

AMEET
MATTEL BOOKS
2025
PUBLISHING PROGRAM



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Barbie™

**BARBIE BOOKS
PUBLISHING PROGRAM
2025**



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* FASHION DAY

Barbie and her friends love to play with style any time of day! This book is packed with stylish activities and dress-up pages, where kids use glitter stickers AND the added accessories!

- **ACCESSIBLE:** attractive price point makes this collection appealing for any young Barbie fan and is a great recruitment tool
- **FAVORITE ACTIVITIES:** popular, intuitive activities with a Barbie twist
- **PLAYFUL:** pen and paper activities (some of which can also be solved using the added accessories) and play inspirations
- **COMPATIBLE:** encourages using your own Barbie doll to play with the book
- **COOL Barbie® ACCESSORIES:** book includes a bag, a bracelet, a hairband, and a pair of shoes that can be used with a doll or to complete the activities in the book

4 titles in 2025

SPECIFICATIONS:

- 205 mm x 288 mm, soft cover
- 24 pages plus 1 page of glitter stickers
- Estimated launch April 2025

FLA-1101





FLA-1102



* MUSIC BEATS

Step into the world of music and fashion in this super stylish activity book. Dress Barbie and her friends with glitter stickers for their music-filled days, match accessories, design cool clothes, and so much more!

- **ACCESSIBLE:** attractive price point makes this collection appealing for any young Barbie fan and is a great recruitment tool
- **FAVORITE ACTIVITIES:** popular, intuitive activities with a Barbie twist
- **PLAYFUL:** pen and paper activities (some of which can also be solved using the added accessories) and play inspirations
- **COMPATIBLE:** encourages using your own Barbie doll to play with the book
- **COOL Barbie® ACCESSORIES:** book includes boom box, shoes, necklace, and leg warmers

4 titles in 2025

SPECIFICATIONS:

- 205 mm x 288 mm, soft cover
- 24 pages plus 1 page of glitter stickers
- Estimated launch May 2025



ABM-1101



2 ACTIVITY BOOKS



CARDBOARD FURNITURE & PINK MIRROR



* DREAM CLOSET

Show off Barbie's wardrobe with this DREAM CLOSET! Display Barbie's clothes on hangers and store cool accessories on the spacious shelves. Then complete fun Barbie activities in the book!

- New, innovative format with official Barbie accessories
- Packaging turns into a customizable closet
- Includes cardstock furniture and pink mirror
- Activity book features fashion trivia, designing, decorating, and super fun play ideas!
- Illustrated notepad includes exciting coloring pages
- Easy to carry and can be used anywhere

SPECIFICATIONS:

- Box that turns into playscene: 223,50 mm x 221 x 35,50 mm
- Activity book: 215 mm x 170 mm, 24pp
- Coloring notepad: 215 x 170 mm, 32pp
- Paper add-ons (215 x 170 mm): 2 push out sheets, 1 pink mirror sheet
- Estimated launch September 2025





HOT WHEELS BOOKS PUBLISHING PROGRAM 2025

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FLA-1601



HOT WHEELS™ Twinduction™

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**OFFICIAL
HOT WHEELS™
CAR MODEL!**



TRACK ATTACK!

Meet Twinduction™, a super-fast, sleek racer with mega power! This Hot Wheels car is ready for action with this track stunts-themed activity book. Fun puzzles challenge you to demolish the monsters in your path. Solve activities in the book using both your epic car and crayons from home. Use the stickers included in the book to design new decals for Twinduction and cross the finish line first!

- **ACCESSIBLE:** attractive price point appeals to any young Hot Wheels fan and is a great recruitment tool
- **FAVORITE ACTIVITIES:** popular, intuitive activities with a Hot Wheels twist
- **PLAYFUL:** each book includes pen and paper activities, and model play inspirations
- **COOL CAR:** the book includes an official Hot Wheels 1:64 Die Cast car model

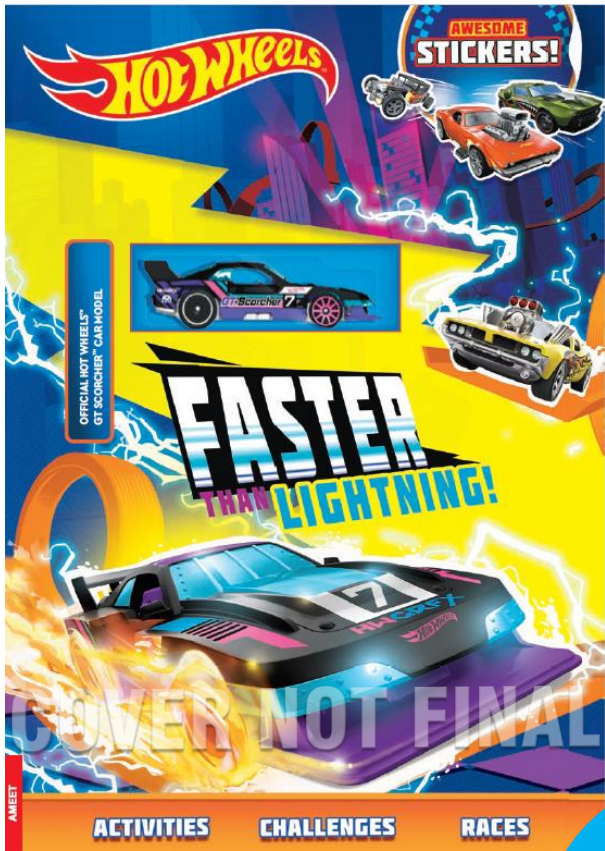
1 title in 2024 and 3 titles in 2025

SPECIFICATIONS:

- 205 mm x 288 mm, soft cover
- 24 pages plus 1 page of stickers

Estimated launch November 2024





FLA-1602



HOT WHEELS™ GT-Scorcher™

**OFFICIAL
HOT WHEELS™
CAR MODEL!**



FASTER THAN LIGHTNING!

The powerful GT-Scorcher™ is the star of this activity book race! Solve fun puzzles and challenges using the official Hot Wheels model included in the book and your crayons from home. Then decorate GT-Scorcher with the awesome accompanying stickers so the model's ready for racing action during the day AND at night. Complete all the racetrack course challenges in the book to get to the winner's circle!

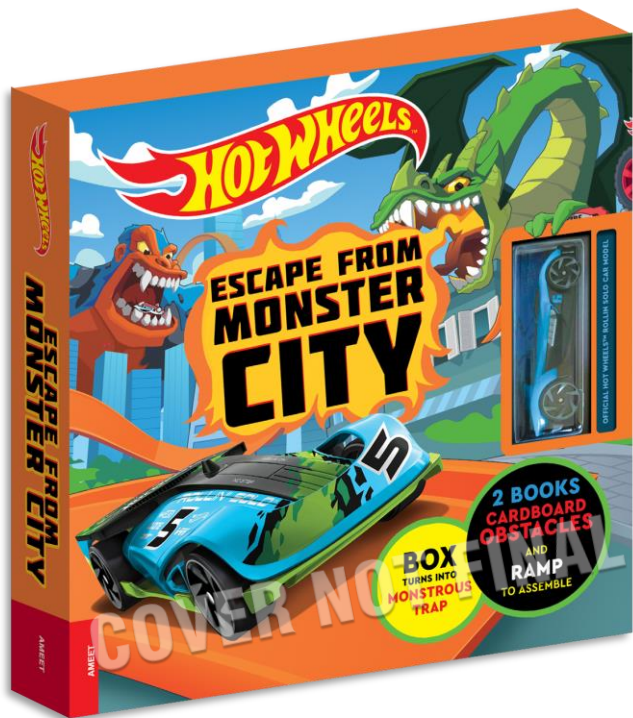
- **ACCESSIBLE:** attractive price point appeals to any young Hot Wheels fan and is a great recruitment tool
- **FAVORITE ACTIVITIES:** popular, intuitive activities with a Hot Wheels twist
- **PLAYFUL:** each book includes pen and paper activities, and model play inspirations
- **COOL CAR:** the book includes an official Hot Wheels 1:64 Die Cast car model
- **1 title in 2024 and 3 titles in 2025**

SPECIFICATIONS:

- 205 mm x 288 mm, soft cover
- 24 pages plus 1 page of stickers

Estimated launch April 2025





ABM-1601



OFFICIAL
HOT WHEELS™
CAR MODEL!



HOT WHEELS™ Rollin' Solo™



BIG
HOT WHEELS
CITY
POSTER

30
PUSH OUT
OBSTACLES
AND RAMP



ESCAPE FROM MONSTER CITY

Want to take part in an incredible activity book race, face off against cool monsters, and speed your Hot Wheels car across a 3D Monster Ramp? This amazing set includes an official Rollin' Solo™ Hot Wheels model plus LOTS of action-packed, interactive elements for the ultimate read-and-play racing experience.

- Packaging turns into a monster trap
- Includes 2 push-out ramps and obstacles
- Activity book features trivia, challenges, and fun play ideas!
- Illustrated notepad includes exciting coloring pages
- Giant Hot Wheels City poster
- COOL CAR: the set includes an official Hot Wheels 1:64 Die Cast car model

SPECIFICATIONS:

- Box that turns into playscene: 223,50 mm x 221 x 35,50 mm
- Activity book: 215 mm x 170 mm, 24pp
- Coloring Notepad: 215 x 170, 32pp
- 2 push out sheets (215 x 215 mm)
- Poster 430 x 680 mm folded to 215 x 170 mm

Estimated launch September 2025





Thank you!