

Hi, Barbie fan!

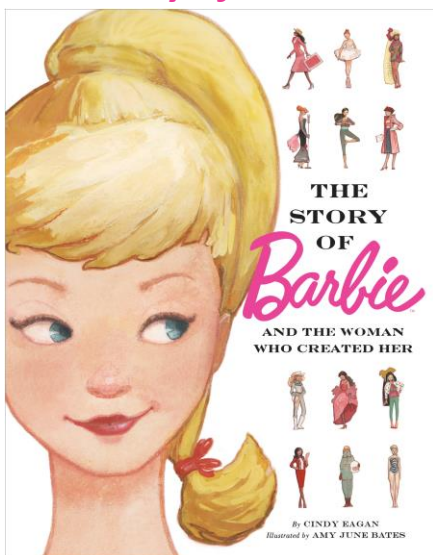
This holiday season, think **pink** and stock up on Barbie titles.

Key Brand Points

- Over 100 MILLION RHCB Barbie books have been sold
- The career-focused You Can Be Step into Reading titles have sold over 4 MILLION copies
- Barbie will celebrate 65 years in 2024

Our Barbie publishing saw a 24% lift in sales when the movie premiered!

The Story of Barbie and the Woman Who Created Her



by Cindy Eagan; illustrated Amy Bates
 Pages: 40
 Trim: 8-1/2 x 11
 Age: 4-8
 HC: 978-0-593-70540-7
 Price (USA/CAN): \$19.99/\$26.99

A beautifully illustrated picture book about Barbie—the most famous doll in the world—and her visionary creator, Ruth Handler.

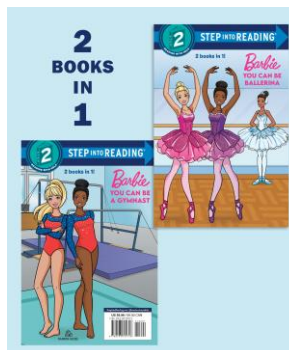
Marketing and Publicity Campaign Highlights

- National Consumer Advertising Campaign
- Select Author Events
- Promotion at New York City Comic Con
- Retail Event Kits (Fall 2023 and Spring 2024)
- Merchandising Programs
- Social Media Assets Available

Upcoming Spring 2024 Publishing



You Can Be a Horse Rider/You Can Be a Farmer (Barbie)
 TR ISBN: 978-0-593-80739-2
 On-Sale Date: 1/2/2024
 Price: \$6.99/\$9.50
 HC ISBN: 978-0-593-80740-8
 Price: \$14.99/\$19.99
 Trim Size: 6 x 9

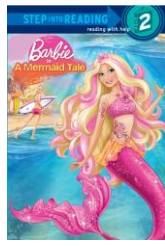


You Can Be a Ballerina/You Can Be a Gymnast (Barbie)
 TR ISBN: 978-0-593-70972-6
 On-Sale Date: 1/2/2024
 Price: \$6.99/\$9.50
 HC ISBN: 978-0-593-70973-3
 Price: \$14.99/\$19.99
 Trim Size: 6 x 9

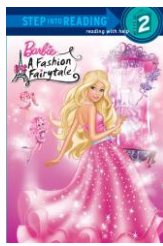
STEP INTO READING



Barbie: Horse Show Champ (Barbie)
 ISBN: 978-0-375-84701-1
 On-Sale Date: 5/26/09
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Barbie in a Mermaid Tale (Barbie)
 ISBN: 978-0-375-86450-6
 On-Sale Date: 1/5/10
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Barbie: Fashion Fairytale (Barbie)
 ISBN: 978-0-375-86697-5
 On-Sale Date: 8/10/10
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Fairytale Collection (Barbie)
 ISBN: 978-0-375-87255-6
 On-Sale Date: 4/5/11
 Price: \$8.99/\$11.99
 Trim Size: 6 x 9



Surf Princess (Barbie)
 ISBN: 978-0-307-93004-0
 On-Sale Date: 1/10/12
 Price: \$4.99/\$6.99
 Trim Size: 6 x 9



I Can Be...Story Collection (Barbie)
 ISBN: 978-0-449-81666-0
 On-Sale Date: 7/23/13
 Price: \$8.99/\$11.99
 Trim Size: 6 x 9



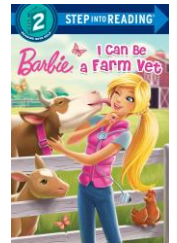
Magic Friends (Barbie and the Secret Door)
 ISBN: 9780—385-38296-0
 On-Sale Date: 7/22/14
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Sing It Out (Barbie in Rock 'n Royals)
 ISBN: 978-0-553-52438-3
 On-Sale Date: 7/28/15
 Price: \$4.99/\$5.99
 Trim Size: 6 x 9



Super Agents (Barbie Spy Squad)
 ISBN: 978-1-101-93140-0
 On-Sale Date: 1/5/16
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



I Can Be a Farm Vet (Barbie)
 ISBN: 978-1-101-93245-2
 On-Sale Date: 1/5/16
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Let's Pick Apples! (Barbie)
 ISBN: 978-1-524-76477-7
 On-Sale Date: 7/11/17
 Price: \$4.99/\$6.99
 Trim Size: 6 x 9



Let's Build a Snowman! (Barbie)
 ISBN: 978-1-524-76480-7
 On-Sale Date: 9/5/17
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Let's Plant a Garden! (Barbie)
 ISBN: 978-1-524-76883-6
 On-Sale Date: 1/2/18
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



You Can Be a Soccer Player (Barbie)
 ISBN: 978-1-524-76911-6
 On-Sale Date: 1/2/18
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



The Great Cake Race (Barbie Dreamhouse Adventures)
 ISBN: 978-1-524-76908-6
 On-Sale Date: 7/3/18
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Sisters Save the Day! (Barbie)
 ISBN: 978-1-524-77238-3
 On-Sale Date: 7/2/19
 Price: \$4.99/\$6.99
 Trim Size: 6 x 9



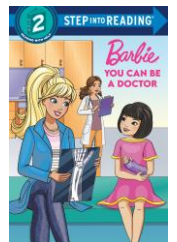
The Mermaid Park Mystery (Barbie)
 ISBN: 978-0-593-12759-9
 On-Sale Date: 1/7/20
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



Pup on the Run (Barbie)
 ISBN: 978-0-593-12784-1
 On-Sale Date: 7/7/20
 Price: \$4.99/\$6.99
 Trim Size: 6 x 9

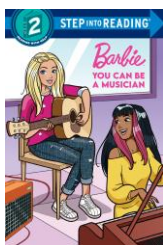


Princess Adventure (Barbie)
 ISBN: 978-0-593-17861-4
 On-Sale Date: 9/1/20
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9



You Can Be a Doctor (Barbie)
 ISBN: 978-0-593-30451-8
 On-Sale Date: 1/5/21
 Price: \$5.99/\$7.99
 Trim Size: 6 x 9

STEP INTO READING



You Can Be a Musician (Barbie)
ISBN: 978-0-593-37359-0
On-Sale Date: 5/25/21
Price: \$4.99/\$6.99
Trim Size: 6 x 9



Big City, Big Dreams (Barbie)
TR ISBN: 978-0-593-42527-5
On-Sale Date: 9/7/21
Price: \$5.99/\$7.99
HC ISBN: 978-0-593-42528-2
Price: \$14.99/\$19.99
Trim Size: 6 x 9



Hair Is Amazing (Barbie)
TR ISBN: 978-0-593-43151-1
On-Sale Date: 1/4/22
Price: \$5.99/\$7.99
HC ISBN: 978-0-593-43152-8
Price: \$14.99/\$19.99
Trim Size: 6 x 9



Everyone Is Beautiful! (Barbie)
TR ISBN: 978-0-593-48386-2
On-Sale Date: 5/3/22
Price: \$5.99/\$7.99
HC ISBN: 978-0-593-48387-9
Price: \$14.99/\$19.99
Trim Size: 6 x 9



You Can Be a Doctor/You Can Be a Pet Vet (Barbie)
TR ISBN: 978-0-593-57114-9
On-Sale Date: 1/3/23
Price: \$6.99/\$9.50
HC ISBN: 978-0-593-57115-6
Price: \$14.99/\$20.49
Trim Size: 6 x 9

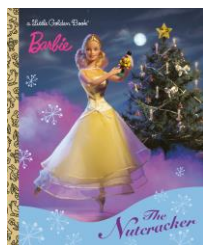


You Can Be a Teacher/You Can Be a Firefighter (Barbie)
ISBN: 978-0-593-64820-9
On-Sale Date: 6/6/23
Price: \$6.99/\$9.50
HC ISBN: 978-0-593-64821-6
Price: \$14.99/\$20.49
Trim Size: 6 x 9

LITTLE GOLDEN BOOKS



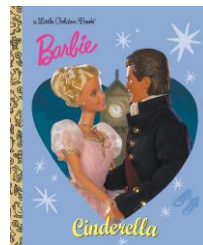
Barbie: My Book of Puppies (Barbie)
ISBN: 978-1-524-71508-3
On-Sale Date: 7/25/17
Price: \$5.99/\$7.99
Trim Size: 6-5/8 x 8



Barbie: The Nutcracker
ISBN: 978-0-307-99512-4
On-Sale Date: 9/7/21
Price: \$5.99/\$7.99
Trim Size: 6-5/8 x 8



Barbie: Swan Lake (Barbie)
ISBN: 978-0-593-43150-4
On-Sale Date: 1/4/22
Price: \$5.99/\$7.99
Trim Size: 6-5/8 x 8



Barbie: Cinderella (Barbie)
ISBN: 978-0-593-48385-5
On-Sale Date: 5/3/22
Price: \$5.99/\$7.99
Trim Size: 6-5/8 x 8



Barbie Mermaid Power Little Golden Book (Barbie)
ISBN: 978-0-593-64472-0
On-Sale Date: 9/6/22
Price: \$5.99/\$7.99
Trim Size: 6-5/8 x 8

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On Sale Now

| Qty. | ISBN | Title | Format | Trim Size | Price |
|-------|-------------------|---|-----------|------------|----------------------|
| _____ | 978-0-5937-0540-7 | The Story of Barbie and the Woman Who Created Her | Hardcover | 8-1/2 x 11 | \$19.99/\$26.99 Can. |

On Sale: January 2, 2024 • Book Orders Due By: November 14, 2023

| Qty. | ISBN | Title | Format | Trim Size | Price |
|-------|-------------------|---|-----------|-----------|--------------------|
| _____ | 978-0-5938-0739-2 | You Can Be a Horse Rider/You Can Be a Farmer (Barbie) | Trade Pbk | 6 x 9 | \$6.99/\$9.50 Can. |
| _____ | 978-0-5937-0972-6 | You Can Be a Ballerina/You Can Be a Gymnast (Barbie) | Trade Pbk | 6 x 9 | \$6.99/\$9.50 Can. |

Merchandising Offers

NEW On Sale: November 14, 2023 • Optimal On-Floor Date: _____ • Final Event Kit Estimates Due: September 7, 2023

| Qty. | ISBN | Title |
|-------|-------------------|---|
| _____ | 978-0-593-78307-8 | The Story of Barbie Retail Event Kit Fall 2023 Activity booklet Sticker sheet (pack of 25) |

NEW On Sale: December 5, 2023 • Optimal On-Floor Date: _____ • Final Clip Strip Orders Due: October 19, 2023

| Qty. | ISBN | Title | Qty. | Price |
|-------|-------------------|---|------|-----------------------------|
| _____ | 978-0-593-78285-9 | Barbie Step Into Reading 6-Copy Clip Strip Fall 2023 | | \$39.94/\$53.98 Can. |
| _____ | 978-0-5935-7114-9 | You Can Be a Doctor/You Can Be a Pet Vet (Barbie) | 2 | \$6.99/\$9.50 Can. |
| _____ | 978-0-3853-8423-0 | I Can Be a Gymnast | 2 | \$5.99/\$7.99 Can. |
| _____ | 978-0-5936-4820-9 | You Can Be a Teacher/You Can Be a Firefighter (Barbie) | 2 | \$6.99/\$9.50 Can. |

NEW On Sale: February 6, 2024 • Optimal On-Floor Date: _____ • Final Clip Strip Estimates Due: December 20, 2023

| Qty. | ISBN | Title | Qty. | Price |
|-------|-------------------|---|------|-----------------------------|
| _____ | 978-0-593-78281-1 | Barbie Step Into Reading 6-Copy Clip Strip Spring 2024 | | \$41.94/\$57.00 Can. |
| _____ | 978-0-5938-0739-2 | You Can Be a Horse Rider/You Can Be a Farmer (Barbie) | 2 | \$6.99/\$9.50 Can. |
| _____ | 978-0-5937-0972-6 | You Can Be a Ballerina/You Can Be a Gymnast (Barbie) | 2 | \$6.99/\$9.50 Can. |
| _____ | 978-0-5936-4820-9 | You Can Be a Teacher/You Can Be a Firefighter (Barbie) | 2 | \$6.99/\$9.50 Can. |

On Sale: February 6, 2024 • Optimal On-Floor Date: _____ • Final Event Kit Estimates Due: December 19, 2023

| Qty. | ISBN | Title |
|-------|-------------------|---|
| _____ | 978-0-593-78308-5 | You Can Be! Barbie Event Kit Activity booklet Sticker Sheets Giveaway (Pack of 25) Paper Doll Giveaway (25) |