





## ARENA PUBLISHING

Arena Publishing was founded in 1949 and is today one of the most important publishers of books for children and young adults in Germany. We publish a broad range of titles in our fiction and non-fiction lists; our programme includes titles for all age groups – from toddlers up to young adults. Arena was the first German children’s book publisher to start a paperback programme in 1958. Books from Arena already won numerous awards and are translated into many languages. We are also honored to be the German home of internationally well-known authors like Cassandra Clare, Roderick Gordon and Brian Williams, Tove Jansson, Jo Nesbø, Unni Lindell or Neil Gaiman.

## WELCOME TO OUR CHILDREN'S BOOKS CATALOGUE!

Please celebrate with us 66 years of books for children and young adults! Arena Publishing was founded in 1949 and we are very happy to be the home of so many talented authors and illustrators for such a long time!

THE LITTLE TIGER discovers in Marina Krämer’s debut picture book that being the way you are is the best way ever (page 4)!

Christian Seltmann presents SHAGGYKOVSKI – a dog on the search for a happy home on page 5.

LITTLE KNIGHT SHORTY has developed into a very successful series for first readers; on page 6 you find the first story book with more knightly adventures.

Ilona Einwohlt is our self-help mastermind for children and teenagers: her new series FELI’S SURVIVAL TIPS starts on page 7 with the topic “new girl at school”.

KIKI’S WILD WORLD is the start of a new children’s books series by Katja Henkel. Funny and adventurous family stories are the focus here (page 8).

Please enjoy browsing the next pages! We look forward to hearing from you at any time.

With all best wishes

Tanja Birkenstock  
Rights Director

Pia Emling  
Rights Manager

Daniela Fauck  
Rights Assistant

PLEASE VISIT  
US IN  
**BOLOGNA**  
HALL 30 – B 30

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### Various authors and illustrators

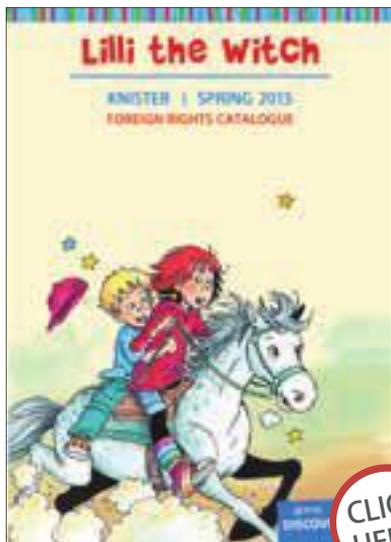
Age 4+ • 80 pages • 17.5 x 24.6 cm • Hardcover  
€ 9.99 • June 2014  
978-3-401-70533-0  
Rights of the series: sold to BR, CZ, GR, PL, SK, ZA

### 3 MINUTE STORY BOOKS

Parents will find just the right stories for their child in the series 3-Minute Stories: short stories about children’s favourite topics motivate children to listen and are the perfect excuse to cuddle up. Particularly suitable as good-night stories or for short breaks during daytime.

# SPECIAL CATALOGUES

Please also check out our specialty catalogues about our most important collections: LILLI THE WITCH has been delighting children all over the world for more than 20 years; the books by ANDREAS H. SCHMACHTL are becoming classics as well as the luminous illustrations of STEFANIE DAHLE. Our FIRST READERS COLLECTION has been in the market for more than 20 years now and offers a brand new layout and an easier level system.



CLICK HERE!

## KNISTER

Lilli the Witch has been delighting children all over the world for more than 20 years now. You find all of Lilli's adventures and more collected in this catalogue.



CLICK HERE!

## ANDREAS H. SCHMACHTL

Andreas H. Schmachtl's books have sold over 650,000 copies. His bestselling character is the little mouse TILDA APPLESEED. Please enter A. H. Schmachtl's world and discover the detailed illustrations and the cosy stories.



CLICK HERE!

## STEFANIE DAHLE

Steffi Dahle's picture books are exclusively published by Arena. Her illustrations are full of imagination and details.



CLICK HERE!

## FIRST READERS SERIES

This specialty catalogue illustrates the level concept of our First Readers Collection and shows all titles available for the different steps.

# MARINA KRÄMER



Marina Krämer was born in Russia in 1974. As a child she secretly drew motifs from her favourite fairy tales on the walls of her room; later she illustrated the journal published at her school. At the end of 1990 she moved to Germany and started to study visual communication and graphic design in Stuttgart. Since 2007 she has worked as a freelance illustrator. She, her family and their tomcat make their home in Ludwigsburg.

Age 3+  
32 pages  
21.5 x 28 cm  
Hardcover,  
UV finish on cover  
€ 12.99  
978-3-401-70433-3  
January 2015  
Rights: available worldwide

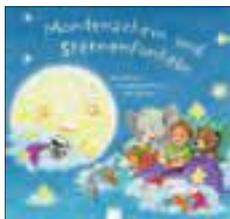


- The illustrator Marina Krämer has been published at Arena before; this is the first picture book written AND illustrated by her.
- Books illustrated by Marina sold 45,000 copies in Germany so far.

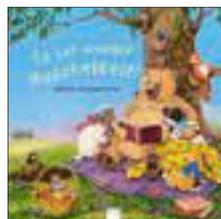
## YOU'RE REALLY TOUGH, LITTLE TIGER!

What do tigers have stripes for? Well, Max, the little tiger, doesn't need any! He thinks his fur would be a lot more attractive without stripes. That's why his friends come up with the most outrageous ideas how Max could get rid of his stripes. Yet then Max discovers that stripes can be rather useful after all!

### BACKLIST SAMPLES (ILLUSTRATOR)



Bind-Up  
**BRIGHT MOON AND TINKLING STARS. THE MOST BEAUTIFUL GOOD-NIGHT STORIES FOR THE SWEETEST DREAMS**  
Age 2+  
Cardboard picture book  
3-401-09994-1  
Rights: available worldwide



Bind-Up  
**IT'S TIME FOR CUDDLING**  
Age 2+  
Cardboard picture book  
978-3-401-70172-1  
Rights: available worldwide

# CHRISTIAN SELTMANN



Christian Seltmann studied history, German literature and philosophy in Bochum. Today, he lives in Berlin with his wife and daughter. He writes books for children as well as scripts, audio and theatre plays. His first publication at Arena was the first reader PAUL. SUDDENLY VAMPIRE which became an instant hit.

Age 3+  
32 pages  
21.5 x 28 cm  
Hardcover  
UV finish on cover  
**€ 12.99**  
978-3-401-70576-7  
January 2015  
Rights: available worldwide



- With illustrations by Katrin Oertel.
- The successful PAUL VAMPIRE series has been written by Christian Seltmann.
- Christian Seltmann's books sold more than 100,000 copies so far.

## SHAGGYKOVSKI. A DOG ON THE SEARCH FOR A HAPPY HOME

A picture book that will capture your heart: Shaggykovski wants to find happiness, and of course for a dog that means finding his own pack! Will the cats, the cows, the penguins or the horses be his new family? In any case Shaggykovski has no intention of giving up – until he has found a happy home!

### BACKLIST SAMPLES (AUTHOR)



**FRED'S CRAZY IDEAS. SO MUCH SAND AND NO DESERT**  
Age 9+  
Boys / humour  
978-3-401-06894-7  
Rights: available worldwide



**PAUL. SUDDENLY A VAMPIRE! THE BLOOD SAUSAGE MISSION**  
Age 5/6+  
Story Book  
978-3-401-70132-5  
Rights of the series: sold to ES (LA)



**PAUL. SUDDENLY A VAMPIRE!**  
Age 5/6+  
First Reader  
978-3-401-09295-9  
Rights of the series: sold to ES (LA)

# LITTLE KNIGHT SHORTY

Christian Seltmann narrates the adventures of Little Knight Shorty with wit and imagination. Hilariously funny illustrations by Pina Gertenbach. The popular character Little Knight Shorty is tenderly designed in a story book with versatile layout. It is also suitable for first readers: It has a large schoolbook print and 12 short chapters. Further it includes a song about the knight's adventures. The series offers first reader's volumes, story and activity books.

Age 5/6+  
88 pages  
16.5 x 23 cm  
Hardcover  
UV finish on cover  
**€ 9.99**  
978-3-401-70599-6  
January 2015  
Rights: available worldwide



- 20,000 copies of the series sold.
- Lovely illustrated by Pina Gertenbach.
- Series offers storybooks, adventures for first readers and activity titles.

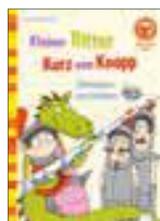
## LITTLE KNIGHT SHORTY. ENORMOUS STORY ADVENTURES!

Corinna de Correct, the head-teacher at the School for Knights, announces: All knights are to go out into the world, pass the final adventure examination and write a song about it! Fortunately Little Knight Shorty can count on the support of his secret friends, the fable creatures because they know where to find adventures. However, suddenly the other knights disappear from the school. Little Knight Shorty is suspected to be responsible for their disappearance and is banned from his castle. How can Little Knight Shorty find out what really happened? And what's more: Will he manage to write a great adventure song?

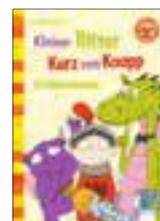
### BACKLIST SAMPLES (SERIES)



**LITTLE KNIGHT SHORTY.  
STORIES ABOUT KNIGHTS**  
Age 5/6+  
Very First Reading  
978-3-401-09922-4  
Rights: available worldwide



**LITTLE KNIGHT SHORTY.  
ADVENTURE STORIES**  
Age 5/6+  
Very First Reading  
978-3-401-70404-3  
Rights: available worldwide



**LITTLE KNIGHT SHORTY.  
SCHOOL STORIES**  
Age 5/6+  
First Reader  
978-3-401-70355-8  
Rights: available worldwide

# FELI'S SURVIVAL TIPS

Voilà, here comes Feli. She's a real pro when it comes to survival tips for girls – after all, she's one herself. This is a new series written by Ilona Einwohlt, who has made herself a name with her guides for girls. She uses her relaxed but compassionate voice to write about issues that really interest them.

Age 9+  
176 pages  
13.5 x 20.5 cm  
Softcover w/flaps  
Novel/guide for girls  
€ 9.99  
978-3-401-06996-8  
January 2015  
Rights: available worldwide

- Ilona Einwohlt's books have already sold over 450,000 copies.
- Her new series fills a distinct gap in the market: There is no guide/novel geared towards PRE-puberty readers!
- The illustrations by newcomer Carola Sieverding enchant readers because of their fresh, lively and tender style.



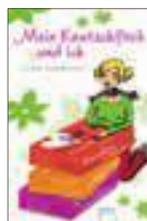
## PAPER SCRAPS AND SCRAMBLED BRAINS. FELI'S SURVIVAL TIPS

A big sister overnight! Though little Serena is a rather whiny baby, Feli is happy about getting a female ally in her family. And because a girl's life can be pretty complicated at times, Feli starts to collect tips for her little sister in a scrap treasure chest, telling her all the things that have happened to her – at her new school, for instance! In her tried-and-true manner Ilona Einwohlt packs Feli's experiences with profoundly researched, useful tips for schoolgirls: everything from advice on how to boost your self-esteem to how to prepare oral papers.

### BACKLIST SAMPLES (AUTHOR)



**SINA SERIES  
THE PIMPLE AND ME  
(VOL. 1)**  
Age 11+  
Self-help novel  
978-3-401-06228-0  
Rights of the series: sold to  
IT, CZ



**SINA SERIES  
THE HICKEY AND ME (VOL. 2)**  
Age 12+  
Self-help novel  
978-3-401-06229-7  
Rights of the series: sold to  
IT, CZ



**SINA SERIES  
THE ECO-CRISIS AND I (VOL. 14)**  
Age 11+  
Self-help novel  
978-3-401-06987-6  
Rights of the series: sold to  
IT, CZ

# KIKI'S WILD WORLD

The strangest records are broken in the Spitz Family on a daily basis! That's because Kiki and her family are the world's best – for instance, when it comes to the distance they can spit cherry pits or knitting circus ropes or being strong. With a great sense of humour and lots of imagination Katja Henkel has written about a very unusual family, and Karsten Teich has illustrated their whimsical adventures in his unique style. Off to the next world records!

Age 8+  
160 pages  
15.3 x 20.5 cm, Hardcover  
Family and Adventure  
Humour  
UV finish on cover  
€ 9.99  
978-3-401-60047-5  
January 2015  
Rights: available worldwide



- Tradition combined with whimsicality: stories about family and friendship with that special something.
- The characters are vivacious, in part odd but actually just like you and me.
- Katja Henkel's books have already sold over 15,000 copies.

## KIKI'S WILD WORLD. THREE FRIENDS AND A GOLDFISH WITH SPECTACLES

Breaking records comes natural to Kiki. That's because she and her family live in the World Record Hotel where new records are made several times a year, such as in long-distance cherry pit spitting on a monowheel, in car juggling and in pulling rabbits out of a hat. Only the world's best family may call the hotel their home. Yet then an old adversary of the family shows up: Renatus Renner, who claims to hold the title of record holder of all times. The matter is to be decided once and for all by a crazy bet – and none other than Kiki must run against him to save the hotel!

### BACKLIST SAMPLES (AUTHOR)



**TIMES OF MAGIC. SUDDENLY BEWITCHED (VOL. 1)**  
Age 11+  
Chicklit  
978-3-401-06501-4  
Rights of the series: sold to BG



**TIMES OF MAGIC. SUDDENLY IN LOVE (VOL. 2)**  
Age 11+  
Chicklit  
978-3-401-06721-6  
Rights of the series: sold to BG

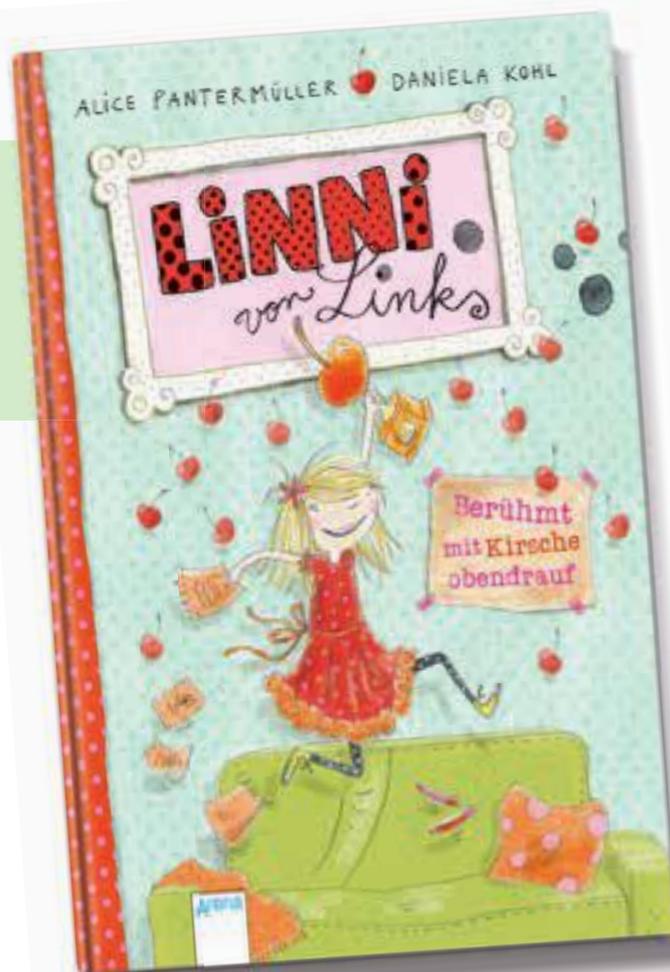


**TIMES OF MAGIC. AN UNEXPECTED KISS (VOL. 3)**  
Age 11+  
Chicklit  
978-3-401-06974-6  
Rights of the series: sold to BG

# LINNI MCLEFT

Linni dreams the dream of many little (and big) girls: to become famous! But it's not easy at all to make that dream come true, especially if all the other members of your family are already famous. Charmingly brought to life by Alice Pantermüller and completed wonderfully colourful by Daniela Kohl, Linni will nevertheless win the hearts of all readers Age 8+ and become their star for certain. Alice Pantermüller and Daniela Kohl team up for a new project. Their first collaboration (*My Life as Lotta*) sold 400.000 copies in Germany and is being translated into 16 languages so far.

Age 8+  
136 pages  
15.3 x 20.5 cm  
Hardcover  
UV finish on the cover  
€ 9.99  
978-3-401-06994-4  
January 2015  
Rights: sold to IL

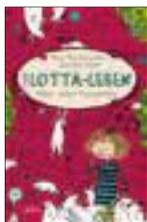


- New series by bestselling MY LIFE AS LOTTA duo Alice Pantermüller and Daniela Kohl.
- The MY LIFE AS LOTTA series sold a total of 400,000 copies in the German market in no time!

## LINNI MCLEFT. FAMOUS WITH A CHERRY ON TOP

Linni McLeft has had it: Since her legendary great-grandmother Emilie, all the women of the McLeft Family have reached fame. When even Linni's sisters (her older sister, Leslie, with her "Gothic violin" and her little sister, Frida, as a fashion model) become more and more famous, there's one thing for sure: Linni has to become famous, too. And she already knows how: with poetry. Too bad that no one but herself appreciates her poetry. And to top it all, a grouchy old lady appears who (seems to) want to put a stop to Linni's dreams. Will Linni's wish come true after all?

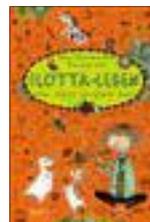
### BACKLIST SAMPLES (AUTHOR)



**MY LIFE AS LOTTA.  
A HOUSE FULL OF RABBITS**  
Age 8+  
Comedy  
978-3-401-06739-1  
Rights: see page 10



**MY LIFE AS LOTTA.  
HOW LAMB IS THAT?**  
Age 9+  
Comedy  
978-3-401-06771-1  
Rights: see page 10



**MY LIFE AS LOTTA  
SOMETHING IS WORM HERE**  
Age 9+  
Comedy  
978-3-401-06814-5  
Rights: see page 10

# MY LIFE AS LOTTA SERIES

Lotta Petermann keeps gaining more fans and quickly climbing the bestseller lists. It is only a matter of time before the first boy in Lotta's class falls for the flute player. In Volume Seven Lotta has to deal with an admirer. Thanks to Alice Pantermüller he is not only charming but also very funny. And due to Daniela Kohl he is even really good-looking. The MY LIFE AS LOTTA series sold a total of 400,000 copies in the German market in no time! It has been translated into 16 languages so far.

Rights of the series: sold to BE, BG, DK, EE, ES, FI, KR, LT, LV, NO, PL, PRC, TR, ZA



Age 8+  
160 pages  
13.5 x 20.5 cm  
Hardcover, rounded corners  
Comedy  
€ 9.90  
978-3-401-60038-3  
January 2015

## MY LIFE AS LOTTA. DAILY GREETINGS FROM THE CAMEMBEAR (VOL. 7)

Yuk! Lately Lotta's classroom has been stinking up a storm. The source of the smell is the camembert sandwich, Remi, the new boy, takes to school every day. He comes from France and happens to sit right next to Lotta. And what's worse: From Day One he has been showering "Lothar" with gifts: stuffed cats with frog eyes, snow balls and t-shirts with hearts printed on them (!). How embarrassing! Lotta must get rid of Remi as quickly as possible! But how?

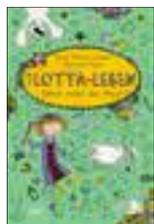
## MY YOUR LOTTA LIFE HOLIDAY BOOK. FOR TRAVELLING, VACATIONS AND ALL YOUR ADVENTURES

Hurray! Today was the last school day and tomorrow you will start on your holidays! Are you going on vacation, too? Where are you going or will you fly? You're probably all antsy already, right? Well, here you can write down anything that happens to you before and during your school holidays. If you're bored during the trip, just fill in a few of the lists or paint a postcard or take pictures and paste them into this book!



Age 9+  
96 pages  
14 x 18.8 cm  
Hardcover  
Activity Diary  
€ 6.99  
978-3-401-60000-0  
February 2015

## BACKLIST SAMPLES (SERIES)



MY LIFE AS LOTTA. THAT'S THE WAY THE RABBIT CRUMBLES (VOL. 4)  
Age 8+  
Comedy  
978-3-401-06833-6  
Rights: See series information



MY LIFE AS LOTTA. I THINK MY TOAD IS CROAKING (VOL. 5)  
Age 8+  
Comedy  
978-3-401-06961-6  
Rights: See series information

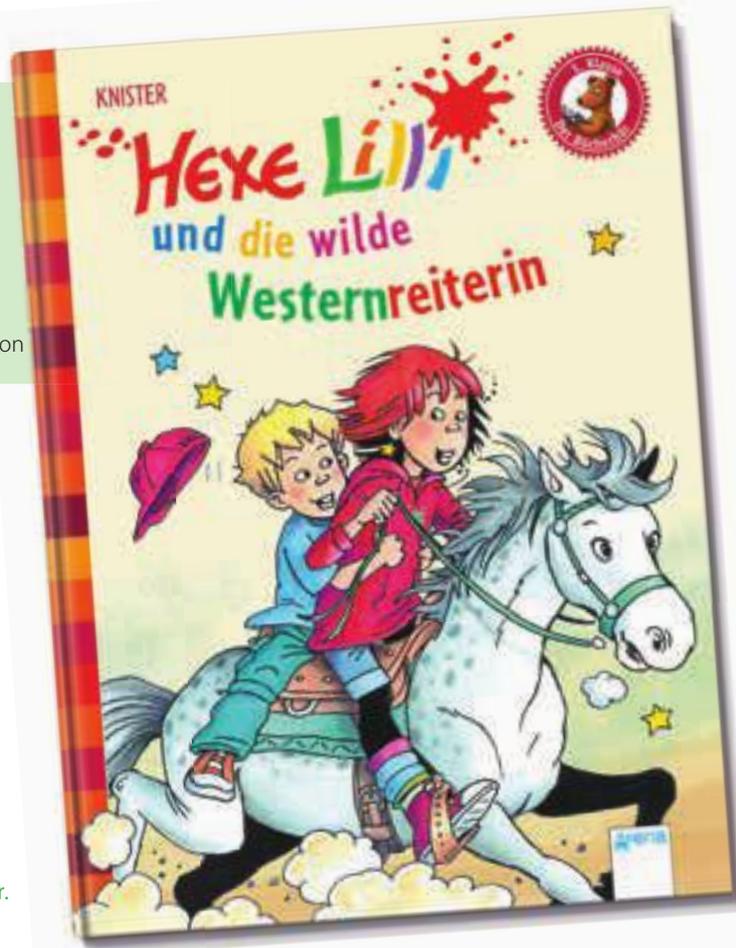


MY LIFE AS LOTTA. THE LAST ONE WILL BE KISSED BY AN ELK (VOL. 6)  
Age 8+  
Comedy  
978-3-401-06965-4  
Rights: See series information

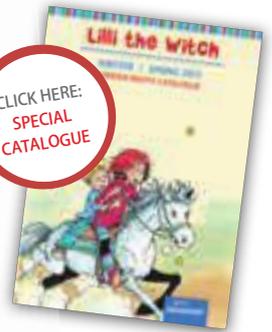
# LILLI THE WITCH - FIRST READERS SERIES

Lilli is a secret witch; nobody is supposed to know that she's able to do magic with the help of her spell book. This idea offers plenty of adventures which Lilli explores in more than 35 books. KNISTER is one of the most famous and successful German children's book authors. His books have been translated into more than 40 languages and over 21.5 million copies of the LILLI THE WITCH series have been sold worldwide. Birgit Rieger's LILLI illustrations have enchanted children all over the world by now. Being in the market for more than 20 years now, the series received a make-over and has been republished with a new look in autumn 2014. Rights of the series sold to BG, BR, CZ, DK, ES (Cast., Cat., Basque, Galician), FI, FR, German audio rights sold, GR, HR, HU, ID, IL, IT, J, ROK, LT, LV, NL, NO, PL, PRC, PT, RO, SCG, SE, SI, SK, TH, TR, US, VN

Age 6+  
48 pages  
15.3 x 20.5 cm  
First Readers  
Including Lilli the Witch  
puppet on a string  
€ 7.99  
978-3-401-70711-2  
March 2015  
Rights: see series information



CLICK HERE:  
SPECIAL  
CATALOGUE



- Translated into 40 languages.
- 21.5 million titles sold worldwide.
- Illustrated by Birgit Rieger.

## LILLI THE WITCH AND THE WESTERN-STYLE COWGIRL (VOL. 17)

Accompanied by Zilli Concarne, the best cowgirl under the sun, and Karacho Bill, the gung-ho hero without a gun, and by applying lots of wit and the magic of a true witch, Lilli manages to trick the highly dangerous Tornado Brothers. "Coyote fart in a horse's nose" – now if that's not Lilli's wildest adventure!

### BACKLIST SAMPLES (ORIGINAL)



LILLI THE WITCH FLIPS THE  
SCHOOL UPSIDE DOWN  
(VOL. 1)  
Age 8+  
Children's novel  
978-3-401-06937-1  
Rights: see series information



LILLI THE WITCH MAKES  
MAGIC NONSENSE  
(VOL. 2)  
Age 8+  
Children's novel  
978-3-401-06938-8  
Rights: see series information



LILLI THE WITCH – CIRCUS  
CHARMS (VOL. 3)  
Age 8+  
Children's novel  
978-3-401-06939-5  
Rights: see series information

# THE MUFFIN CLUB SERIES

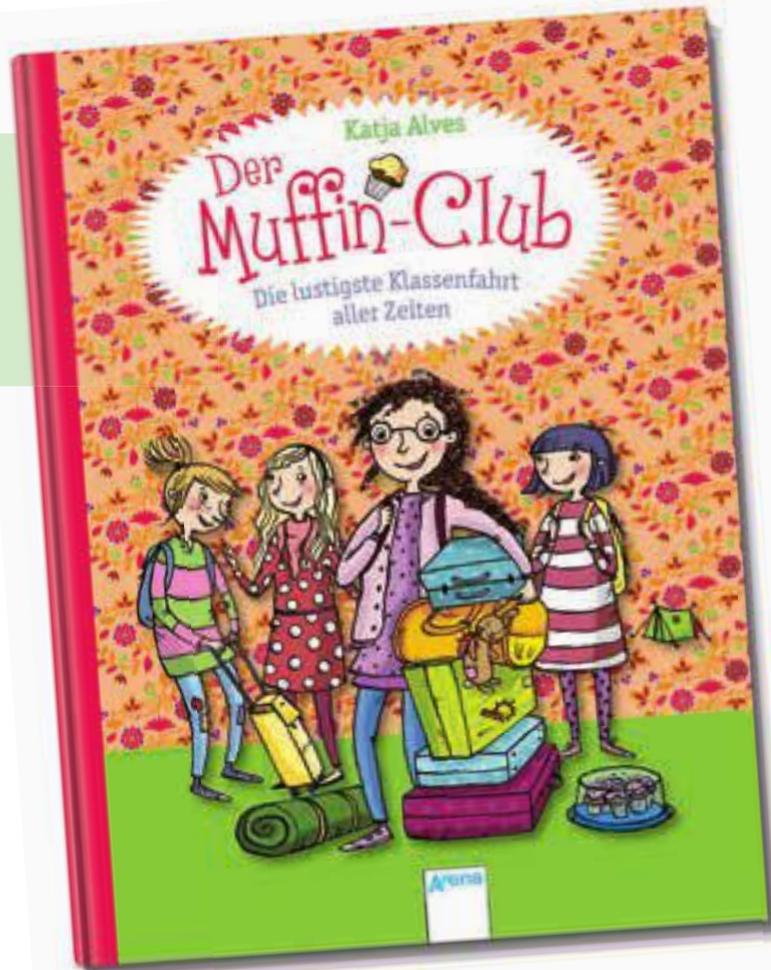
Her incredible proximity to the target group, her great sense of her characters' special little quirks and her great timing for funny punch lines have enabled Katja Alves to purchase an extremely charming and hilarious series for girls! The Muffin Club. Wonderfully dynamic illustrations by Elli Bruder. The series has sold more than 50,000 copies.

Katja Alves was born in Coimbra/Portugal. She worked in various professions, such as in a bookstore and broadcasting. Today, she works as a freelance writer of children's novels, children's stories and audio plays. She and her family make their home in Zurich.

Rights of the series: sold to IL, NE

Age 7/8+  
104 pages  
15.3 x 20.5 cm  
Hardcover  
UV finish on cover  
**€ 8.99**  
978-3-401-70679-5  
January 2015

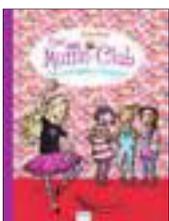
- Fresh and funny stories that center around contemporary girls' daily lives, written in an entertaining and sensitive style.
- Popular girls' topics: arguing, jealousy, intrigues, sticking together, making up, best friends, rivalry among girls, school parties.
- Attractive layout with plenty of pictures accompanying the text, a play with different fonts, large print.



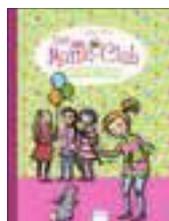
## THE MUFFIN CLUB. THE FUNNIEST CLASS TRIP OF ALL TIMES (VOL. 5)

Do you know what's totally illogical? The fact that you'll never really know your best friends inside and out. At least that's what Lulu thinks when Tamtam tells her a top secret secret. It's the reason why Tamtam can't go on the class trip under any circumstances! Yet as always the Muffin Club finds a solution – and thus Lulu, Tamtam, Miranda and Lin experience the funniest and most surprising class trip of all times ...

### BACKLIST SAMPLES (SERIES)



**THE MUFFIN CLUB. BEST FRIENDS FOREVER (VOL. 2)**  
Age 7/8+  
Children's Book  
978-3-401-70130-1  
Rights: see series information



**THE MUFFIN CLUB. BEST FRIENDS AND THE SUPER RABBIT (VOL. 3)**  
Age 7/8+  
Children's Book  
978-3-401-70402-9  
Rights: see series information



**THE MUFFIN CLUB. THE BEST ANTI-SHYNESS-ACTION IN THE WORLD (VOL 4)**  
Age 7/8+  
Children's Book  
978-3-401-70419-7  
Rights: see series information

# A CASE FOR KWIATKOWSKI SERIES

A classic among detective stories for reading beginners that already sold more than 1 million copies worldwide! This is mega-exciting reading fun written by Jürgen Banscheraus with humorous illustrations by Ralf Butschkow. The series A CASE FOR KWIATKOWSKI received the Hansjörg Martin Crime Stories for Children and Juveniles Award 2006.  
Rights of the series: sold to CZ, CH, DK, ES, FR, GR, IL, LT, NO, PL, PRC, SI, ZA, SE, TH, TR, US, German audio book

Age 7/8+  
96 pages  
12.1 x 19.5 cm  
Hardcover  
€ 7.99  
978-3-401-70363-3  
January 2015



- The series has been translated into 17 languages so far.
- The series has sold more than 1 million copies worldwide.
- With illustrations by Ralf Butschkow.

## A CASE FOR KWIATKOWSKI. ABOUT MONSTERS, THE MOON AND MOTH POWDER (VOL. 19)

P.I. Kwiatkowski is a true professional – and as such he prefers to work in the dark while investigating a case. Yet in his current case he must step out into the limelight of the theatre stage. That is because three talented main actors stepped down one after another during the drama rehearsals at school. And they did under extremely mysterious circumstances ... Only a talented super sleuth can save the school anniversary now!

### BACKLIST SAMPLES (SERIES)



**A CASE FOR KWIATKOWSKI. THE CHEWING GUM CONSPIRACY (VOL. 1)**  
Age 7+  
Children's Mystery  
978-3-401-70016-8  
Rights: see series information



**A CASE FOR KWIATKOWSKI. DUEL OF DETECTIVES (VOL. 8)**  
Age 7+  
Children's Mystery  
978-3-401-09907-1  
Rights: see series information



**A CASE FOR KWIATKOWSKI. THE SHOE OF THE MARABOU (VOL. 23)**  
Age 7+  
Children's Mystery  
978-3-401-70543-9  
Rights: see series information

# FRED SERIES

Fred M. Hansen is back. And his marvellously mad ideas are back as well, ideas that let him do and be whatever he wants to do and be. In Volume 2 Christian Seltmann again creates marvellous scenarios that switch from thoughts to adventures, igniting explosive fireworks of unique comedy and gripping action. The illustrations by Vera Schmidt are just as unique and colourful as Fred's imagination. Christian Seltmann studied history, German literature and philosophy in Bochum. Today, he lives in Berlin with his wife and daughter. He writes books for children as well as scripts, audio and theatre plays.

Age 9+  
160 pages  
13.5 x 20.5 cm  
Boys/humour  
Hardcover, Two-colour print  
€ 9.99  
978-3-401-60065-9  
January 2015  
Rights: available worldwide

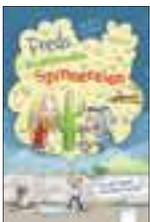
- Christian Seltmann's picture books, books for first readers (among them the sensational PAUL VAMPIRE series) and children's books have sold more than 120,000 copies so far.
- 6,000 copies sold of FRED.



## FRED'S SENSATIONALLY CRAZY IDEAS. YOUR HEADS MUST BE LEAKING! (VOL. 2)

This can't be true! Finally Fred has made it into the Refuge when the next disaster is on its way. Its name is Gustl from Munich who is coming over for a visit. Not only does Fred have to show Gustl Berlin but Gustl will also stay in his room. Fred must stop that from happening! Even though he is so busy right now. Because Alma and HelPu are after him, too. And where are all these Chinese gods coming from all of a sudden?

### BACKLIST SAMPLES (SERIES)



FRED'S CRAZY IDEAS. SO MUCH SAND AND NO DESERT (VOL. 1)  
Age 9+  
Boys / Humour  
978-3-401-06894-7  
Rights: available worldwide

# EMI AND LUNA SERIES

There's always something going on when Emi and Luna are around. Fun & friendship comes in all the colours of the rainbow. A perfectly turbulent friendship adventure with wit and humour penned by Anja Ackermann and illustrated by Pe Grigo.

Age 8+  
160 pages  
15.3 x 20.5 cm  
Hardcover  
UV finish on cover  
€ 9.99  
978-3-401-60068-0  
January 2015  
Rights: available worldwide

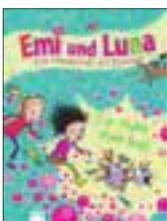
- The fast-paced narrative, changing perspectives and one-of-a-kind characters will keep surprising the reader and turn the reading process into versatile entertainment.
- This is Anja Ackermann's third book at Arena Publishing.
- 5,000 copies sold of volume 1.



## EMI AND LUNA. A FRIENDSHIP WITH KABOOM. MONKEY BUSINESS (VOL. 2)

Emi and Luna finally want to turn into somebody else for a change, too, and so they take Great Uncle Augustin's invention into their own hands – resulting in a very turbulent school party, a monkey on the loose and a princess who would rather be anything but a princess. A new perfectly turbulent friendship adventure penned by Anja Ackermann and illustrated by Pe Grigo.

### BACKLIST SAMPLES (SERIES)



EMI AND LUNA. A FRIENDSHIP WITH KABOOM. THE UPSIDE-DOWN CHICKEN (VOL. 1)  
Age 8 +  
Humour  
978-3-401-06984-5  
Rights: available worldwide

# THE PUMPERNICKEL FAMILY

There's always something going on at the home of the Pumpernickels! The monster brothers, Okopogo and Ikopogo, couldn't be more different. One of them loves to burp and grunt, while the other one plays the flute and likes to pick flowers. Even Mum Hedda and Dad Bongobongo wonder how on Earth their offspring is supposed to grow into a real monster. Written and illustrated by bestseller author Erhard Dietl.

Age 4+  
264 pages  
15.3 x 20.5 cm  
Hardcover  
€ 9.99  
978-3-401-70415-9  
January 2015  
Rights: available worldwide

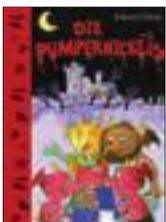


- Large and many small chapters.
- Monster stories packed with action and wit.
- Three adventures in one volume.

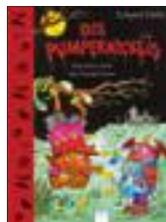
## THE PUMPERNICKELS. COLLECTION OF ALL PUMPERNICKEL ADVENTURES.

All Pumpernickel stories in one volume. With the help of the magic monster drops supplied by Professor Fungi, Okopogo turns Uncle Karacho into a turtle, and Ikopogo swaps him for a blue vampire rabbit. And the two brothers convert a huge racing casket so they'll be able to drive it home to the nasty ramp stomper once and for all ... Three exciting adventures starring the endearing monster family who keep turning their world upside down!

### BACKLIST SAMPLES (SERIES)



**THE PUMPERNICKELS (VOL. 1)**  
Age 4+  
Story Book  
978-3-401-09464-9  
Rights: available worldwide



**THE PUMPERNICKELS. CRASHER AND THE VAMPIRE RABBIT (VOL. 2)**  
Age 4+  
Story Book  
978-3-401-09693-3  
Rights: available worldwide



**THE PUMPERNICKELS. THE GREAT MONSTER RACE (VOL. 3)**  
Age 4+  
Story Book  
978-3-401-09973-6  
Rights: available worldwide

# EVELINE HASLER



Eveline Hasler lives in Switzerland. She studied psychology and history, worked as a teacher for a short period and then started to write novels. Several of her children's books and novels received awards and were turned into movies.

Age 4+  
 192 pages  
 15.3 x 20.5 cm  
 Hardcover  
 UV finish on cover  
**€ 9.99**  
 978-3-401-70665-8  
 January 2015  
 Rights of the series: sold to  
 KR, PRC

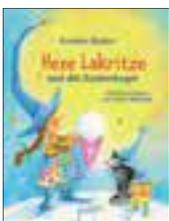


- More than 450.000 copies sold.
- Illustrations by Ulrike Mühlhoff.

## LICORICE THE WITCH. HER COLLECTED ADVENTURES IN ONE VOLUME

Like any witch Licorice loves to do magic. That's why she is diligently studying magic spells at the School for Witches. And finally she can conjure up anything she needs! A powerful dragon that will protect her and a magic broomstick she can fly to school with. But then her new broom disappears. Deuce! All of a sudden not a single magic spell to get it back is working. Hopefully Zinnobro the Magician can help the little witch ...

### BACKLIST SAMPLES (ILLUSTRATOR)



**LICORICE THE WITCH AND THE MAGIC BOWL (VOL. 2)**  
 Age 3+  
 Classics  
 978-3-401-50246-5  
 Rights of the series: see above



**LICORICE THE WITCH (VOL. 1)**  
 Age 3+  
 Classics  
 978-3-401-07284-5  
 Rights of the series: see above

# TILDA APPLESEED SERIES

Welcome to the world of Tilda Appleseed! No matter whether Tilda plans a flea market or a sewing contest with her friends, discovers a mysterious egg on her doorstep or goes on a world trip – everything turns into a wonderful adventure when Tilda Appleseed is around! This series is on the verge of becoming a classic in the German market. Written and illustrated by Andreas H. Schmachtl the Tilda series concentrates on basic values: friendship, family, taking care of each other. The rights of the series have been sold to BG, CN, ES, HU, IT, LT, LV, RU, TR, German audio book rights.

Age 5/6+  
 48 pages  
 17.5 x 24.6 cm  
 Very First Reading  
 Hardcover  
 Including Book Bear Puppet  
 on a string and Book Bear  
 sticker sheet  
**€ 7.99**  
 978-3-401-70556-9  
 January 2015

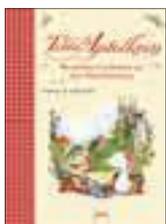


- Tilda Appleseed now for first first readers, too!
- Picture stories with very short text segments.
- Andreas H. Schmachtl works exclusively for Arena. His books have sold a total of 650,000 copies.

## TILDA APPLESEED AND A VERY SPECIAL GUEST. STORIES ABOUT FRIENDSHIP (FIRST READERS, VOL. 1)

Tilda Appleseed is puzzled: Her friend, Rupert the hedgehog, has been acting strange lately. Why does he suddenly like sugar-coated dumplings? And what does he need a map of the woods for even though he knows the woods like the back of his hand? Tilda's friend Molly is just as puzzled. Yet the explanation is really simple!

### BACKLIST SAMPLES (SERIES)



**TILDA APPLESEED. WONDROUS STORIES FROM ROSE ALLEY**  
 Age 4+  
 Story Book  
 978-3-401-09391-3  
 Rights: see series information



**TILDA APPLESEED. ALWAYS INSEPARABLE**  
 Age 3 +  
 Picture book  
 3-401-09383-5  
 Rights: see series information



**TILDA APPLESEED. YOU ARE MY GREATEST TREASURE**  
 Age 3 +  
 Picture book  
 978-3-401-70397-8  
 Rights: see series information

# JULI DANDELION SERIES

The little adventures of Juli Dandelion – they make for great stories taken from children’s daily lives so every child between three and five years old can relate to them! The Author and illustrator Andreas H. Schmachtl was born in 1971; he studied fine arts, German literature and English literature. Since 2007, he has applied all his love for detail and his characters to narrating and illustrating enchanting and adventurous stories about mice, rabbits, hedgehogs and other small creatures. They are put into series about Tilda Appleaseed, Juli Dandelion or Hieronymus Frog.

Rights of the series have been sold to PRC, RU.

Age 3+  
88 pages  
total of / 16.5 x 23 cm  
Story book  
Non-glossy laminate,  
UV spot  
**€ 9.99**  
978-3-401-70436-4  
November 2014

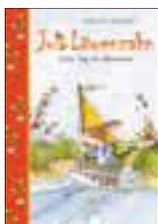


- Andreas H. Schmachtl works exclusively for Arena.
- His books have sold a total of 650,000 copies.

## JULI DANDELION. A DAY IN THE TREE HOUSE AND OTHER ADVENTURES (VOL. 3)

Every child loves the stories about Juli Dandelion! This time Juli discovers the wilderness around his tree house, experiences thrilling adventures with his younger brother, Matti. He takes a trip to the sea for the first time in his life, turns into a reporter, helps Grandpa Dandelion, falls in love for the first time, rescues his dad from a storm – and at the end of the summer the greatest adventure of all awaits the little rabbit: school!

### BACKLIST SAMPLES (SERIES)



**JULI DANDELION. A NEW ADVENTURE EVERY DAY (VOL. 1)**  
Age 3+  
Story book  
978-3-401-09600-1  
Rights: see series information



**JULI DANDELION. BEST FRIEND FOREVER (VOL. 2)**  
Age 3+  
Story book  
978-3-401-09925-5  
Rights: see series information

# JULI DANDELION BOARD BOOKS

Very first stories narrated with TLC and a sense of humour. Juli Dandelion is a much beloved character because all preschoolers can identify with the little rabbit and his adventures. And finally there are Juli's first adventures for children Age 24+ months. So now they can discover their world together with Juli.

The author Andreas H. Schmachtl studied fine arts, German literature and English literature. Since 2007, he has applied all his love for detail and his characters to narrating and illustrating enchanting and adventurous stories about mice, rabbits, hedgehogs and other small creatures. Rights of the series are sold to PRC, RU.



Sleep tight, Juli Dandelion!  
978-3-401-70577-4



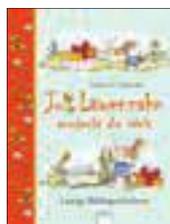
A Day with Juli Dandelion  
978-3-401-70578-1

24+ months  
20 pages  
13 x 13 cm  
Cardboard  
€ 3.99  
978-3-401-70577-4  
January 2015

## SLEEP TIGHT, JULI DANDELION! AND A DAY WITH JULI DANDELION

It is time to go to bed but Juli Dandelion is not tired at all. There is still so much to do before he will snuggle up to Oscar, his stuffed frog, in bed. And when Juli gets up in the morning, the most exciting adventures await him while playing, getting dressed, eating and going shopping.

### BACKLIST SAMPLES (SERIES)



**JULI DANDELION  
DISCOVERS THE WORLD.  
FUNNY PICTURE STORIES**  
Age 2  
Picture Stories  
978-3-401-07648-5  
Rights: see series  
information



**JULI DANDELION.  
TREASURE HUNT IN THE  
CARROT FIELD**  
Age 3+  
Picture Book  
978-3-401-09496-0  
Rights: see series  
information



**JULI DANDELION.  
MORNING-TO-EVENING-  
ADVENTURES**  
Age 4+  
Picture book with clock  
978-3-401-70145-5  
Rights: see series information

# THE STRAWBERRY FAIRY

Everyone loves the Strawberry Fairy! The little fairy is caring, affectionate, and always there whenever her friends are in need for help. The books are as lovely as dreams, and tell magical stories about the adventures of the Strawberry Fairy and all of her friends from the Wildberry Woods with the most enchanting pictures. Stefanie Dahle was born 1981 in Schwerin and spent countless hours looking at picture books and painting the walls of her room even when she was a child. Today she writes and illustrates her own imaginative and beautiful picture book worlds. Since 2007, she works exclusively for Arena.

Rights of the series have been sold to CR, CO, CZ, BE, BG, EE, FI, GR, HU, KR, LV, NO, NL, PL, PRC, RU, SI, SK, USA, ZA, German audio book rights.

24 + months  
38 pages  
20 x 20 cm  
Cardboard with real book cover  
The cover features rounded corners and glittery finish  
**€ 9.99**  
978-3-401-70448-7  
January 2015



- The books written and/or illustrated by Stefanie have sold a total of 550,000 copies so far.
- The series offers picture books, story books, board books, colouring books and books for first readers.

## COME TO FAIRYLAND WITH THE STRAWBERRY FAIRY! VERY FIRST STORIES

The Strawberry Fairy is simply the best! With the aid of Paula Wind Fairy and Eleni the Sun Fairy she tends to her strawberry garden and is always there for her friends. And when she can't sleep at night, she travels to the Land of Milk and Honey with Kasimir, the dream donkey, helps the moon when it feels ill or sends a shooting star that has got lost in the universe back home in a cloud taxi.

### BACKLIST SAMPLES (SERIES)



**STRAWBERRY FAIRY. MAGICAL STORIES FROM STRAWBERRY FIELDS (VOL. 1)**  
Age 4+  
Story Book  
978-3-401-70394-7  
Rights: see series information

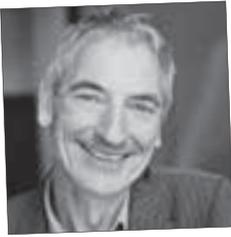


**STRAWBERRY FAIRY. SUNNYSIDE UP (VOL. 1)**  
Age 3+  
Picture Book  
978-3-401-09999-6  
Rights: see series information



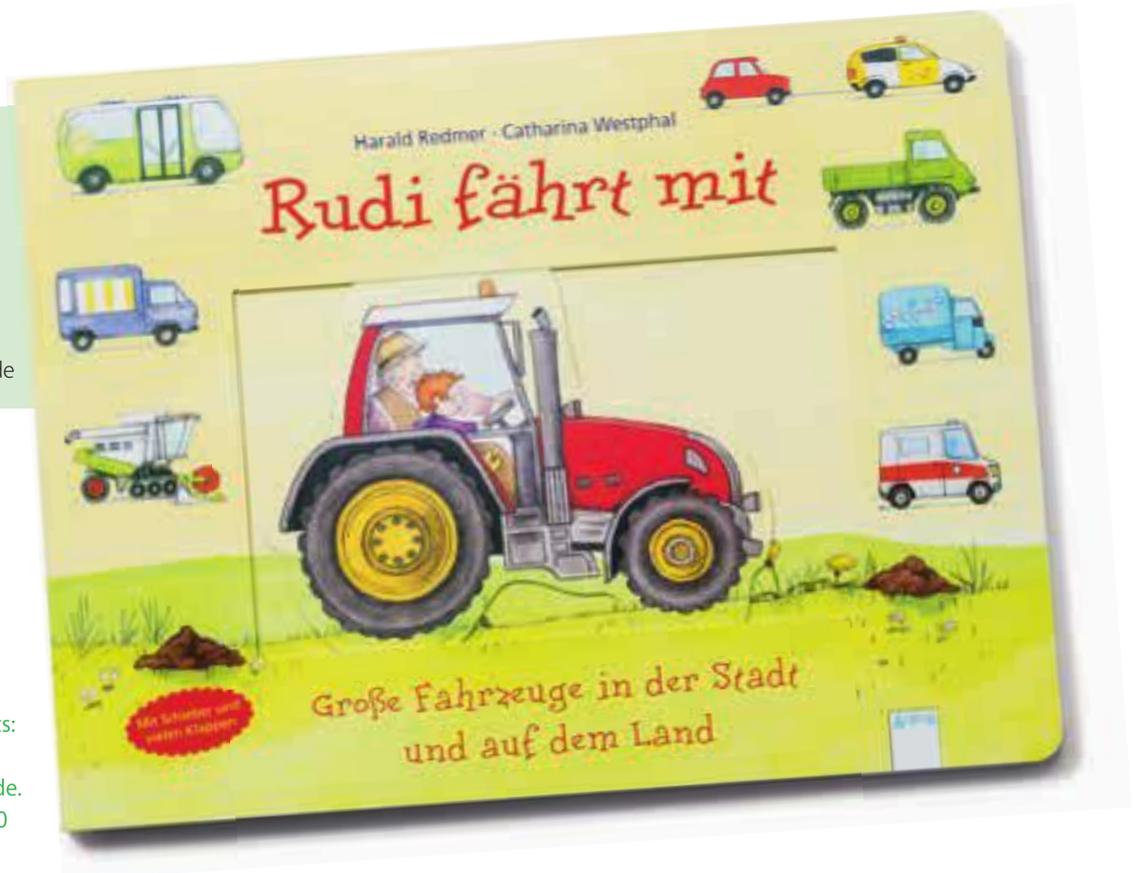
**COLOURING WITH THE STRAWBERRY FAIRY (VOL. 1)**  
Age 5+  
Activity Book  
978-3-401-70508-8  
Rights: see series information

# HARALD REDMER



Harald Redmer, born in 1954, lives in Münster and works as a freelance actor, stage director, producer and script editor. He writes texts for theatre plays and enjoys writing stories for children as well. He was the co-founder of the renowned theatre at the Pumpenhaus in Münster and has been a member of the „fringe ensemble“ of Bonn since 2001. In the past years he also produced much acclaimed documentaries. Since August of 2013 Harald Redmer has managed the North Rhine-Westphalia State Office of Independent Culture in Dortmund.

Age 2+  
12 pages  
29,5 x 22,5 cm  
Cardboard  
Featuring flaps inside and  
movable part on cover  
€ 9.99  
January 2015  
978-3-401-70361-9  
Rights: available worldwide

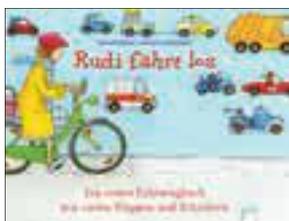


- With fantastic play effects: movable part on cover and numerous flaps inside.
- Volume 1 has sold 15,000 copies so far.
- Illustrated by Catharina Westphal.

## RUDI JOINS THE RIDE. LARGE VEHICLES IN THE CITY AND THE COUNTRY (VOL. 2)

Rudi is on the road again – on his way to Uncle Willi's farm! Together with Mummy he takes the bus, the regional train and finally gets to ride on Uncle Willi's new tractor. Plenty of surprises hide behind every flap found on the vehicles: Young vehicle fans will love this playbook!

### BACKLIST SAMPLES (AUTHOR)



#### RUDI'S RIDE THROUGH THE CITY (VOL. 1)

Board book with many flaps and sliding elements  
Age 2 +  
Cardboard  
978-3-401-70012-0  
Rights: available worldwide

# MY BIG TRACING BOOK SERIES

Including movable push element which leads the readers through the story. Perfect format for browsing and narrating the funny scenarios that happen along the trace. Promotes motor skills and handwriting skills. Humorous illustrations by Christine Kugler, Eva Spanjardt, Nina Hammerle.



Illustrated by **Christine Kugler**  
 Age months 36+  
 10 pages  
 28 x 215 cm  
 My Great Big Tracing Book,  
 Cardboard  
 With grooves for tracing and  
 movable element  
**€ 9.99**  
 978-3-401-70447-0  
 January 2015  
 Rights: available worldwide

- Includes movable push element.
- Successful concept.
- Extraordinary and unique reading fun.

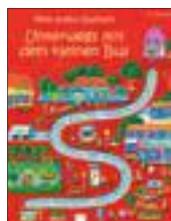
## MY BIG TRACING BOOK. WHERE IS THE LITTLE CHICK? (VOL. 4)

The little chick is looking for his mummy! Did she hide somewhere on the farm? Or can she be found in the zoo? The chick hops from page to page on the movable push element and meets all kinds of other animals until he finally finds his mother: great fun while searching, reading and playing!

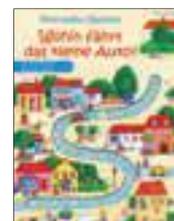
### BACKLIST SAMPLES (SERIES)



Illustrated by **Nina Hammerle**  
**THE GREAT BIG TRACING BOOK. WHERE IS THE EASTER EGG ROLLING TO? (VOL. 3)**  
 Age 3+  
 Cardboard picture book  
 978-3-401-09997-2  
 Rights: available worldwide



Illustrated by **Eva Spanjardt**  
**MY GREAT BIG TRACING BOOK. ON THE ROAD WITH THE LITTLE BUS (VOL. 2)**  
 Age 3+  
 Cardboard picture book  
 978-3-401-09805-0  
 Rights: available worldwide



Illustrated by **Eva Spanjardt**  
**MY GREAT BIG TRACING BOOK. WHERE IS THE LITTLE CAR GOING? (VOL. 1)**  
 Age 2+  
 Cardboard picture book  
 978-3-401-09579-0  
 Rights: sold to CZ

# KIDDI NATURE SERIES

With the Kiddi Nature series, it's all about nature – especially in production! The books's colours are all based on vegetable oils, glue is free from any solvents and the finish is water-based. Our Kiddi Nature series books are made of recycled paper to a very high degree. They are produced in Germany.



**Maria Wissmann**  
 Age 18+ months  
 24 pages  
 18 x 18 cm  
 KiddiNature  
 Cardboard  
**€ 6.99**  
 978-3-401-70570-5  
 January 2015  
 Rights: available worldwide

**WORDS AND PICTURES. MY VERY FIRST FAVOURITE BOOK**

Mia and Mattis play, eat, get dressed and discover the world: How cute the animals and how big the vehicles are! Children Age 18+ months discover their world with Mia and Mattis and learn their first words. A wonderful first favourite book with everything that delights toddlers!

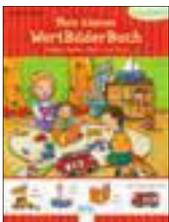
**MY LITTLE WORLD. FAVOURITE ANIMALS**

Good for children – good for the environment: These cardboard picture books for children aged 12+ months, which are produced in a way that protects the environment, make it really easy to recognize and name the first pictures. Illustrations in bright colours depict objects from a child's world and help every day to enlarge the child's vocabulary in a playful way.



**Marika Blau**  
 Age 12+ months  
 20 pages  
 13 x 13 cm  
 KiddiNature  
 Cardboard  
**€ 2.99**  
 978-3-401-70702-0  
 January 2015  
 Rights: available worldwide

**BACKLIST SAMPLES (SERIES)**



**MY LITTLE FIRST WORD PICTURE BOOK: TEDDY, APPLE, BALL AND BOOK**  
 Age 18+ months  
 Cardboard Book  
 978-3-401-70364-0  
 Rights: available worldwide



**MY LITTLE FIRST WORD PICTURE BOOK: VEHICLES, ANIMALS, FARM**  
 Age 18+ months  
 Cardboard Book  
 978-3-401-70365-7  
 Rights: available worldwide

# NATASCHA ROSENBERG



Natascha Rosenberg was born in Germany and grew up in Spain. She studied law, knowing all the while that working in the legal profession wouldn't make her happy. So finally she decided to work as an illustrator "because it felt right". She lives in Madrid and Berlin.

Age 6+ months  
 8 pages  
 19 x 15 cm  
 Bathing book with stencilled page register. Comes in a polybag with header card  
**€ 7.99**  
 978-3-401-70439-5  
 January 2015  
 Rights: available worldwide

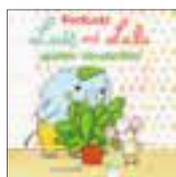


- Features funny rhymes and pictures.
- Perfect to play with in the water.
- Tested in accordance with EN 71 – free from any harmful substances.

## MY FIRST BATHING BOOK. SPLISH, SPLASH, WE'RE TAKING A BATH!

Splish, splash, we're taking a bath! The duck waddles into the lake, the puppy dogs splash in the water for hours, and the frog even has invited his friends! Will the elephant fit into the tub, too? Lots of fun reading, browsing and bathing – because young bathers can take this book into the water!

### BACKLIST SAMPLES (ILLUSTRATOR)



**PEEKABOO!  
 LUIS AND LULU PLAY  
 HIDE-AND-SEEK (VOL. 1)**  
 Age 2+  
 Cardboard. Features flaps and turning disks  
 978-3-401-70154-1  
 Rights of the series: sold to ES



**ALL THE THINGS LUIS AND  
 LULU CAN DO**  
 Age 2+  
 Cardboard. Features flaps and turning disks  
 978-3-401-70155-4  
 Rights of the series: sold to ES



**GOING TO THE LOO? THAT'S  
 HOW YOU DO IT!**  
 Age 3+  
 Cardboard picture book.  
 Features flaps, sliding effects,  
 moving disk  
 978-3-401-09780-0  
 Rights: available worldwide

# JANA FREY



Jana Frey was born in Düsseldorf in 1969. After finishing school in Wiesbaden, she studied literature, arts and history in Frankfurt, San Francisco and Auckland/New Zealand. In 1994 her first novel for juveniles was published. In the meantime she has written numerous books for children and young adults that have been highly praised by the media. Her novel Höhenflug abwärts (Flying High to Hit the Bottom) was nominated for the Award of Juvenile Literature. The author lives near Frankfurt am Main with her family.

Age 3+  
32 pages  
21.5 x 28 cm  
Hardcover  
UV finish on cover  
**€ 12.99**  
978-3-401-70164-6  
January 2015  
Rights: available world wide



- Important topic for young families.
- A picture book that makes for a good conversation starter at home and at the day-care centre.
- Tender illustrations by Elli Bruder.

## A LITTLE BROTHER FOR MATS AND SELMA

Mummy and Daddy have a surprise for Mats: Mummy is having a baby! A little brother for Mats and Selma! At first the two of them are not sure if they should look forward to their new sibling but then they get thrilled when the baby starts growing in mummy's tummy. And Mats and Selma can hardly wait to play with their new baby brother.

### BACKLIST SAMPLES (AUTHOR)



**FRIEDA TROUBLEMAKER. LOTS OF LOUD STORIES (VOL. 1)**  
Age 7+  
Story Book  
978-3-401-06599-1  
Rights: available worldwide



**HURRY OFF TO BED, LITTLE ANIMALS!**  
Age 2+  
Cardboard picture book  
978-3-401-70150-9  
Rights: available worldwide



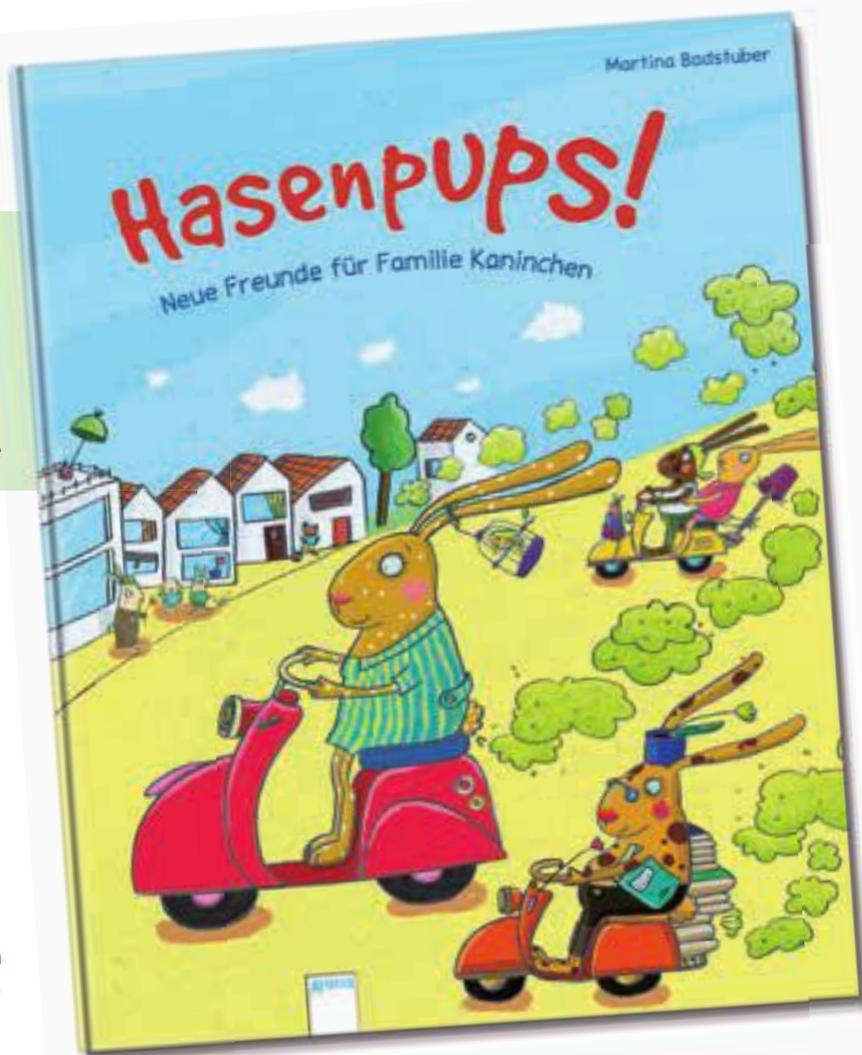
**FUNNY GHOST STORIES**  
Age 6+  
First Readers  
978-3-401-70167-7  
Rights: available worldwide

# MARTINA BADSTUBER



After completing professional training as a decorator, Martina Badstuber, born in Ravensburg in 1972, studied communication design at the Technical College of Design in Augsburg. She works as an author and illustrator for various children's book publishers and lives near Ravensburg.

Age 4+  
32 pages  
21.5 x 28 cm  
Hardcover  
UV finish on cover  
**€ 12.99**  
978-3-401-70324-4  
January 2015  
Rights available worldwide



- Powerful educational topic "prejudice".
- Funny, contemporary illustrations.
- Feist picture book written and illustrated by Martina at Arena.

## BEWARE OF THE WHOPEE HARE! NEW FRIENDS FOR THE RABBIT FAMILY

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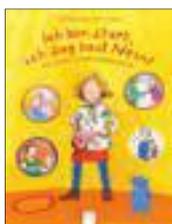


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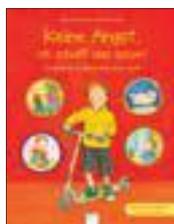
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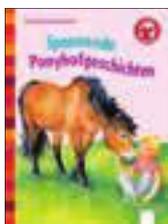


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