

ation dates to be  
nced—to broaden  
peal of the brand,  
gar.

ta Sawhney, senior  
mer products  
ate at Mattel UK, said  
s such as Ever After  
re rich in content,  
at publishing deals  
e consumers to  
ct even deeper with  
ntent.

ever, publishing  
' a small part of  
and's offer. Mattel  
ready launched a  
of six dolls, based  
er After High  
cters, which are  
itly retailing in the  
£19.99 (r.r.p.), and  
site, which has  
s, games, blogs and  
odes".

t year Mattel will roll  
othing, accessories,  
ery and electronic  
cts worldwide.

Agar  
likened  
working with  
Mattel to

collaborating with an  
author who is very involved  
with the publishing process.  
"They have a marketing  
strategy of their own and  
we need to make sure  
we don't step on toes,  
but we've had author  
experiences where the  
author has lots of opinions  
and the skills are exactly the  
same," she said. "The level of  
co-operation is very similar."

Karen Ball, publisher  
at LBYR and Atom, said  
the Mattel deal was  
symptomatic of the way  
publishing is now operating.  
"When we consider  
proposals we're not just  
thinking about the content  
beyond the book, we're  
looking at the potential  
for a TV tie-in, or an online  
game, or merchandising,"  
she said. "This deal is  
very representative of a  
lot of thinking for every  
commission we do now."

Little, Brown is still  
working with Mattel on the  
Monster High books; the  
fourth book in the second  
series, written by Gitty  
Daneshvari, will be released  
this year. According to  
BookScan data, *Monster  
High: Ghoulfriends Forever*  
has sold 11,903 copies, while  
*Monster High: Ghoulfriends  
Just Want to Have Fun* has  
sold 5,202. *The Monster High  
Annual 2014*, published by  
Parragon, has sold 15,551  
copies to date.



## Shade 7 crowdfunds **Koranic** pop-up

A former finance lawyer  
has set up a publishing  
venture to release a  
Koranic pop-up book.

Hajera Memon said  
she set up the Shade 7  
venture because of a  
lack of premium pop-up  
books telling stories from  
the Koran on the market,  
opting for *The Story of  
the Elephant* (Surah Al-Fil)  
as the list's first book. It  
has interactive flaps and  
tabs, as well as a play map  
and press-out pieces for  
readers to make their own  
elephants.

"The story is about an  
army of elephants sent to  
Mecca to destroy God's  
house," said Memon, "but  
when the biggest elephant  
reaches God's house, he  
kneels down in front of  
it. In the book, children  
can pull a tab to make the  
elephant kneel. It is a story



that serves as a reflective  
reminder that in life, with  
faith, trust and reliance on  
God, anything is possible.  
I think that's an important  
message of hope."

Memon also plans  
to create lesson plans  
for nursery children up  
to primary school age,  
covering both Key Stage 1  
and Key Stage 2. The book  
will be launched in July in  
time for the Eid festival.  
Sales and marketing  
company Bounce is  
distributing the books  
through Grantham Book

services to bookshops  
and gift shops, as well as  
selling direct online.

Memon launched  
a funding campaign  
on crowdsourcing site  
Indiegogo. A first round  
raised £40,220 and a  
second, launched this  
month, is aimed at raising  
an additional £500.

Pre-orders for the  
book have come from  
consumers, Muslim  
charities and retailers  
in the UK, Denmark,  
Germany, Finland,  
Bahrain, Oman, Malaysia,  
Singapore, the US,  
Australia and New  
Zealand, she said.

Memon is hoping  
to publish the book  
in Danish, French and  
Turkish, depending on  
the success of the English  
version, as well as creating  
an app.



PICTURE: MATTEL

## CHILDREN'S & YA ACTION

POS	LAST	TITLE	AUTHOR	PUBLISHER	ISBN	PUB DATE	RRP	ASP	UNITS
1	New	Ratburger	Walliams, David	HarperCollins	9780007453542	Feb 14	£6.99	£4.37	5,319
2		Gangsta Granny	Walliams, David	HarperCollins	9780007371464	Feb 13	£6.99	£4.32	5,161
3	1	Diary of a Wimpy Kid: Hard Luck	Kinney, Jeff	Puffin	9780141350677	Nov 13	£12.99	£7.23	4,752
4	New	Paws and Whiskers	Wilson, Jacqueline	Doubleday	9780857533524	Feb 14	£12.99	£6.46	4,342
5	4	Diary of a Wimpy Kid: The Third Wheel	Kinney, Jeff	Puffin	9780141345741	Jan 14	£6.99	£4.49	4,171
6	3	Demon Dentist	Walliams, David	HarperCollins	9780007453566	Sep 13	£12.99	£7.30	3,933
7	5	Billionaire Boy	Walliams, David	HarperCollins	9780007371082	Jun 11	£6.99	£4.35	3,335
8	6	The Boy in the Dress	Walliams, David	HarperCollins	9780007279043	Jun 09	£6.99	£4.25	3,239
9	7	Mr Stink	Walliams, David	HarperCollins	9780007279067	May 10	£6.99	£4.18	2,990
10	8	Diary of a Wimpy Kid - Cabin Fever	Kinney, Jeff	Puffin	9780141343006	Jan 13	£6.99	£4.26	2,720

\*Week ending 15th February

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