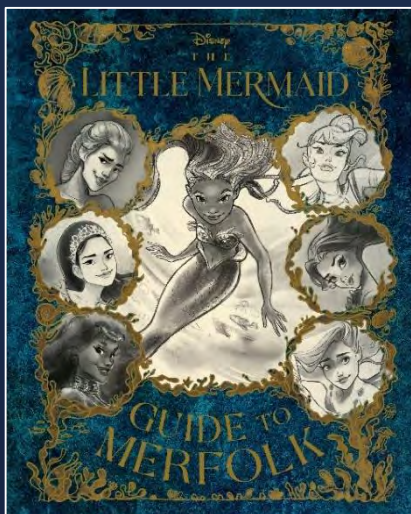


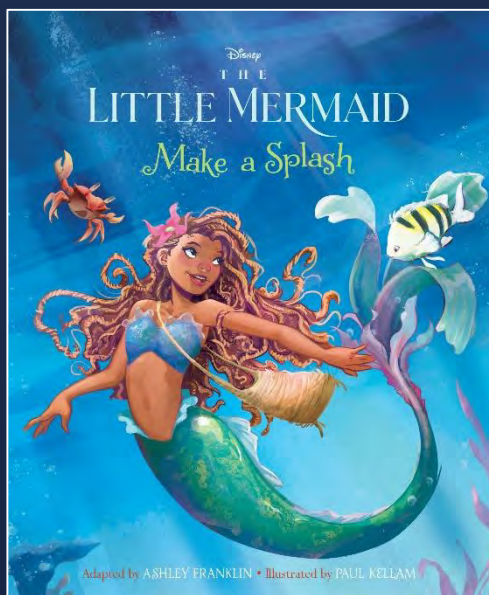
Disney THE LITTLE MERMAID

BOOKS ON SALE APRIL 11, 2023 | FILM IN THEATERS MAY 26, 2023



The Little Mermaid: Guide to Merfolk
9781368080408 POB

A guidebook to the world of mermaids inspired by the upcoming Disney live-action reimagining of *The Little Mermaid*.



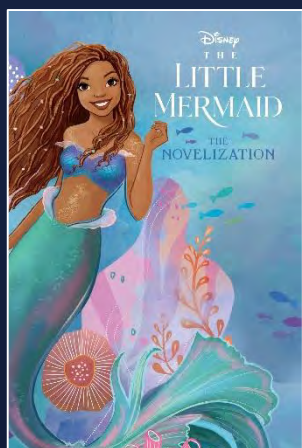
The Little Mermaid: Make a Splash
9781368077262 HC

Relive Disney's live action *The Little Mermaid* film with this beautifully illustrated reimagining of the story.



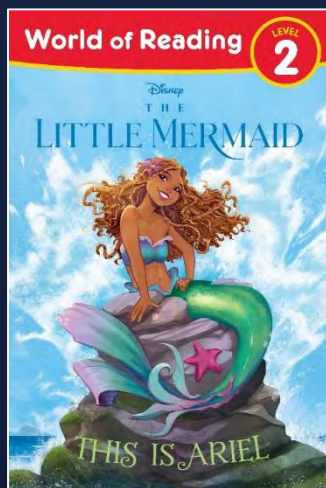
The Little Mermaid: Adventures on Land
9781368077255 PB

Experience Ariel and Eric's first meeting on land from Disney's new live-action reimagining of *The Little Mermaid* in this magical 8x8 for young readers.



The Little Mermaid: The Novelization
9781368077231 PB

Dive into Ariel's enchanting story in this official novelization of Walt Disney Studios' live action reimagining of *The Little Mermaid*.



The Little Mermaid: This is Ariel
9781368077279 PB

Meet Ariel and her friends in this level 2 early reader inspired by the upcoming Disney live-action reimagining of *The Little Mermaid*.



The Little Mermaid: Against the Tide
9781368077224 HC

An original novel written by *New York Times* best-selling author J. Elle inspired by Disney upcoming live action reimagining of *The Little Mermaid*.



The Little Mermaid: Against the Tide

MARKETING

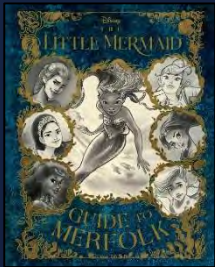
- Facebook and Instagram advertising targeting The Little Mermaid and Disney fans with an infinity for Young Adult books
- Social media assets including book photography and Instagram Story with excerpts of the book
- Email campaign featuring Against the Tide targeting guests with Young Adult, The Little Mermaid and Disney Parks affinity
- Promote on Disney-owned social media, pitch to The Little Mermaid social
- Promote on Disney Books social and DisneyBooks.com
- Promote on author social media
- Online trade advertising

PUBLICITY

- Finished book review mailing

9781368077224 HC
\$18.99 US
\$23.99 CAN
YA Novel

The Little Mermaid: Guide to Merfolk



9781368080408 POB
\$12.99 US
\$16.99 CAN
MG Novel

The Little Mermaid: Make a Splash



9781368077262 HC
\$17.99 US
\$22.99 CAN
Picture Book

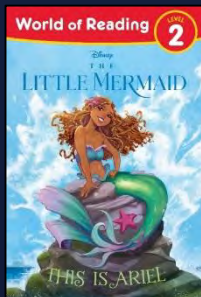
MARKETING

- Promote on Disney-owned social media

PUBLICITY

- Children's book reviewers at daily newspapers
- Syndicated/freelance children's book reviewers
- Pitch to Disney fans on Booktok and Bookstagram
- Piggyback off film buzz/consumer product release coverage as much as possible
- Local launch event in Los Angeles
- Joint virtual event with authors Ashley Franklin, Eric Geron, and Brittany Mazique.

The Little Mermaid: This is Ariel



MARKETING

- Promote on Disney-owned social media

PUBLICITY

- Collaborate with film buzz/consumer product release coverage

9781368077279 PB
\$5.99 US
\$7.99 CAN
Level 2 Reader

The Little Mermaid: Adventures on Land



MARKETING

- Promote on Disney-owned social media

PUBLICITY

- Joint virtual event with authors Ashley Franklin, Eric Geron, and Brittany Mazique.

9781368077255 PB
\$5.99 US
\$7.99 CAN
8 x 8 Reader

The Little Mermaid: Live Action Novelization



MARKETING

- Promote on Disney-owned social media

9781368077231 PB
\$8.99 US
\$12.99 CAN
MG Novel