



**ON SALE 10/1/2013**  
**Announced 1st Print: 50,000**

**POW!**

**HC: 9781576876411/\$21.95/\$25.95 Can.**

**BISAC 1:** Juvenile Nonfiction - Toys, Dolls & Puppets

**BISAC 2:** Juvenile Nonfiction - Antiques & Collectibles

**BISAC 3:** Juvenile Nonfiction - Sports & Recreation - Miscellaneous

**Page Count:** 96      **Trim Size:** 10 x 12

**Carton Count:** 12

**Illustrations:** 100+ FULL-COLOR PHOTOGRAPHS AND ILLUSTRATIONS

**Edition Desc:** EXCLUSIVE NERF DARTS INCLUDED.

**Age:** 8-12 years      **Grade:** Grades 3-7

## NERF: Ultimate Blaster Book

Reading Line: Contains 6 exclusive NERF darts!

Nathaniel Marunas

The first-ever official NERF book, featuring every blaster ever made! Packed with photos and facts, this comprehensive visual tour of NERF's iconic blasters features a high-energy design, kid-friendly format, and an exclusive set of 6 specially designed (and highly collectible) foam darts incorporated into the cover.

This lavishly illustrated book is the ultimate NERF must-have. A hardcover, full-color collector's volume, NERF: Ultimate Blaster Book presents each blaster in a fully illustrated, detailed spread that provides a complete array of technical specifications (range, capacity, propulsion type, etc.), the story behind the blaster, and callouts explaining its special features. Sidebars offer trivia, activities, and more.

In the tradition of the LEGO Star Wars Visual Dictionary (more than a million copies sold), this is the definitive guide to the iconic NERF blaster, and a book that all NERF fans will want to own.

- NERF is the #1 sports toy brand in the boys age 8 - 12 age range and the #1 sports action brand at mass
- NERF blasters are a \$1billion global business, with more than 65 million blasters sold around the world between 2009 and 2011
- 860 million NERF darts sold in 2011 alone; since 2008, more than 2 billion darts sold--enough to circle the globe 4 times
- The NERF Nation online community has more than 500,000 members

**Author Bio:** Nathaniel Marunas is the author of *Manga Claus: The Blade of Kringle* (YALSA Award) and *Worst-Case Scenario Survival Handbook, Jr.: Gross Edition*. He lives in Brooklyn, NY with his wife and 2 young NERF enthusiasts.

**Residence:** Brooklyn, NY **Hometown:** New York, NY **Social:** @nerfnation

## Publicity and Marketing

**Feature Site:** www.hasbro.com National print,

- radio, and media outreach, including NPR Books (Backseat Book Club), PW, Kirkus, Booklist, School Library Journal, NYT, Washington Post Book World, USA Today, Midwest Book Review

- Mommy and Daddy-blogger outreach

- NERF blogger outreach, including nerfhq.com, nerfcenter.com, adultfansofnerf.com, dartblasters.com, urbantaggers, basicnerf, awesomelynerf, and more

- NERF in-store event kit

- cross-promotion with Hasbro/NERF and NERF.com's NERF Nation (Twitter and Facebook), and promotion on NERF's YouTube channel

- Online advertising

Introduction: From Foam Power to Firepower

Chapter 1: Ammunition--All About the Rounds

Chapter 2: Light Blasters

Chapter 3: Medium Blasters

Chapter 4: Heavy Blasters

Chapter 5: Accessories--Support When It Counts

Afterword: The Future of Foam

Visual Index to Every NERF Weapon Ever

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