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Publishing Catalogue

Autumn 2019

Schleich® Publishing Catalogue

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The Horse Club series has proven to be a success, with a growing line of chapter books and other publishing products about a group of friends who form a secret club around their passion for horses. Following the launch of the girl figurines in July 2019, Schleich® will be featuring the characters and settings from the books in print and TV ads, as well as in social campaigns around the world.



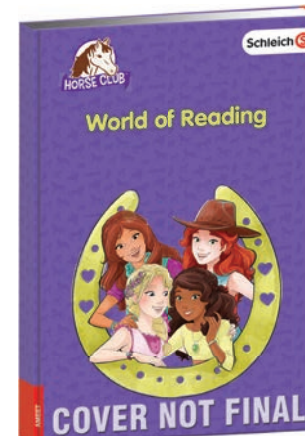
2020

World of Reading

This chapter book series is a perfect first reading experience for Horse Club fans. The books, focusing on friendship and love for animals, feature four girl characters experiencing horse-riding adventures at Lakeside. Light and colourful graphic design makes these books appealing to younger audiences.

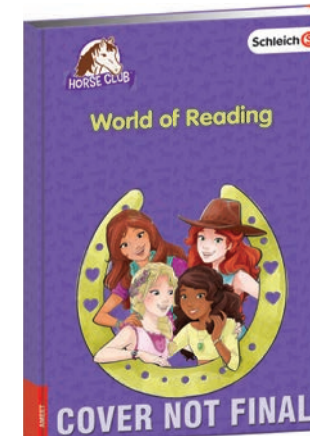
The books contain:

- Page-turning stories divided into five chapters for an easy reading experience
- Full-colour illustrations accompanying the engaging stories
- Picture glossary including information about the main characters, background characters, animals and locations — a bonus for both current and future fans
- Short quiz and reading certificate at the end of the book



2020

48 pages
size 148 x 212 mm
hard cover with embossing
LWR-8401



2020

48 pages
size 148 x 212 mm
hard cover with embossing
LWR-8402



PERFECT BOOKS
for early readers

Fiction Series

While visiting the Cups & Saddles Café the Horse Club girls learn that Lisa's friend Alice lost her horse – it disappeared in mysterious circumstances. Meanwhile, a tournament will be taking place at Lakeside and Alice wants to join the competition. Without hesitation, the girls decide to help their friend. Can they solve this mystery before the start of the tournament? Reading *The Missing Horse* will teach young readers that good always wins.

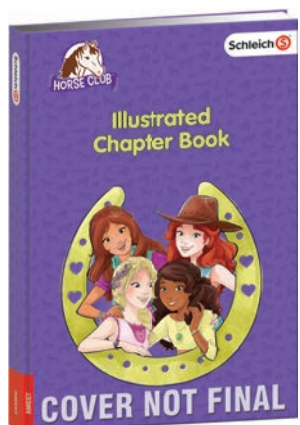
The page-turning stories for 7+ readers feature:

- Evergreen themes of friendship and horse riding
- Strong female protagonists
- Beautiful illustrations



128 pages
size 130 x 194 mm or 148 x 212 mm
soft/hard cover with embossing
LBWS-8408

128 pages
size 130 x 194 mm or 148 x 212 mm
soft/hard cover with embossing
LBWS-8407



128 pages
size 130 x 194 mm or 148 x 212 mm
soft/hard cover with embossing
LBWS-8409



LBWS-401

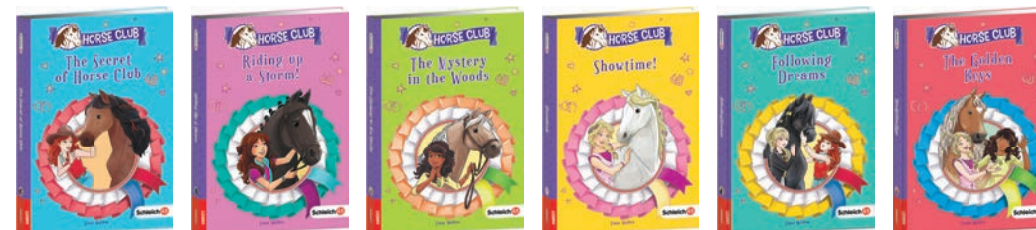
LBWS-402

LBWS-403

LBWS-404

LBWS-405

LBWS-406



LBWS-401

LBWS-402

LBWS-403

LBWS-404

LBWS-405

LBWS-406



Popular reader
in Germany
and Poland



© Schleich 2019

Gift Box



NEW

4 in 1

The set contains:

- Horse Club chapter book
- Horse Club activity book
- Original Horse Club foal
- High quality, reusable box that can serve as a play scene



Play scene



Horse figurine



Chapter book



Activity book

Box size 301 x 236 x 40 mm with window
Book 1 size 205 x 288 mm
24 pages
Book 2 size 148 x 212 mm
128 pages
Horse figurine
LAD-8401

Gift Box



2020



Box size 301 x 236 x 40 mm with window
Book 1 size 205 x 288 mm
24 pages
Book 2 size 148 x 212 mm
128 pages
Horse figurine
LAD-8402

Dress-up Sticker Book



NEW

A new title that ties into the evergreen theme of dress-up. The book offers children a new sticker experience as they create outfits for their favourite characters.

The book contains:

- Activities that develop children's imagination
- Horse-riding trivia that will expand the reader's knowledge of the theme
- Stickers that encourage storytelling

Stickers with glitter

24 pages
8 pages of stickers including 2 pages of stickers with glitter
size 202 x 288 mm
SDU-8401

Sticker Activity Challenges



2020

The perfect sticker book for young Horse Club fans.

The book contains:

- Engaging activities solved with reusable stickers
- Activities based around the adventures of the main characters and their horses



32 pages
8 pages of stickers
size 205 x 288 mm
SAC-8401

Homework Journal



128 pages
size 140 x 190 mm
with lock option
LNH-8401

Journal



96 pages
with stickers (optional)
size 140 x 200 mm
SEN-S401

With an introduction from the Horse Club friends, inspiring quotes, lists, fascinating horse facts and riding tips, this beautiful journal is the perfect place to keep all secrets safe ... forever!

The book contains:

- Prompts to encourage creativity

Sticker Adventure Book



The book contains:

- Over 200 stickers
- Beautifully illustrated scenes from the Horse Club world
- Interesting facts about horses

16 pages
8 pages of stickers
size 205 x 288 mm
LASS-401

Sticker Adventure Book



16 pages
8 pages of stickers
size 205 x 288 mm
LASS-401

Friendship Book

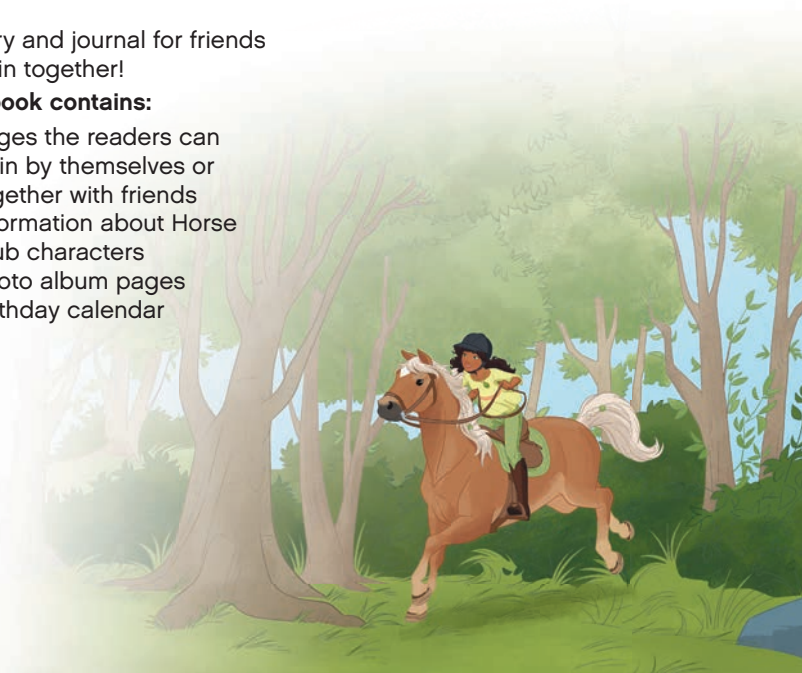


96 pages
size 190 x 190 mm
with ribbon bookmark inside
LFPS-401

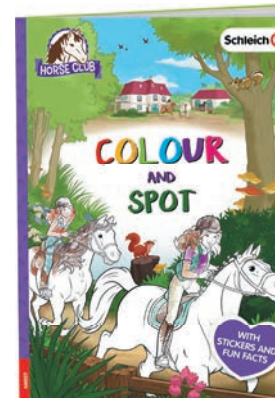
A diary and journal for friends to fill in together!

The book contains:

- Pages the readers can fill in by themselves or together with friends
- Information about Horse Club characters
- Photo album pages
- Birthday calendar



Colouring Sticker Book



32 pages
2 pages of stickers
size 205 x 288 mm
CAS-8401



© Schleich 2019

FARM WORLD

2018/2019

2018

Schleich 



Sticker Adventure Book

16 pages
8 pages of stickers
size 205 x 288 mm
LASS-301



Maze Book

32 pages
2 pages of stickers
size 205 x 288 mm
LMAS-301

TESTED
WITH KIDS



Colouring Sticker Book

32 pages
2 pages of stickers
size 205 x 288 mm
CAS-S301



Sticker Adventure Book

16 pages
8 pages of stickers
size 205 x 288 mm
LASS-201

Original
artwork



Maze Book

32 pages
2 pages of stickers
size 205 x 288 mm
LMAS-201

TESTED
WITH KIDS



Friendship Book

96 pages
size 190 x 190 mm
LFP-8201

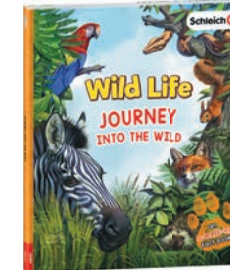
Wild Life



Sticker Adventure Book

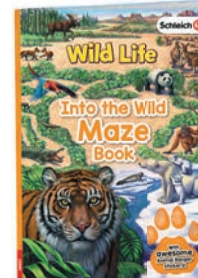
16 pages
8 pages of stickers
size 205 x 288 mm
LASS-101

Original
artwork



Reference Book

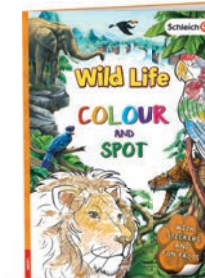
40 pages
size 240 x 290 mm
hard cover
BRB-8101



Maze Book

32 pages
2 pages of stickers
size 205 x 288 mm
LMAS-101

TESTED
WITH KIDS



Colouring Sticker Book

32 pages
2 pages of stickers
size 205 x 288 mm
CAS-S101



Pre-approved marketing materials that can be used to create various advertising forms on our partners' request.

Online



BILLBOARDS

- 750 x 100 mm
- 750 x 200 mm

HALF PAGE 300 x 600 mm

RECTANGLE 300 x 250 mm

Print



PRINT ADS

- A4, 1/3 A4, 1/2 A4, 1/6 A4

POSTERS

BOOKMARKS

SCHOOL TIMETABLE 235 x 160 mm

TV



COMMERCIAL

Social media



INSTAGRAM & FACEBOOK FORMATS