at Summer TNNA
- Twitter/Facebook promotion
- Specialty newsletter promotion

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CRAFTS/SEWING
David and Charles

Make Me, I'm Yours... Simply Sewing

D&C Editors

- Gorgeous gift-book format similar to that of the highly successful D & C *Bake Me* series
- All projects are simple and well within the capability of new crafters, making it perfect for teenage girls and young women exploring stitching techniques for the first time
- Modern projects, ideal for the current market. All created by top craft designers
- More than 25 great projects, simple enough for beginners but irresistible to all.



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CRAFTS/SEWING
David and Charles

The Sewing Bible: Dressmaking

Wendy Gardiner

- The third title in D & C's highly successful cornerstone *Sewing Bible* series
- Contains everything readers need to become confident in must-have dressmaking skills, from reading patterns to sewing up and making alterations
- Eight garment-led chapters show readers how to learn and perfect dressmaking as they build their wardrobe or make alterations

Wendy Gardiner has been in the sewing industry for over 27 years and during that time has been involved in publishing sewing magazines, books and DVDs. For the last 10 years she edited *Sewing World* magazine, a monthly title for people who enjoy sewing with a machine. She is also a co-founder of ISEW (isew.co.uk)—the face of sewing in the UK; the place to visit for sewing enthusiasts).



OCTOBER 2010

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CRAFTS/SEWING
David and Charles

The Bag Making Bible

The Complete Creative Guide to
Sewing Your Own Bags

Lisa Lam

- The first book of its kind on the market, catering for the rapidly increasing trend for bag making
- Introduces, explains and demonstrates the myriad materials, hardware, tools and techniques available to the modern crafter, including using the sewing machine.
- Each fully illustrated chapter ends with a unique, step-by-step project that builds the ultimate handbag wardrobe, with tips for customization.
- Full size patterns on a separate pull-out
- Features a foreword by Amy Butler, the craft world's best known fabric designer and owner of a bestselling line of her own bag patterns

Lisa Lam has a very successful website, uhandbag.com which has sold handbag findings and kits since 2005.



SEPTEMBER 2010

ISBN-13: 978-0-7153-3777-6
ISBN-10: 0-7153-3777-7

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CRAFTS/SEWING
David and Charles

Simple Sewn Gifts Stitch 25 Fast and Easy Gifts

Helen Philipps

- 25 sewn gifts that are quick to make and lovely to receive
- Perfect presents when readers are short of time and ideas
- Uses modern fabrics, sewing, appliqué, patchwork and stitchery
- Ideal for beginners looking for bite-size amounts of sewing, but also intermediates looking for super-quick projects

Helen Philipps studied printed textiles and embroidery at Manchester Metropolitan University and then taught drawing and design before becoming a freelance designer. After working in the greetings card industry, Helen's love of needlecraft led her to create original designs for stitching publications and her work is featured regularly in many cross stitch and craft magazines.



Stitch by Stitch
Learning to Sew, One Project at a Time

Deborah Moebes

- Unique Organization
- Photo Instruction
- Popular Aesthetic
- Bonus CD

In *Stitch by Stitch*, sewers will learn essential sewing skills while making 12 appealing projects. Skills and projects build upon each other so readers have instant gratification. Each technique and project includes step-by-step photo instruction (as opposed to illustrations) making it easy for readers to see exactly what they need to accomplish. All projects feature popular, designer fabrics and photography, and design is in a simple, sophisticated style. PDF patterns for projects, stitch guides, designs for appliqué and more are included on the accompanying CD.



Deborah Moebes is a fifth-generation crafter and designer. After nearly ten years of school teaching, Deborah launched a children's clothing line in 2006, and began teaching sewing at Beehive Co-op in Atlanta the following year. Her classes there are in high demand, and her business has grown to include a thriving fabric shop and sewing lounge in the heart of Atlanta. She continues to add workshops and sewing events throughout the year, and regularly blogs tutorials, projects and articles on the new sewing culture.



AUGUST 2010

MARKETING

- Promotion at author's store, in her classes and sold-out workshops in the Atlanta area
- Guest blogger opportunities online and author website promotion
- Project excerpt pitch to *Stitch and Sew News*
- Advertising in *Stitch and Sew News*
- Promotion at Fall Quilt Market
- Twitter/Facebook promotion
- Specialty newsletter promotion

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CRAFTS/SEWING
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Sharing Stitches

One-of-a-Kind Projects to Sew and Swap

Chrissie Grace



- From sewing to art-quilting to mixed media applications, fabric is every crafter's favorite material at the moment.
- Creative types love books that have an element of swapping or collaboration.
- Projects from notable contributors with strong platforms, including Ruth Rae, Alisa Burke, Danita Salcido and Liz Lamoreux.

Sharing Stitches combines the crafter's love for fabric with her enthusiasm for swaps and collaboration. The reader will create one-of-a-kind sewn items, from practical housewares to fabric jewelry, designed by the author and 15 star contributors. Features include two large-scale collaborative projects—an art quilt and a “round robin” quilted journal—and a variety of techniques that go beyond simple sewing, including fabric painting, hand-embroidery and fabric photo transfers.

Chrissie Grace is the author of *Wild Tiles* (North Light, 2006) and *Tiles Gone Wild* (North Light, 2008). Chrissie is currently creating licensed designs in stationery and wall décor.

DECEMBER 2010

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North Light Books

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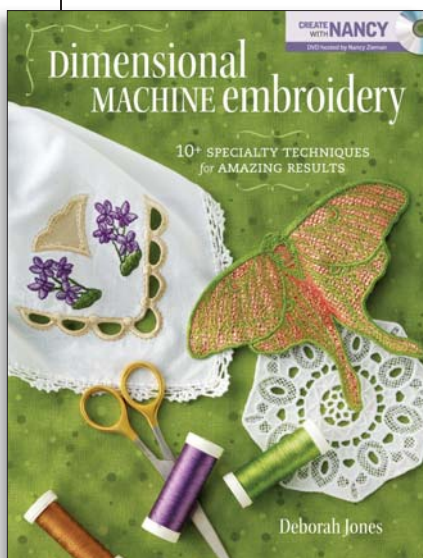
Dimensional Machine Embroidery

10+ Specialty Techniques for Amazing Results

Deborah Jones with Nancy Zieman

CREATE WITH **NANCY**

DVD hosted by Nancy Zieman



- Part of the Create with Nancy series featuring step-by-step instruction, a how-to DVD and 11 machine embroidery designs and projects make this book a great value.
- The featured techniques can be applied to any digital embroidery design to achieve amazing results.
- A great follow-up to Deborah's first book *Machine Embroidery on Difficult Materials*. Readers will take machine embroidery to the next level by learning how to use specialty techniques to enhance simple designs.

Readers will learn 11 unique specialty techniques that will expand their machine embroidery options. Ten specific projects will demonstrate the techniques and their versatility. The book includes helpful hints from Nancy Zieman that will give the reader the insight and confidence to try new things. The accompanying how-to DVD will give the audience a visual step-by-step introduction to taking their basic machine embroidery to new heights.

Deborah Jones is a 36-year veteran of computerized embroidery. In 1997, she was the third recipient of the prestigious Floriani Lifetime Achievement Award for embroidery education. A frequent speaker at industry trade shows, Deborah writes for several home and commercial embroidery magazines.

SEPTEMBER 2010

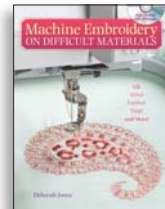
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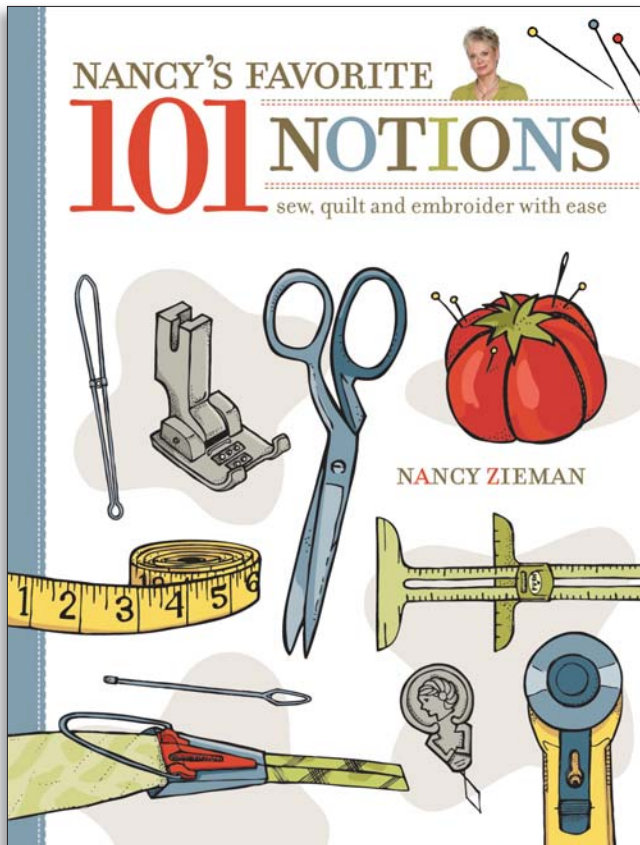
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CRAFTS/EMBROIDERY
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ISBN-13: 978-0-89689-654-3



Nancy's Favorite 101 Notions
Sew, Quilt and Embroider with Ease

Nancy Zieman

- Written by the most acclaimed expert in the world of sewing and quilting notions founder of Nancy's Notions
- No similar title on the market, covering over 100 tools and supplies.
- Purchase of tools and supplies are the backbone of retail sales in this industry. Sewing enthusiasts are expected to make purchases of \$1800 per year, with occasional sewers spending \$600.

Notions can make sewing easier, faster, more fun and creative. This is the ultimate sourcebook written by the biggest name in the field, Nancy Zieman. Not just a catalog of sewing/quilting tools, this book is a fresh and inspiring look at the creative process of sewing and quilting. Readers will learn the vast differences between “cheap” and “get the job done” tools. Clear explanations of the differences between what is available, how it works and what will make the difference in the final project are explained.



Nancy Zieman is the founder and former president of Nancy's Notions, the premier mail-order/ online source for sewing and quilting notions. In 2003, Nancy sold the company to Tacony Corporation, but remained president until December of 2007. She continues as their national spokesperson. She is also national spokesperson for Baby Lock sewing machines (Tacony Corporation), and has recently launched a new line of branded notions with Clover NeedleCrafts USA.



OCTOBER 2010

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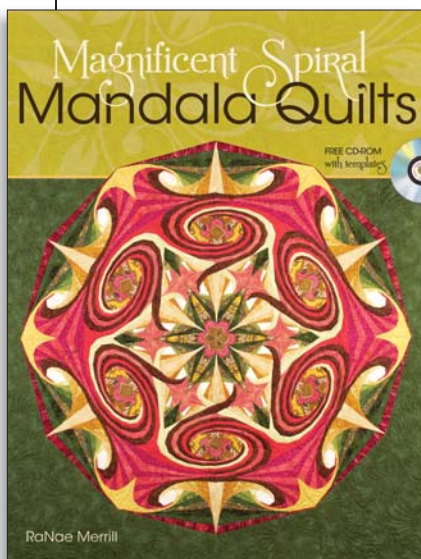
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Magnificent Spiral Mandala Quilts

RaNae Merrill



- Second book from up and coming quilt professional who has started a national quilt instruction program, and has appeared in a number of magazines and e-newsletters
- Explores a new technique for designing and creating beautiful Mandala quilts with no math needed
- Utilizes foundation piecing, which remains the most popular form of quilting

In *Magnificent Spiral Mandala Quilts*, author RaNae Merrill explores the traditional Mandala. The “Mandala” (meaning “universe” or “wholeness”) quilt is defined as a traditional pieced quilt, built around a common center point, utilizing “wedges” to create movement within the center. It is repetitive in its wedge design and valued for its continuity and symmetry—sometimes utilizing reflective design. A CD with original quilt designs as well as templates readers can use to design their own mandala is included.

RaNae Merrill found her calling as a professional quilter after previous careers as a pianist, a photographer and a travel writer. These days she satisfies her wanderlust by traveling to quilt shows and guilds as a teacher and lecturer. She has designed fabrics for Blank Quilting and has published patterns in a variety of quilt magazines.

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CRAFTS/QUILTING

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Quilted Panels in Black & White

Easy Techniques for Using Fabric Panels and Large Prints

Kay M. Capps Cross

- 12 projects explore exciting ways to use fabric panels and large prints
- Step-by-step photos and basic quilting information make this an ideal book for the beginning quilter who wants to start with fabric panels. Any quilter looking for a refresher on the basics will find this book a great resource as well.
- Author Kay Capps Cross and her distinctive black-and-white style are very popular, especially with younger quilters.

Kay Capps Cross is the author of *Black & White and Pieced All Over* (Krause Publications, 2009) as well as *A Black & White Garden* and *Black & White Quilts By Design*, both published by American Quilter's Society. She is regularly featured in magazines, including *American Patchwork & Quilting* and *McCall's Quilting*.

SEPTEMBER 2010

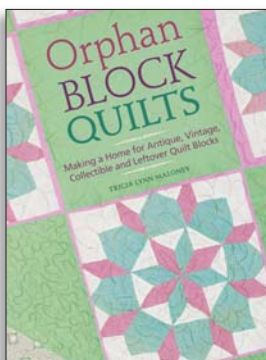
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CRAFTS/QUILTING

Krause Publications



Orphan Block Quilts

Making a Home for Antique, Vintage, Collectible and L leftover Quilt Blocks

Tricia Lynn Maloney

- No other book in the market deals exclusively with creating quilting projects from “orphan” blocks, despite the fact that they are a big part of the “quilter” culture.
- 15 period-appropriate projects using antique, vintage and collectible blocks, with information on adapting and supplementing the existing blocks
- All projects include a contemporary variation
- This book brings together the highly popular quilt topic of traditional block construction and the popularity of “historical” quilt projects.

Tricia Maloney works in a quilt shop, designs her own patterns and quilts selling locally and online. She teaches quilt classes in hand-dyeing fabrics, purse making, designing your own quilts, and free motion quilting.

SEPTEMBER 2010

ISBN-13: 978-1-4402-0552-1

ISBN-10: 1-4402-0552-3

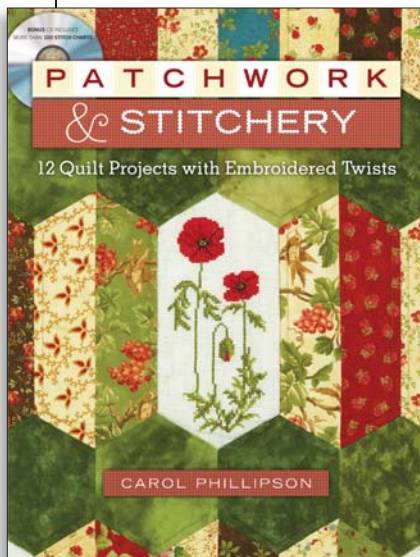
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CRAFTS/QUILTING

Krause Publications

Patchwork & Stitchery
12 Quilt Projects with Embroidered Twists

Carol Phillipson



- First book to combine a mixture of different stitching techniques, appliqué and traditional pieced quilting in over 10 years
- Author Carol Phillipson is well known for her work in patchwork and stitching
- Combining techniques in quilting has gained new enthusiasm, as demonstrated by the kinds of quilts seen in quilting competitions across the country

Patchwork & Stitchery combines the joys of traditional pieced and appliqué quilting and the art of stitchery (embroidery, redwork, mixed stitches, sashiko and crossstitch) to create an individualized quilt. The book includes basic techniques for quilting, appliqué and stitches, as well as 12 quilt projects, each with different colorways and planning techniques (including designing on computer). This book features 100 stitched designs, all included on CD format with the book.

Carol Phillipson is a recognized crossstitch and needlearts designer in the United Kingdom with many articles and exhibitions to her credit. She was a partner in Wrencraft Needlework kit producers. Carol is the author of several books on stitchery and patchwork, including *Designing Patchwork on Your Computer* (Krause Publications).

OCTOBER 2010

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The Quilter's Bible
The Indispensable Guide to Patchwork Quilting and Appliqué

Linda Clements

- A highly visual, authoritative and comprehensive approach to a popular subject
- Presents essential know-how together with a wide range of inspirational projects, tips and ideas collected from international top-name quilters
- Ideal for both beginners and committed quilters
- Over 15 projects including cot, bed and lap quilts; bags, cushions; wall hangings; table mats and runners; and more

Linda Clements was an intensive care nurse for many years before becoming a freelance editor in 1991, and studying for her MA in creative writing. She specializes in project editing fabric craft books. Linda has written a number of titles for David & Charles.

MARCH 2011

ISBN-13: 978-0-7153-3626-7

ISBN-10: 0-7153-3626-6

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CRAFTS/QUILTING
 David and Charles



It's Quilting Cats & Dogs

17 Stitchery and Patchwork Projects for You to Treasure

Lynette Anderson

- A collection of delightful character quilted projects from world-renowned designer, Lynette Anderson, perfect for cat and dog lovers
- Author's designs combine easy-to-sew hand stitchery with traditional patchwork and quilting techniques
- Several large quilts are featured in this book, along with bags, pincushions, pillows and needlecases

Lynette Anderson-O'Rourke was born in Dorset, England and moved to Australia in 1990 where she founded The Patchwork Angel retail outlet in 1997. She is now focused full time on designing her extensive pattern range (www.patchworkangel.com.au).

OCTOBER 2010

ISBN-13: 978-0-7153-3757-8

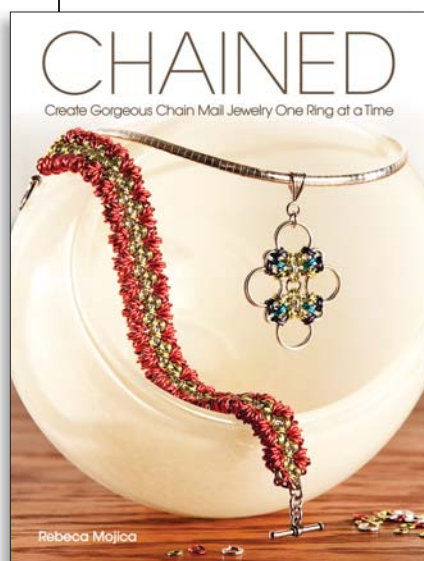
ISBN-10: 0-7153-3757-2

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CRAFTS/QUILTING
 David and Charles

Chained**Create Gorgeous Chain Mail Jewelry, One Ring at a Time**

Rebeca Mojica



- 30+ chain mail projects are based on four basic weaves, providing a huge potential for variety.
- The aesthetic of the projects is more modern and hip than traditional chain mail books, with color and beading options that will please readers.
- Clear, detailed step-by-step photos show readers how to hold the work for the best leverage—something lacking from all other books.
- The first chain mail book to offer jump ring sizes in both ferrous and non-ferrous metals

To complete the 30+ projects, the reader will be introduced to four primary weaves—Japanese, Byzantine, Helm and Flowers. The projects are rated for level of difficulty—one to four rings—and the beginner will easily be able to move from introductory to more advanced projects. Variations for each project will provide additional inspiration.

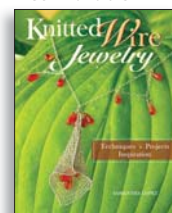
Rebeca Mojica is a self-taught artist who has mastered 70 distinct chain mail weaves—and more than 100 variations. She founded Blue Buddha Boutique and is the pre-eminent chain mail instructor in the Midwest. Her instructional projects have been published in books and magazines and her work has also appeared in *The Chicago Tribune* and *The New York Times*.

DECEMBER 2010**ISBN-13: 978-1-4403-0308-1**

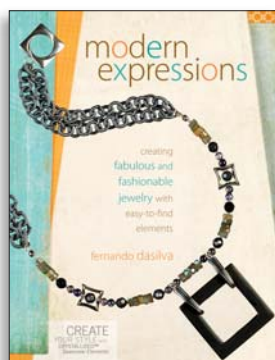
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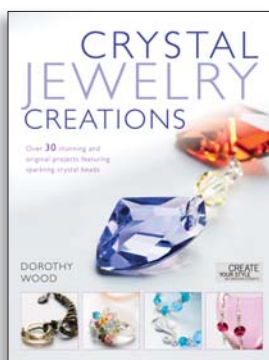
Fernando Dasilva is one of the few active male jewelry designers in the industry, with more than nine years of experience. He has been highlighted by *Women's Wear Daily* as a "designer to watch." Fernando is the co-author of *Bead and Wire Jewelry Exposed* (North Light, Jan '09). He teaches at the Create Your Style Workshops in Tucson and is an active member of the Beadalon design team.

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Crystal Jewelry Creations

Over 30 Stunning and Original Projects Featuring Sparkling Crystal Beads

Dorothy Wood

- Over 30 fully explained beading patterns show how to create jewelry from stunning crystals.
- Endorsed by Crystallized™ Swarovski Elements, the world leader in crystal and jewelry innovation, and the crystal brand favoured by designers, crafters and retailers alike
- Dorothy Wood's previous five beading titles have sold a total of over 150,000 copies worldwide

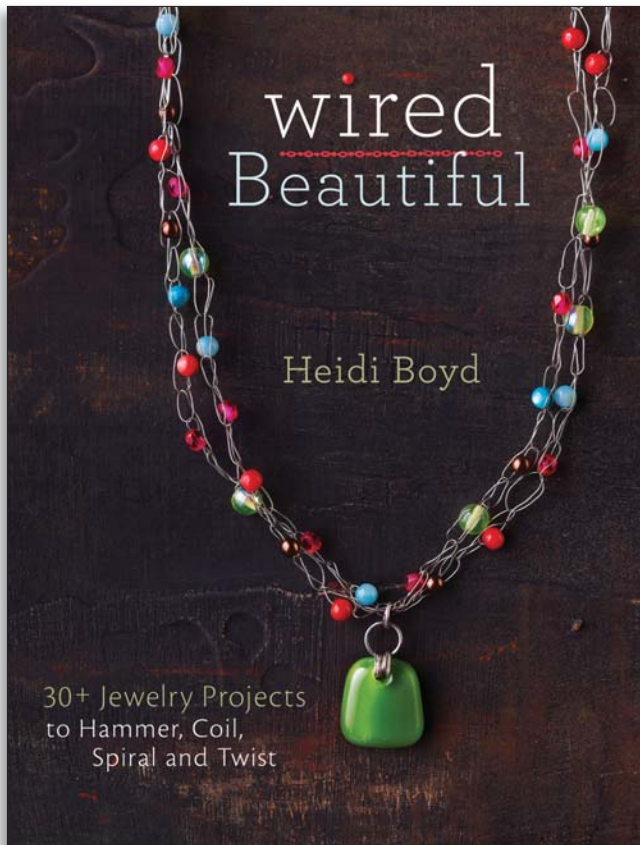
Dorothy Wood is an expert beader, crafter and author who has written over 20 craft books on a variety of subjects. This is her eighth bead related book for David & Charles, her recent titles being the bestselling *The Beader's Bible* and just published *Ultimate Necklace Maker*.

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CRAFTS/JEWELRY
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Wired Beautiful

30+ Jewelry Projects to Hammer, Coil, Spiral and Twist

Heidi Boyd



- Unique techniques: Introduces traditional wire techniques, but also some new things not typically found in wire-jewelry books, such as using a knitting spool, creating cages and flower shaping.
- Author with a style readers love: Heidi Boyd is a favorite for jewelry; her titles include *Simply Beautiful Beading*, *Simply Beautiful Beaded Jewelry* and *Simply Beaded Bliss*.
- Nice range of complexity: Enthusiasts of all skill levels will appreciate the detailed instructions and sophisticated designs.

Wired Beautiful features 30+ projects and a complete basic techniques section that will have readers excited about the numerous ways to use wire in their jewelry projects. Best-selling author Heidi Boyd brings her sensible instruction and beautiful design skills to wire jewelry. Beginners will learn the ins and outs of working with wire for their jewelry designs while more experienced jewelry makers will enjoy the fresh design approach and great techniques. Each chapter includes detailed step-by-step photos and expert instruction for each project.



Heidi Boyd is the author of eleven North Light books, most notably the *Simply Beautiful* series. She has a degree in fine art, and her goal is to make sophisticated design approachable and easy for all. Her work has been featured most recently in *Stitch* magazine, in *Better Homes and Gardens' Holiday Crafts*, and in *Amos Crafts n' Things*.



SEPTEMBER 2010

MARKETING

- Promotion on author's blog
- Specialty store events featuring author's many books with North Light, spotlighting this new release
- Editorial pitch to *Craft 'n Things*
- Advertising in *Craft 'n Things*
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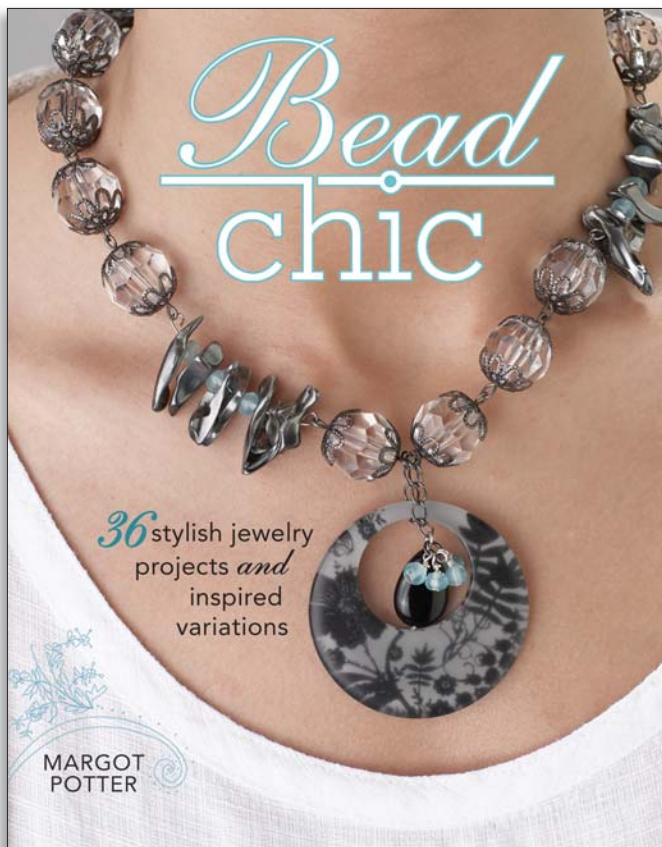
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Bead Chic 36 Stylish Jewelry Projects and Inspired Variations

Margot Potter

- Readers of all skill levels can create projects exactly “as-is” in the book, while variations show how easy it is to swap out just one or two elements to make an entirely different look.
- Value-packed! Each of the 36 stepped-out projects features an additional inspiring variation, including some from today’s hottest jewelry makers.
- Author Margot Potter uses the latest and greatest products easily found at local and online craft retailers.

Bead Chic will show readers how to take inspiration that they’ll love and forge their own creative path. Readers will learn basic techniques that launch into 36 projects throughout the book. Readers will also discover how easy it is to adapt virtually any project to suit their style!



Margot Potter is a designer, author, freelance writer, consultant, public speaker, actor, vocalist and TV host. She creates innovative designs for major manufacturers and magazines, and teaches popular seminars and classes at stores and major craft and jewelry industry events. Margot is the author of five how-to jewelry books, including *Beyond the Bead* (North Light Books, 2009) and co-author of *Bead and Wire Jewelry Exposed* (North Light Books, 2008).



JULY 2010

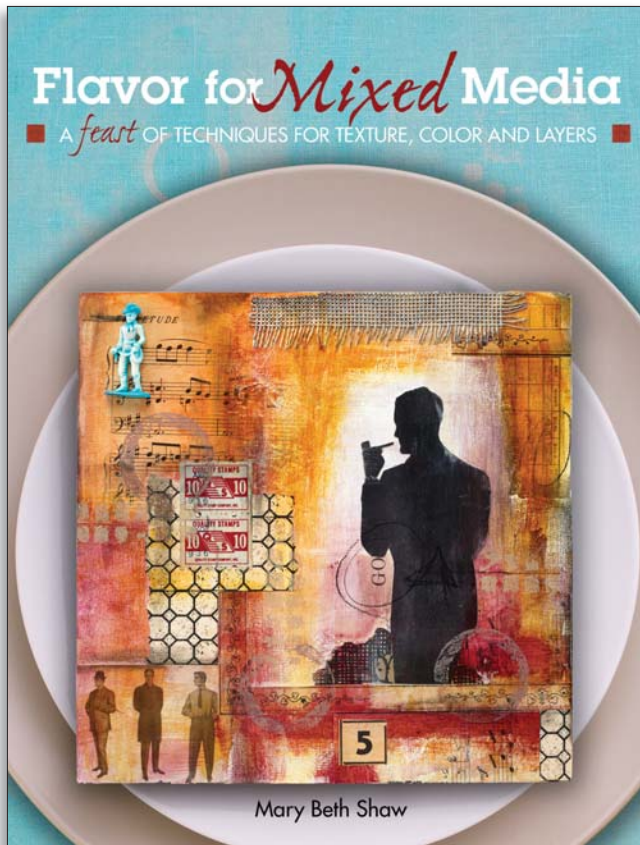
MARKETING

- Promotion on author's highly trafficked website, blog and Twitter accounts
- Industry event and specialty store promotions paired with author's previous titles
- Editorial pitch to *Craft 'n Things Magazine* and *Bead and Button Magazine*
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CRAFTS/JEWELRY/BEADING
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A Flavor for Mixed Media
A Feast of Techniques for Texture, Color and Layers

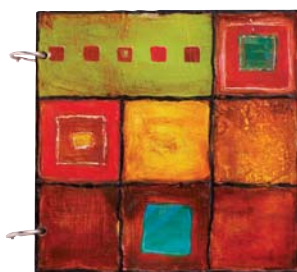
Mary Beth Shaw

- A combo that mixed-media enthusiasts love: plenty of visual inspiration in the form of a creative-process theme combined with workshop-style instruction.
- Highly unique techniques and projects
- Includes inspiring work from not only the artist, but also from ten talented contributing artists.

Everyone loves a good dinner party! While this is a mixed-media technique book, there are underlying analogies between making food and making art. Guest artists at the party inspire the reader with their own works in the chapters of Color, Layers, Texture, Flavor and Combinations. Stepped-out projects feature techniques such as creating depth with different gel mediums, creating texture with items like a cheese grater and layering in interest with repurposed papers and found materials. In addition to sampling tasty projects and learning new techniques, the reader will enjoy table talk featuring constructive tips from the guest artists as well as insightful interviews.



Mary Beth Shaw has been exhibiting in galleries and art shows across the country since 2000. Her mixed-media works incorporate acrylics, pastel, ink, maker and various collage materials. Her pieces have been published in *Cloth Paper Scissors* as well as in *Creative Awakenings* by Sheri Gaynor (North Light Books, 2009). Her teaching style and classes have been very well received on the art-retreat teaching circuit.



FEBRUARY 2011

MARKETING

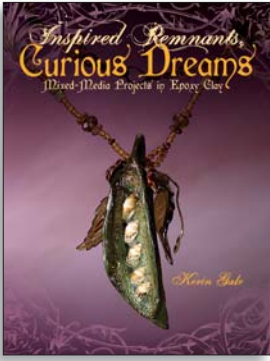
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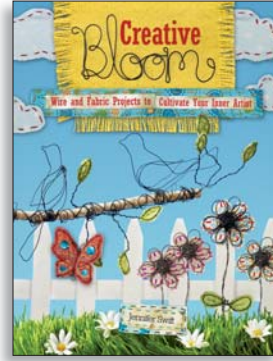
Inspired Remnants, Curious Dreams

Mixed Media Projects in Epoxy Clay

Kerin Gale

- Brings an exciting new material—epoxy clay—to the craft world while still making use of traditional materials that mixed media artists are familiar with (like altered remnants and jewelry findings).
- Projects are sculpted in that curious Victorian Gothic style that artists and crafters love.
- All 25 projects include illustrated step-by-step instruction, and readers are given a getting started section with basic techniques on using epoxy clay.

Kerin Gale is a self-taught mixed media artist who works with resins, found objects, clays of all sorts and metals. She has launched an online art learning site with classes by several well-known artists, tutorials and resources of interest to the mixed media artist. Kerin's work has been published in *Somerset Studio* magazine and *500 Pendants and Locketts* (Lark; May 2008).



NOVEMBER 2010

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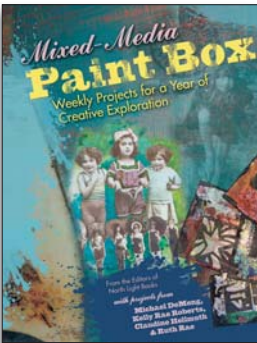
Creative Bloom

Wire and Fabric Projects to Cultivate Your Inner Artist

Jennifer Swift

- Offers crafters a new direction for working with something they already love—fabric!—by combining it with wire and hand stitching
- Offers readers resources for inspiration and ideas to bring the creative process into their lives on a more regular basis
- Author's design aesthetic appeals to the DIY generation with a colorful and slightly raw look
- Includes chapters focusing on different approaches to the creative process

Jennifer Swift's work has recently been published in *Somerset Home* and *Sew Somerset*. She is involved in local craft shows and has an active Etsy shop. She is currently a member of the Fab 5 design team for Singleton Studios, for which she will be creating projects using their lines, as well as developing lines of her own.



DECEMBER 2010

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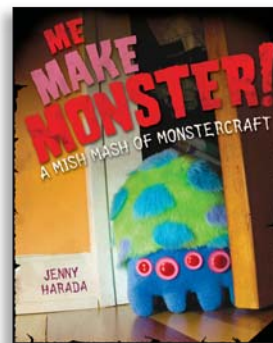
CRAFTS/MIXED MEDIA
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Mixed-Media Paint Box

Weekly Projects for a Year of Creative Exploration

Editors of North Light Books

- A new project to explore every week will keep readers excited about trying new things.
- High quality content from oodles of top-selling mixed-media titles in the North Light list.
- Great value for the reader. 52 stepped-out projects spanning several categories (collage, jewelry, assemblage and painting technique).
- Spotlights paint—a current hot topic in the mixed-media world. Artists have grown more sophisticated and are expanding their skills to include more of the fine-art variety.



SEPTEMBER 2010

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CRAFTS
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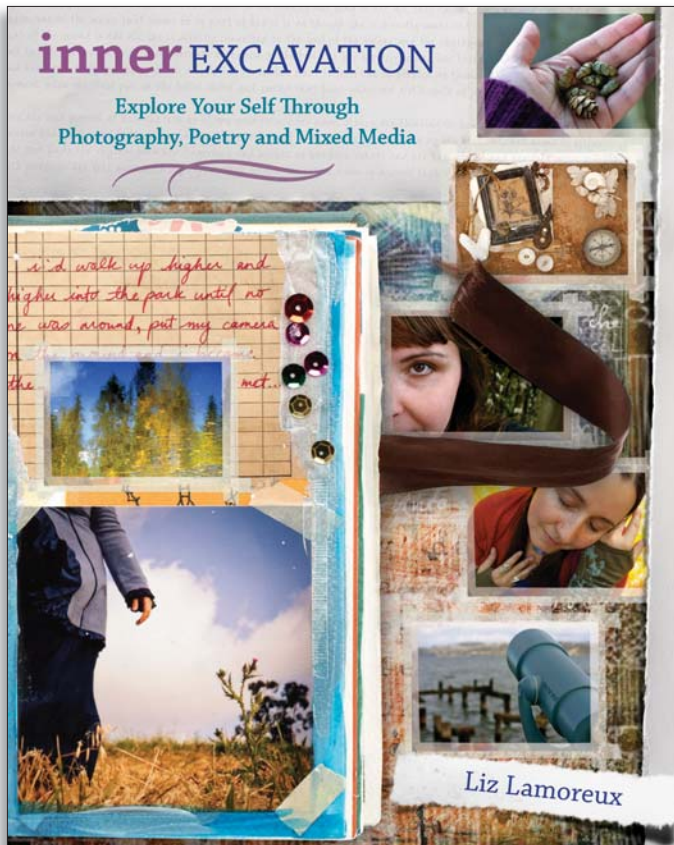
Me Make Monster!

A Mish Mash of Monstercraft

Jenny Harada

- Presents a hoard of funky and cute monster projects with step-by-step instructions as well as lighthearted and witty stories about each creature.
- Some of these monsters are functional—like a fanny pack or a pillow—and some are purely art.
- Popularity of monsters: this book features plush and fiber monsters and monsters made of other materials, like wood, metal and a mishmash of soft and hard materials.

Jenny Harada's work has been exhibited in many plush shows and galleries across the country, and she has been featured in many magazines, including *Hi-Fructose*, *Clutter* and *Adorn*. She's been a contributor to many plush books, including *Plush You!*, and *Plush-o-Rama*. She's also been showcased on a variety of websites, including Daily Candy, Pink Pedicure, Softies Central Blog, Grrl.com, craftzine.com, and more.



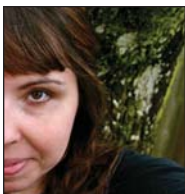
Inner Excavation
 Explore Your Self Through Photography, Poetry and Mixed Media

Liz Lamoreux



- Explores a subject matter everyone is interested in and most fascinated by—the self-portrait.
- Techniques and inspiration for photography and poetry (in addition to mixed-media)—hot topics in the mixed media and memory artist areas.
- Inspiring work from a nice variety of well-known contributors.

This book guides the reader through the expressions of photography, poetry and mixed-media as they pertain to exploring how we not only currently see ourselves, but how we can learn to see new things hiding below the surface. Each chapter in the book features of these sub-topics and explores each through the works of different contributing artists (or the author) and includes tips, prompts, meditations and other exercises, along with plenty of full color inspiration.



Liz Lamoreux is an editor, poet, photographer, yoga teacher and mixed-media artist living in the Pacific Northwest. She is the organizer of the Be Present Retreats where she teaches alongside nationally known instructors. She has been writing on her blog, Be Present, Be Here, for five years and has quite a following.



OCTOBER 2010

MARKETING

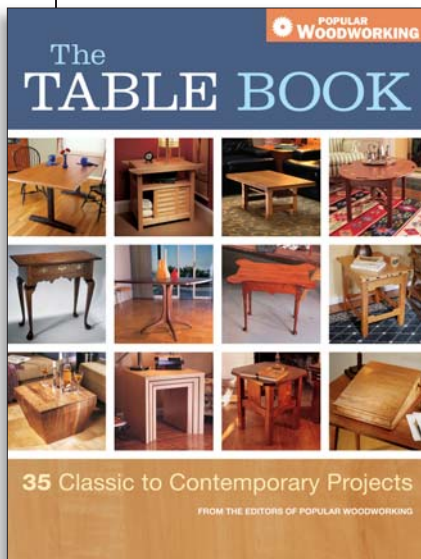
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The Table Book**35 Classic to Contemporary Projects***The Editors of Popular Woodworking*

- Tables are likely the most popular furniture piece for woodworkers to build.
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- All projects are step-by-step, with detailed instructions, illustrations and complete cutting lists.
- There is only one other title offering such content, and it includes 19 projects, versus our 35 projects.
- Offers a variety of furniture styles, compared to many "collection" books dedicated to a particular style

Every woodworker wants to build furniture, but people only need so many beds, dressers and buffets. Along with bookshelves, tables are some of the easiest and most useful pieces of furniture to construct. And most homes have a need for another table someplace. *The Table Book* offers a broad selection of sizes and styles of tables—from Taboret to Trestle and Shaker to Contemporary—to give woodworkers a good chance of finding exactly what they're looking for.

AUGUST 2010**ISBN-13: 978-1-4403-0427-9**

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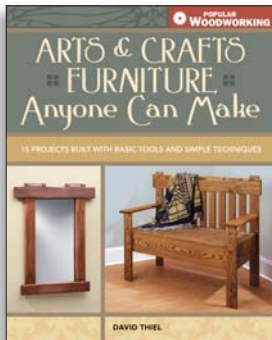
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David Thiel started as a professional woodworker, building custom furniture, before turning to publishing. He served as an editor for *Popular Woodworking* magazine for 10 years, and then switched to books, joining Popular Woodworking Books as Executive Editor. He hosted the television show *Tools & Techniques* on the DIY Network for over 100 episodes and has written two previous books, *David Thiel's Power Tool Maintenance* and *Woodshop Lust*.

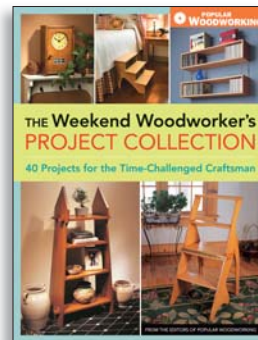
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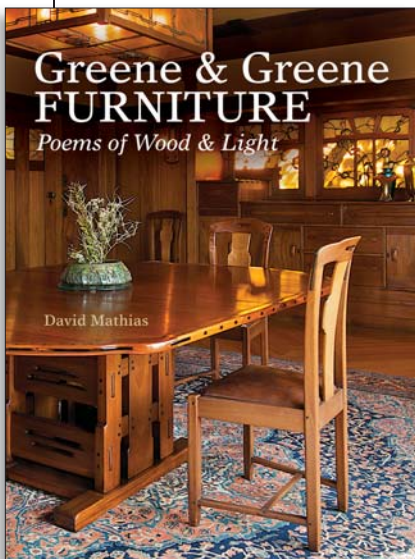
The Weekend Woodworker's Project Collection**40 Projects for the Time-Challenged Craftsman***The Editors of Popular Woodworking*

- 40 tested projects that can be completed within hours, or at most just a few days
- Projects require minimal materials
- Includes more than just the usual tables and bookshelves—mirrors, picture frames, clocks, jewelry boxes, and steps are also featured
- These projects make great last minute gifts.

Greene & Greene Furniture

Poems of Wood & Light

David Mathias



- Greene & Greene's style is a unique and rarified sub-category of the A&C style that grows in popularity every year.
- The Robinson house is a Greene & Greene masterpiece and the first of their large, all-encompassing projects. This book will be the first to contain photos of the Robinson house after restoration.
- This book is written to speak directly to craftsmen, in language that speaks to them.

Greene & Greene Furniture emphasizes details in the work of Greene & Greene as well as their gestalt design philosophy and the important influences on their work. As was the case with their work, the author pulls together disparate influences such as the Arts & Crafts movement, Japanese architecture and philosophy, Chinese furniture and the environment and topography of California. The three main chapters address history and influences; details in the broader view (architecture and unifying themes); and details in the micro view (furniture and interiors).

In addition to his interests in writing and photography, **David Mathias** also pursues woodworking, which led him to the Arts & Crafts movement in general, and Greene & Greene in particular. He has authored several magazine articles including a three-part series on Greene & Greene design for *Popular Woodworking*.

SEPTEMBER 2010

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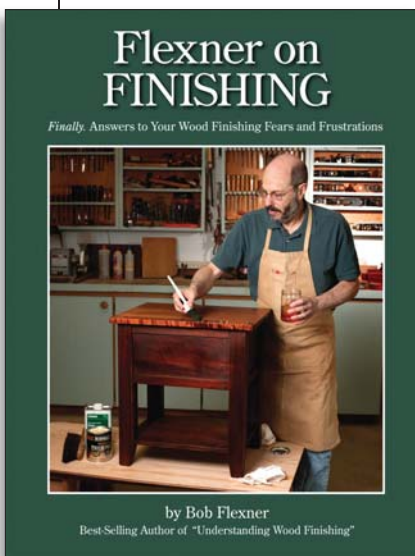


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Flexner on Finishing

Finally. Answers to Your Wood Finishing Fears & Frustrations

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- Expert finishing advice from America's foremost expert
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Flexner on Finishing is a comprehensive reference on the art of finishing, from its history to the various types of finishes to finishing application techniques. It provides the expert information woodworkers need to get their finishes correct the first time. It's an updated and categorized collection of all the columns he's written for *Popular Woodworking* magazine over the last decade, plus a few stories first published elsewhere.

Bob Flexner has operated his own furniture making and restoration shop in Norman, OK for 30 years. He has taught wood finishing and restoration for 20 years, and is the author of the authoritative and best-selling book, *Understanding Wood Finishing* (still in print after 15 years). He writes the "Flexner on Finishing" column in *Popular Woodworking* magazine.

SEPTEMBER 2010

ISBN-13: 978-1-4403-0887-1

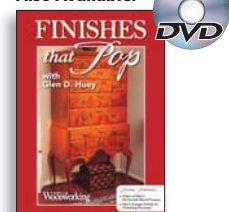
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Spirit of the Sword A Celebration of Artistry and Craftsmanship

Steve Shackelford



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- Brings historical perspective and worldwide appeal to swords, their use, collecting and making of swords

An emerging trend in the knife and blade industry, second only to tactical knives, is the reemergence of swords as a top collecting and using category. *Spirit of the Sword* succeeds in bringing historical perspectives, exotic styles and worldwide appeal to swords, their use, collecting and making of swords. Author Steve Shackelford profiles 50 of the world's top, modern, custom sword makers, all of whom he has a close, personal relationship with, and a dozen manufacturers of swords.

Steve Shackelford has been the editor of *BLADE Magazine* for 25 years and editor of the semi-annual *BLADE's Guide to Knives & Their Values*. He knows, personally, the top swordsmiths and manufacturers and has access to information and photos that make a most entertaining, exclusive and attractive sword book.

OCTOBER 2010

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Edited by Joe Kertzman



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Knives 2011, 31st Edition has followed the progression of knives from traditional pocketknives to custom bowies, autos, dirks, daggers and fast-opening, one-hand folders. Through color photography and informed writing, the transition from carbon steel blades to damascus and from bone or stag handles to ancient ivory, pearl, titanium, and such exotics as giraffe bone and walrus tusk have been documented and forever immortalized within the pages of the book.

Joe Kertzman has authored 10 editions of the *Knives* annual book, as well as the *Art of the Knife*, *Blade's Guide to Making Knives*, and four editions of *Sporting Knives*. Kertzman is Managing Editor of *BLADE Magazine*.

NOVEMBER 2010

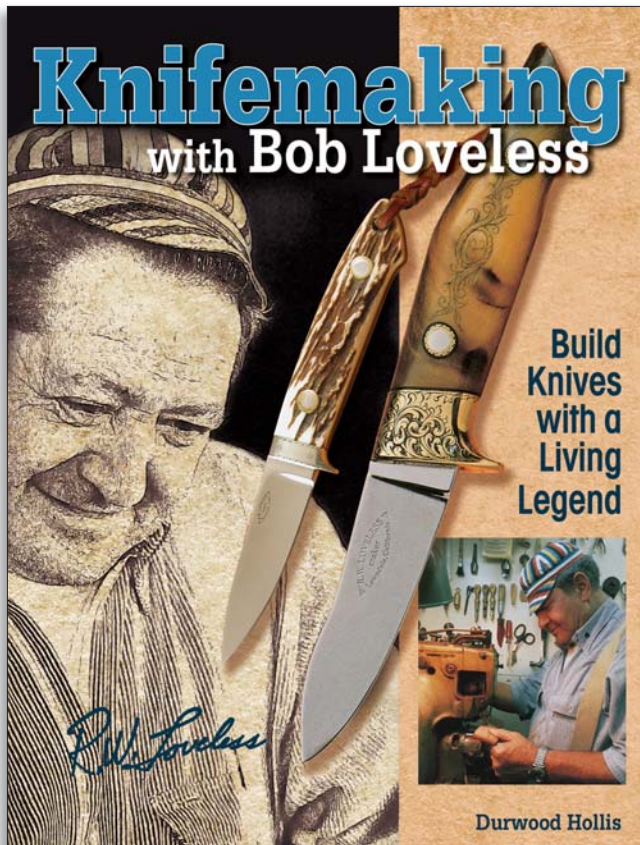
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Durwood Hollis

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- His 1977 book, *How To Make Knives*, is still popular more than 30 years later

Knife aficionados will revel in color photos taken inside Bob Loveless's knife shop of the man and his knives. The author details Loveless's stock-removal method of knifemaking, tools of the trade, designs, heat-treating and tempering of blade steel. Learn how the legendary knifemaker fashions handles and sheaths, and conducts knife care and maintenance. Tips from the field, the history and accomplishments of Loveless, and descriptions of his undeniable influence in the industry are interspersed throughout the text.



Durwood Hollis has been a freelance writer for 30 years. His work has been published in a wide range of outdoor magazines and journals, including *Outdoor Life*, *BLADE Magazine*, *Knives Illustrated*, *Tactical Knives* and many others.



DECEMBER 2010

MARKETING

- Blade Show promotion
- Ads in *Booklist* and *Library Journal*

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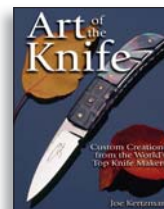
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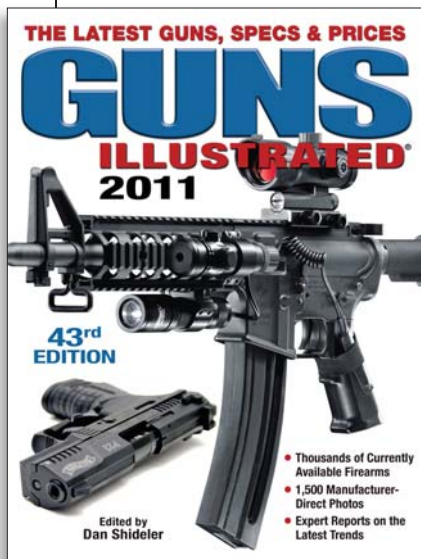
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A lifelong firearms enthusiast, **Dan Shideler** is the editor of *Standard Catalog Firearms*, *Gun Digest® Book of Guns & Prices*, *Modern Gun Values*, *Gun Digest®* and other Krause Publication titles. He also is a frequent contributor to *Gun Digest® the Magazine* and other national firearms publications.

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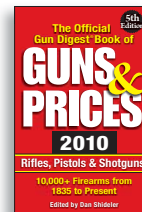
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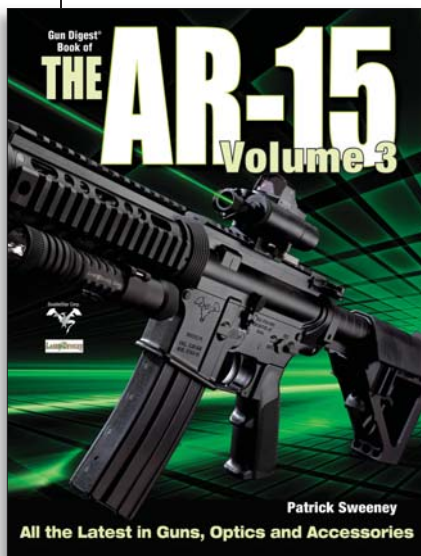
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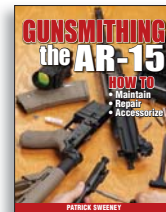
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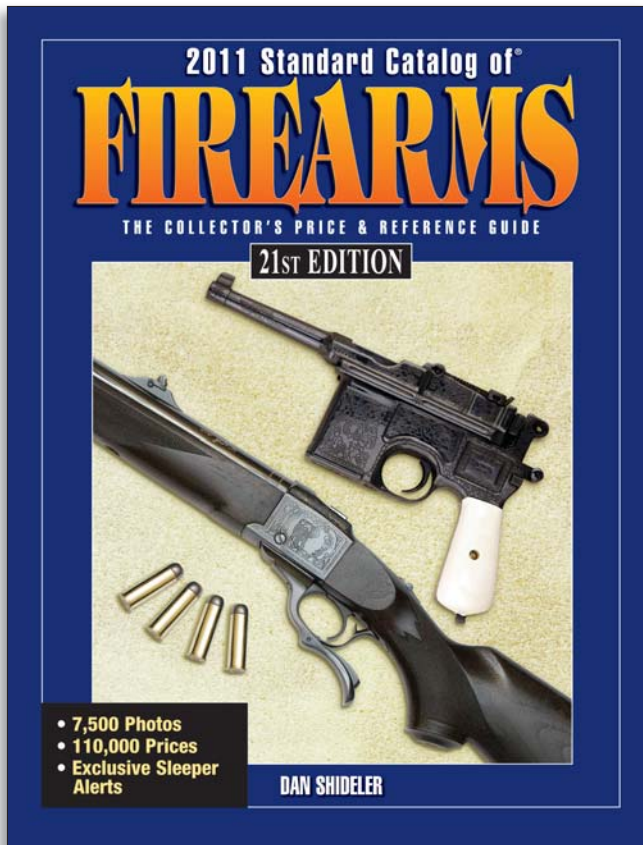
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A lifelong firearms enthusiast, **Dan Shideler** is the editor of *Standard Catalog Firearms*, *Gun Digest® Book of Guns & Prices*, *Modern Gun Values*, *Gun Digest®* and other Krause Publication titles. He also is a frequent contributor to *Gun Digest® the Magazine* and other national firearms publications.



JANUARY 2011

MARKETING

- Promotion at Shot Show 2011
- Ads in *Booklist* and *Library Journal*
- Gun Forum promotion

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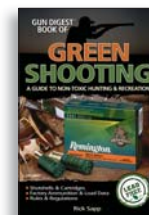
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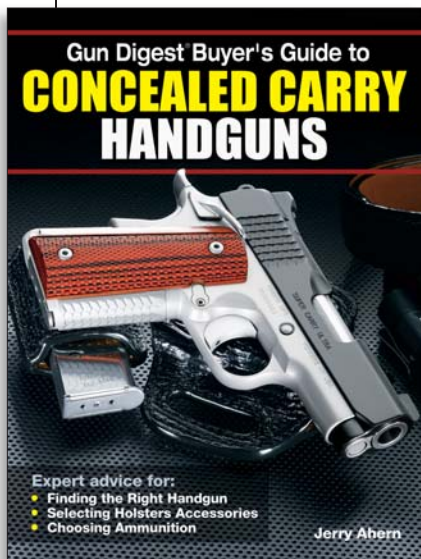
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Gun Digest® Buyer's Guide to Concealed Carry Handguns

Jerry Ahern



- Interest in the concealed-carry handguns is at an all-time high, with more than 14 million background checks being performed in the USA in 2009
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In the *Gun Digest® Guide to Concealed-Carry Handguns*, renowned authority Jerry Ahern describes the types of concealed carry handguns available to today's shooter and explains the advantages and disadvantages of each type. In addition, he discusses suitable ammunition, holsters and other accessories. For the experienced shooter or the first-time holder of a concealed-carry permit, it's an indispensable buyer's guide.

Jerry Ahern is a widely read, acknowledged expert in the fields of self-defense and concealed carry. His articles have appeared in *Gun Digest the Magazine*, *Guns & Ammo* and *Handguns* magazines, and he is also the author of an emergency preparedness book, *Survive!* Ahern is also well-known for his post-apocalyptic fiction series, *The Survivalist*.

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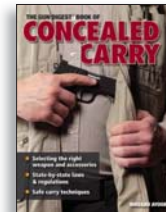
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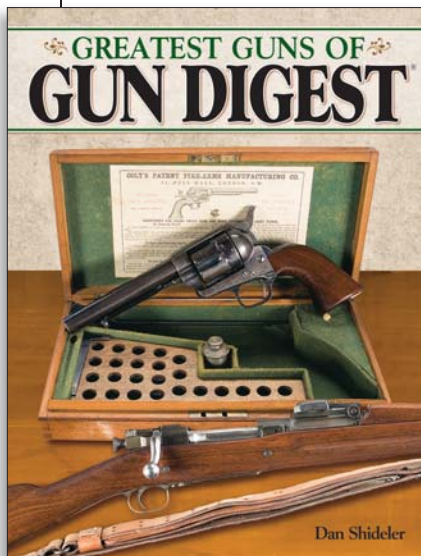
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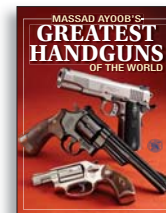
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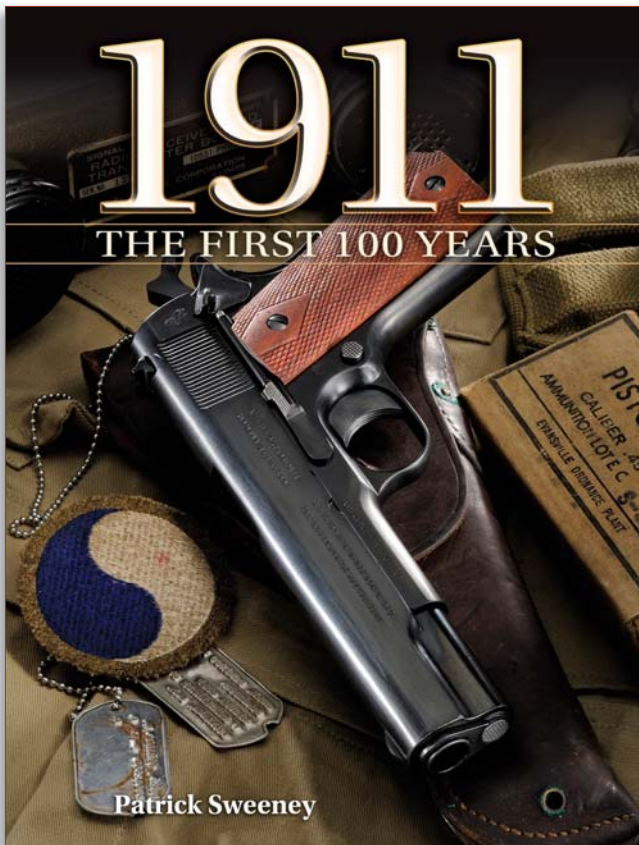
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Patrick Sweeney

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For the beginning handgunner, the advanced shooter, the collector and the firearms historian, there is no finer photographic history of America's favorite handgun than *1911 The First 100 Years*. Learn how the most famous handgun in history was developed by John Browning as the ultimate refinement of a series of prototypes beginning in 1900. Also includes detailed photographs and supporting text about the incredible variety of 1911s.



Patrick Sweeney is Handguns Editor for America's largest general-circulation shooting magazine, *Guns & Ammo*, and is Gun Digest® Books' best-selling author. His other books include *Gunsmithing: Rifles*; *Gunsmithing: Pistols & Revolvers* and many more.



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- Promotion at Shot Show 2011
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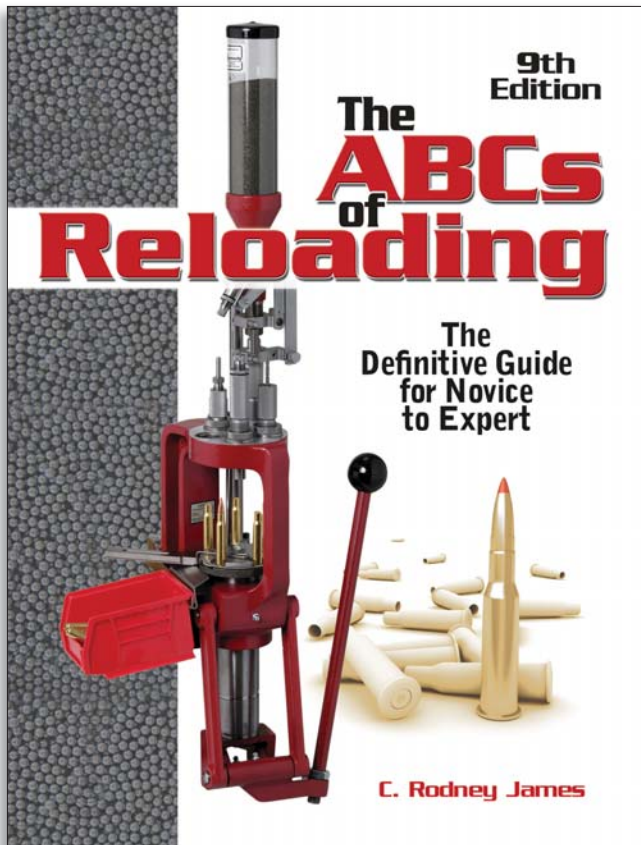
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- 8th edition has sold 32,000 copies since April 2008
- Interest in reloading ammunition is at an all-time high
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- Packed full of information that is helpful for novices and more experienced reloaders alike

The ABCs of Reloading leads shooters and hunters through the process of reloading handgun, rifle and shotgun cartridges with ease. Features all the necessary tools and accessories needed to get started, then goes through step-by-step instructions and safety tips for loading metallic cartridges and shotshells. In addition, *The ABCs of Reloading* covers all aspects of the hobby, from benchrest loading techniques, to ballistic software, to competition and hunting loads and more.

Dr. C Rodney James is a long-time Gun Digest® Books author, being most noted as the driving force behind *ABCs of Reloading*. Rodney has also served as the editor of *Handloader's Digest* and the *Gun Digest® Book of the .22 Rifle*.



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The Definitive Guide for Novice to Expert

C. Rodney James

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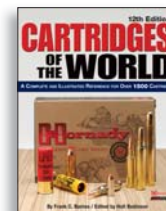
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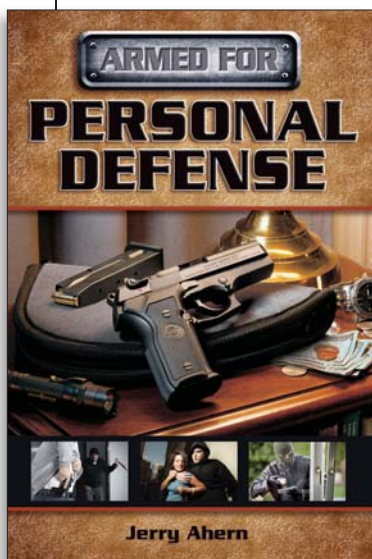
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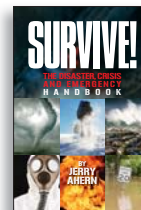
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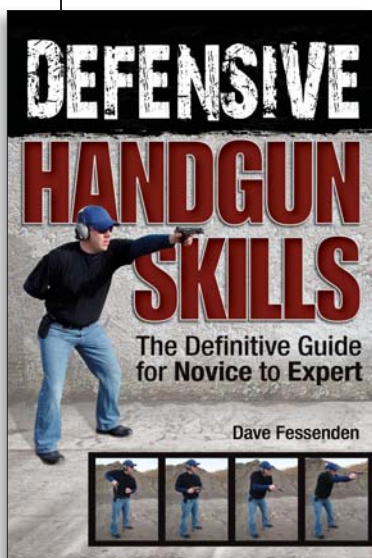
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Defensive Handgun Skills

Dave Fessenden



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In *Defensive Handgun Skills*, novice and experienced concealed-carry permit holders will receive practical instruction in the fundamentals of carrying a concealed handgun safely and using it effectively and legally. Learn how to cultivate mental awareness, how to handle a handgun safely, and how to survive an armed confrontation.

David Fessenden is a gun collector and firearms instructor who holds an NRA Trainer certification in pistol, rifle and shotgun. He is a graduate of the prestigious Front Sight Firearms Training Institute in Pahrump, Nevada. He now provides private defensive firearms instruction for a variety of corporate and individual clients in Colorado.

OCTOBER 2010

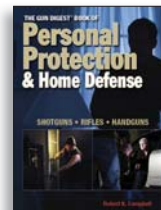
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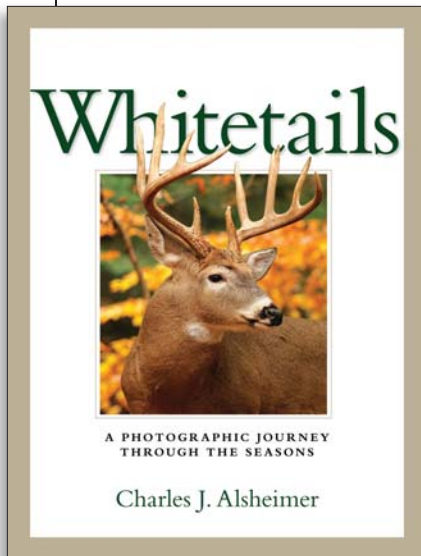
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Whitetails: A Photographic Journey through the Seasons chronicles the life of six whitetails, a mature buck, a yearling buck, an adult doe, the doe's two fawns and a yearling doe. Through the eyes of the deer, the story vividly illustrates both behavior and the deer's perspective. The author's lifetime of researching whitetail behavior allows him to provide unique insights into the whitetail's world that most people have never seen.

Charles J. Alsheimer is widely considered to be North America's foremost expert on white-tailed deer behavior. He has been a professional freelance writer, photographer and seminar speaker for more than 30 years. In addition to being a long-time field editor for *Deer and Deer Hunting Magazine*, Alsheimer has authored many books on whitetails, including *Strategies for Whitetails*, *Whitetail: Rites of Autumn*, *Quality Deer Management: The Basics and Beyond*, and many more.

OCTOBER 2010**ISBN-13: 978-1-4402-1384-7**

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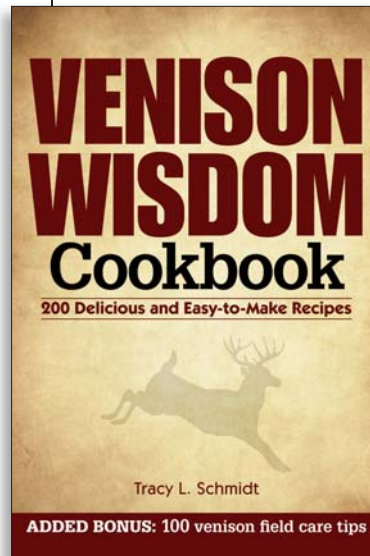
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Venison Wisdom Cookbook**200 Delicious and Easy-to-Make Recipes**

Tracy L. Schmidt



- Provides 200 recipes of meals with venison, the world's healthiest red meat
- Nutrition facts, venison versus beef
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Venison Wisdom Cookbook is more than a collection of recipes—it's a conversation starter and a fun read. Author Tracy Schmidt, who has years of experience preparing venison, provides practical, easy-to-make recipes for delicious venison meals. As a bonus, contributor Daniel E. Schmidt (editor of *Deer & Deer Hunting*) provides more than 90 tips and little-known facts that show how to cook venison properly and why it is such a healthy meat. Special sections with dishes for kids, recipes from celebrities, side dishes and recipes for parties round out this entertaining book.

Tracy L. Schmidt hails from the deer country of Wisconsin. She has been hunting whitetails and cooking and eating venison for more than a decade. She is married to *Deer & Deer Hunting Magazine* editor **Daniel E. Schmidt**, author of the top-selling book, *Whitetail Wisdom*. After cooking and serving venison to her family often five times a week for nearly a decade, Schmidt realized that her favorite recipes have come as a result of much trial and error in the kitchen.

AUGUST 2010**ISBN-13: 978-1-4402-1386-1**

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Lee Lakosky is well-known for his ability to manage land for trophy bucks and has written for *Deer & Deer Hunting Magazine* and numerous other industry publications. **Tiffany Lakosky** is the most widely recognized female hunter of this era. No other woman has harvested as many record book animals as she has. The Lakoskys are a household name in hunting circles, thanks to their frequent appearances at sporting goods shows and on numerous TV shows.



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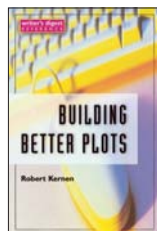
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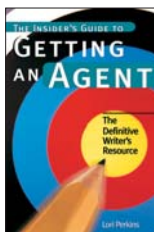
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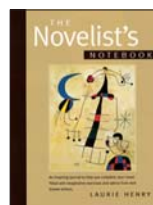
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