

Sandra Magsamen

introduces a deluxe novelty book celebrating the magic of new arrivals—an irresistibly sweet baby gift!

In this truly special interactive novelty book, Sandra Magsamen celebrates the miracle of babies of every kind. Perfect for cozy, shared laptime reading, the soothing, lulling text is paired with a wide variety of playful, engaging novelty elements including:

- touch-and-feels
- lift-the-flaps
- musical sound chip
- pull-tabs
- pop-ups
- and more!

Available
April 2009!



On the day you were born, it was love at first sight.
I welcomed you, little one, and held you so tight.
My heart simply grew bigger in size
The first time I looked into your sweet eyes.



Brand Highlights:

- 20+ years of retail success creating meaningful products that touch millions
- 18,000+ retail doors (gift & specialty, department stores and mid-tier)
- 1+ million greeting cards sold
- 1+ million books sold
- Oprah.com contributor and “Living with Heart” expert
- Multiple Industry Awards:
 - National Parenting (Gold and High Honors Awards)
 - Oprah list pick
 - License of the Year nominee
 - Artist Brand of the Year nominee
 - Platinum Book Award
 - Oppenheim Toy Portfolio
- 20+ Million plaques sold, with 4 plaques sold every minute, 24/7

Retail Highlights:

- January 2008—chainwide launch of Messages from the Heart baby boutiques at all JCPenney stores (gifts, apparel, bedding, bibs, plush, bath)
- May 2008—Launch of Wishes & Kisses apparel in 1,100 Walmart stores. Great sell through led to expansion of 2,500 doors for Spring 09 and to an all door roll out for Summer 09. A major baby gift program will launch in 1,300 stores in Spring 09

Publishing Program:

- April 2009 *Welcome, Little One* 978-0-316-00394-0 \$15.99 (\$17.99 CAN)
- Also Available: *Messages from the Heart*
 - Baby Love* 978-0-316-16633-1 \$10.99 (\$13.99 CAN)
 - My Blanket* 978-0-316-01459-5 \$10.99 (\$13.99 CAN)
 - Good Night, Little One* 978-0-316-06594-8 \$10.99 (\$13.99 CAN)
 - Little Blossom* 978-0-316-06593-1 \$10.99 (\$13.99 CAN)
- snuggle-me♥stories*
 - Butterfly Kisses* 978-0-316-06595-5 \$7.99 (\$9.50 CAN)
 - Love Bug* 978-0-316-06596-2 \$7.99 (\$9.50 CAN)
 - Little Angel* 978-0-316-00393-3 \$7.99 (\$8.99 CAN)
 - Bedtime Bunny* 978-0-316-00390-2 \$7.99 (\$8.99 CAN)
 - Peek-a-Boo, I Love You!* 978-0-316-00389-6 \$7.99 (\$8.99 CAN)

LBYS Marketing Support

- Special Celebrity Mom Book Mailings
- “Welcome You Little One!” Consumer Sweepstakes
- National Print & Online Advertising
- National Review Coverage
- Extensive Cross-Promotions with Sandra Magsamen Licensees