Lonely Planet Kids: Who we are

Come explore! Let’s start an adventure. Lonely Planet Kids excites and educates children about the amazing world around them. Combining astonishing facts, quirky humour and eye-catching imagery, we ignite their curiosity and encourage them to discover more about our planet.

Every book draws on our huge team of global experts to help share our continual fascination with what makes the world such a diverse and magnificent place – inspiring children at home and in school.

Find out more by visiting lonelyplanetkids.com
Consumer-facing brand statements

WE ARE:

AUTHENTIC  COLOURFUL

ENTHUSIASTIC  EDUCATIONAL

CURIOUS  GLOBAL

EXPERT  INCLUSIVE

INSPIRING  INFORMATIVE

FUN  EXCITING

CREATIVE  QUIRKY

ADVENTUROUS
Rebranding

Following some market research, in 2017 we’ve rebranded the imprint. We’ve rewritten our positioning statements, reviewed our publishing and marketing strategies, and redesigned our covers to make them more consistent and recognisable. We believe we have a stronger brand as a result.
Marketing activity in 2017

- POS materials for trade and events including bookstore display units
- Animals theme for 2017
- Dedicated newsletter and blog launched
- In-store displays
Emirates partnership

Marketing activity in 2017

Social support - including PopJam!

Activity packs provided for partners and teaching resource packs available on our website

Creative challenges and workshops

Pop up events
Lonely Planet Kids social channels*

- Twitter: 11,800
- Facebook: 13,365
- Popjam: 32,100
- Newsletter: 18,374

*figures accurate as of July 2017
Social media assets

In support of our campaigns, we create a range of assets for social media, from short promotional videos to gifs and online quizzes. We offer these to partners on a case-by-case basis.

Check out our video about surviving the free-fall of a lift in support of How to Survive Anything - which went viral (over 2 million views to date).

Watch the How Cities Work video [here]
OUR LATEST TITLES

Review copies, covers and extracts available on request.
Amelia’s Maze Adventure and Marco’s Maze Mission

Complete fiendish mazes and discover entertaining facts on every page. It’s going to be an a-maze-ing adventure! Hours of brain-boggling fun for children aged 7+.

May 2017
Age 7-10

Amelia’s Maze Adventure | 9781786574350
Marco’s Maze Mission | 9781786576866
Pages: 96
Size: 270 x230mm
Paperback
Price: £6.99
Unfolding Journeys: Secrets of the Nile and Great Wall of China

Discover breathtaking wonders as you follow these pull-out friezes. One side features beautiful illustrations, while the reverse is packed with amazing facts. Get ready for an unforgettable journey!

June 2017
Age 8-12

Secrets of the Nile | 9781786575371
Great Wall of China | 9781786571977
Pages: 16 panels
Size: 305 x 230mm
Hardback
Price: £12.99
How Animals Build

This beautifully illustrated hardback explores the incredible world of animal architects. Kids can lift the flaps and open gatefolds to discover amazing animal homes up high, underground, on land and under the sea. From spider webs and rabbit warrens, to bird nests and ant colonies, we reveal the secrets to these extraordinary structures.

September 2017
Age 7-10

9781786576620
Pages: 12 spreads
Size: 260 x 280mm
Hardback
Price: £12.99
Explore the animal kingdom like never before in this beautiful encyclopedia, featuring over 100 incredible creatures from around the world, including the grey wolf and green anaconda, the bald eagle and emperor penguin. Packed with amazing facts and hand-drawn illustrations, you’ll also learn about our relationship with these animals and how we’re affecting their lives and habitats.

September 2017
Age 8-12
9781786574336
Pages: 164
Size: 210 x 235mm
Hardback
Price: £14.99
Dinosaur Atlas

Travel back in time over 200 million years to lost prehistoric lands and the dinosaurs that once roamed them. Kids can uncover the latest dinosaur discoveries and learn how these creatures lived – and who dug them up. Lifting the flaps unearths photos of life-size fossils and kids can measure themselves against enormous bones, teeth and claws!

October 2017
Age 5+

9781786577184
Pages: 16 spreads
Size: 260 x 280mm
Hardback
Price: £12.99
Incredible Cabinet of Wonders

Welcome to the greatest little museum in the world! 12 collectors, from toy makers and monster hunters, to sailors and archaeologists, have created their own themed cabinets and filled them with their favourite things. By peeking inside, kids can discover these 100 extraordinary objects and learn more about our planet’s weird and wonderful history.

October 2017
Age 8-12

9781787011038
Pages: 14 spreads
Size: 275 x 235mm
Hardback
Price: £15.99
Here’s a series that’s seriously streetwise. Colourful themed trails take kids under each city’s skin to discover amazing facts and tales that aren’t on the tourist routes, from history and culture to food and nature. Also available: City Trails – London, Paris, New York City.

October 2017
Age 8-12

City Trails: Rome | 9781786579638
City Trails: Tokyo | 9781786577252
City Trails: Sydney | 9781786579652
City Trails: Washington D.C | 9781786577276
Pages: 104
Size: 205 x 205mm
Flexibound
Price: £8.99
Planet Earth. Four elements. One incredible story. We take kids on a rollercoaster ride through history, geography and science to show how four elements – earth, fire, air and water – created the world and everything that exists today. Amazing facts, photography and illustrations bring our planet and its past to life in an exciting, engaging way.

November 2017  
Age 8-12  
9781787012776  
Pages: 256  
Size: 310 x 240mm  
Hardback  
Price: £14.99
Around the World in 50 Ways

It’s time for kids to explore the world like never before! By choosing their route and transport, from bicycles and sleds, to steamboats and hot-air balloons, they’ll get to visit famous cities and exotic far-flung places - all the while learning amazing facts along the way. But they’ll need to be careful: not every path will take them the right way.

February 2018
Age 8-12
9781786577559
Pages: 164
Size: 245 x 190mm
Flexibound
Price: £11.99
Sticker World: Museum, Theme Park, Zoo

Part doodle book, part sticker book, this fun and interactive series enables kids to create the places of their dreams. By becoming a planner, architect and builder, they can add stickers and drawings to each page to bring their museum, zoo or theme park to life.

February 2018
Age 5-8

Sticker World: Museum | 9781787011342
Sticker World: Theme Park | 9781787011366
Sticker World: Zoo | 9781787011380
Pages: 40pp + 12pp (6 pages of stickers)
Size: 270 x 215mm
Paperback
Price: £5.99
Contact us

For general information about Lonely Planet Kids and our full range of books, visit lonelyplanetkids.com or email go@lonelyplanet.com

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Thank you!