THE PUBLISHING COMPANY AND ITS HISTORY

Arena Verlag is one of the major publishing companies for children’s and young adult fiction in Germany. Founded in 1949, its place of business has been Würzburg ever since. Since 1979, Arena Verlag has been a part of the Westermann Publishing Group situated in Braunschweig, Germany. Ever since the company’s establishment, the name Arena has been standing for knowledge and entertainment, for sophisticated, informative, and simultaneously thrilling children’s and young adult fiction. With about 2,000 available titles as hardcovers, paperbacks, board books, EVA books, brochures, audio books, mp3s and eBooks, Arena Verlag nowadays keeps a diverse range for infants, children, and young adults on hand. There’s something to discover for everyone!

WELCOME! WELCOME! WELCOME!

This catalogue includes Arena’s most important and most selling characters – in Germany and worldwide. They might make a great addition to your own list, so please take your time and stop for a chat. The Strawberry Fairy, Tilda Appleseed, Lilli and Lotta can’t wait to meet you!

With this edition we would like to introduce our smash hit fantasy series OWL MAGIC to you. It earns its spot in this catalogue with 350,000 sold copies in Germany since July 2015! Please meet Flora and her magic owl Goldwing on page 12.

We hope you enjoy browsing this catalogue and look forward to hearing from you.

Tanja Birkenstock  Felicia von Keyserlingk  Bianca Kuchenbrod
Head of Rights  Rights Manager  Rights Assistant

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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. These stories are extraordinarily designed and made for reading aloud.

RIGHTS OF THE SERIES:
sold to BG, CZ, DK, EE, ES (LA), FI, GR, HU, LT, LV, NO, PRC, RO, RU, SI, UA, ZA, German audio book rights

ABOUT THE AUTHOR AND ILLUSTRATOR
Stefanie Dahle was born 1981 in Schwerin and spent countless hours looking at picture books and painting the walls of her room since she was a child. At the Hamburg University of Applied Sciences, she studied illustration – and today she creates her own imaginative and beautiful picture book worlds that let the reader spend many hours day-dreaming.

PLEASE VISIT STEFANIE DAHLE'S LOVELY HOMEPAGE:
WWW.STEFANIEDAHALE.DE
MERCHANDISE NOVELTIES
SPRING 2018

Please ask for our Merchandise factsheet
STRAWBERRY FAIRY NOVELTIES

SPARKLING STICKER FUN IN THE STRAWBERRY GARDEN

There is always something going on in the strawberry garden! The little strawberry fairy tidies her cottage. She bakes delicious muffins and tries on pretty clothes. The numerous charming scenarios can be freely designed with the 100+ glittery stickers.

Age: 4+
24 pages • 21.1 x 27.9 cm
Softcover
€ 5.99
January 2018
With over 100 sparkling stickers and glittery finish on the cover
978-3-401-71219-2

THE STRAWBERRY FAIRY. MY FAVOURITE CUDDLE BOOK

Finally even babies can enjoy the Strawberry Fairy – in the form of a super-soft baby book that can be touched and that comes with a funny flap Baby can play with. What a delightful first book fun!

Age: 6 months+
8 pages • 15.5 x 15.5 cm
Cloth book
€ 11.00
January 2018
With applications, rustling page and big flap, in a gift box with acetate, sticker as closure
978-3-401-71040-2

BACKLIST SAMPLES

Sunnyside Up (Picture Book, Vol. 1)
978-3-401-09999-6

Magical Stories from Strawberry Fields (Story Book, Vol. 1)
978-3-401-70394-7

Well Done, Little Strawberry Fairy (Board Book, Vol. 1)
978-3-401-09605-6

Lovely, Little Strawberry Fairy! (First Reading, Vol. 1)
978-3-401-09984-2
Tilda Appleseed and her Friends

Tilda Appleseed stands for cordiality and zest for life. All the little adventures with her and her friends are characterized by a special emotionality and a subtle humour. All characters are described in a loving, realistic way so that they enter the hearts of young and old alike. Tilda meets every challenge full of enthusiasm and with great self-esteem. She is always there for her friends and encourages them to discover the bright sides of life. The stories about Tilda Appleseed fulfill the dream of a peaceful, lovely life full of little happy moments you can share with your loved ones.

RIGHTS OF THE SERIES:
sold to BG, DK, EE, ES, FI, HU, IT, LT, LV, PRC, RO, RU, TR, UA, German audio book rights

ABOUT 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 whose welfare and protection mean a lot to him. His books have been published exclusively by Arena Publishing.

Rights of the books of Andreas H. Schmachtl:
sold to BG, BR, CZ, DK, EE, FI, HU, IT, LT, LV, PRC, RO, RU, SE, TR, UA, VN, German audio book rights
MERCHANDISE AUTUMN 2017

Please ask for our Merchandise factsheet
THE SUCCESSFUL TILDA APPLESEED SERIES BY ANDREAS H. SCHMACHTL STARTED AS AN ANIMATED TV SERIES

Between Friday, 18th November 2016 and Wednesday, 30th November, the children’s channel KiKA broadcasted the first 13 episodes of the children’s book bestselling series TILDA APPLESEED daily at 6:40 pm, prime time. The series comprises 26 episodes, lasting seven minutes each. The second batch was shown between 28th March and 9th April 2017, also at 6:40 pm. The series has been produced by the German producer WunderWerk in co-production with MDR/ SWR. The deal was negotiated by Isabel Schickinger from the Lianne Kolf Agency on behalf of Arena Publishing.

SPECTACULAR FIRST BROADCAST OF TILDA APPLESEED

An average number of 725,000 viewers aged 3 years and older made Tilda’s debut on screen a brilliant success. At peak time, the small mouse reached up to 1 million viewers. Among the 3- to 13-year-old children, the new series made a spectacular start with a market share of 45% and 450,000 viewers.

TILDA APPLESEED TV-SERIES NOMINATED FOR GRIMME-TV-AWARD

The TILDA APPLESEED TV series was nominated for the GRIMME AWARD 2017 in the category “Children & Young Adults” on 18th January. The GRIMME AWARD is the most-respected award for TV programmes in Germany. We are very honoured!

BEST-SELLING BOOK SERIES AS BASIS FOR THE TV SERIES

The series is based on the original books by Andreas H. Schmachtl, published by Arena Verlag. The small elderflower coloured church mouse is known by old and young fans all over Germany. From velvety cloth books and picture books to story books, she has been a part in the life of children for almost ten years. Tilda’s books have been translated into 11 languages so far and we sold 780,000 copies of the series in Germany.

If you have any questions about the worldwide distribution of the TV series, then please contact Claudia Schmitt from BetaFilm at Claudia.Schmitt@betafilm.com.
TILDA APPLESEED NOVELTIES

TILDA APPLESEED, A SURPRISE VISIT TO THE MOUSE HOUSE

Bind-up: It is so picturesque on Rose Alley – specially in spring. That is why the little elder-blossom white church mouse decides to capture the miracle of spring in a picture: a sheep in front of a green field. But what has Tilda not counted on? That someone rings her doorbell and suddenly all these surprise guests stand on her doormat!

TILDA APPLESEED, 2019 FAMILY PLANNER

Stay ahead of all dates and appointments with Tilda Appleseed! The generously spaced columns of the monthly sheets with lovely designs provide lots of room for the whole family’s planning and organizing. More than 500 stickers for doctor’s appointments, birthdays and vacations will help you do just that.

BACKLIST SAMPLES

Tilda Appleseed. The Great Busy-Picture Book
978-3-401-70451-7

Tilda Appleseed. Lovely Stories from Rose Alley (Story Book, Vol. 1)
978-3-401-09391-8

Tilda Appleseed. Recipes For Happiness - A Cooking and Baking Recipe Book For You and Your Dear Friends
978-3-401-70937-6

Tilda Appleseed. How Nice to Have You!
978-3-401-70395-4
This series offers LILLI THE WITCH’s adventures for kids aged 7+ with coloured illustrations throughout each book. All titles have been relaunched and there is one new adventure being published each year. The series has been translated into 40 languages and over 22 million copies have been sold worldwide.

**RIGHTS OF THE SERIES SOLD TO:**
BG, BR, DK, EE, ES (Cast., Cat., Basque, Galician), IT, JP, LT, NL, NO, PL, PRC, SI, TH, TR, ZA and German audio book rights

**LILLI THE WITCH**
Lilli is a regular girl until she finds the Magic Spell Book next to her bed. But, pssst! No one is supposed to know about this! Lilli is a secret witch – a perfect recipe for trouble and adventures!

**HECTOR**
Surulunda’s assistant who is now also ... hm ... helping Lilli to find her footing. He is a little bit chaotic and loves to eat!

**LEON**
Lilli’s little brother and her partner in many adventures.

**SURULUNDA**
The witch who used to own the Magic Spell Book and who chose Lilli as her successor.

**ABOUT THE AUTHOR**
**KNISTER** is one of the most famous and successful German children’s book authors. His books have been translated into 40 languages and over 22 million copies of LILLI THE WITCH have been sold worldwide. This bestselling series was also the basis for a cartoon series and two movies which premiered in Germany in 2009 and 2011 (LILLI THE WITCH, THE DRAGON AND THE MAGIC BOOK and LILLI THE WITCH. THE JOURNEY TO MANDOLAN).

**ABOUT THE ILLUSTRATOR**
**Birgit Rieger** grew up in an area of Germany where witches scrumagge around in droves. It is no wonder that she liked LILLI at once when they met for the first time in 1992. Birgit Rieger’s LILLI illustrations have enchanted children all over the world. Birgit lives in Berlin with her husband.
LILLI THE WITCH NOVELTY

LILLI THE WITCH. THE MAGICAL SCHOOL PARTY
Lilli’s and Leon’s school plans a big celebration. Both children are very excited because Leon is the magician and Lilli his assistant. When Leon fails to conjure a stuffed rabbit out of his hat, Lilli assists him with a real spell, creating great chaos and confusion ... Ouch!

BACKLIST SAMPLES

- Lilli the Witch Flips the School Upside Down (Vol. 1)
  978-3-401-06937-1

- Lilli the Witch Saves Christmas (3rd Movie edition)
  978-3-401-70946-8

- Happy Birthday, Lilli the Witch!
  (Vol. 2)
  978-3-401-70046-5

- Lilli the Witch and the Vampire with the Loose Tooth
  (Vol. 3)
  978-3-401-70042-1
As soon as Flora has spoken the magic words, Goldwing turns into a beautiful magic owl. Together they have to help people and animals in need. Each volume contains a magic and exciting story. The tender illustrations invite the reader to dream and look at them over and over again. Please visit the MICRO SITE www.eulenzauber-lesen.de/eulenlied/ to listen to the OWL MAGIC song.

RIGHTS OF THE SERIES SOLD TO: CZ

GOLDWING

Goldwing is a long-eared owl that follows Flora around until the girl realizes the special connection between the two of them. Goldwing is a magic owl of the owl kingdom Athenaria. All magic owls, who have large golden wings, need a human companion in order to engage their magical power.

FLORA

Flora just moved with her parents and her little brother to a small village called Fir Creek. There she is the new girl in school with all its ups and downs. It’s hard to make friends at first, but then, she befriends Miri who loves horse riding as much as Flora does. Apart from that Flora loves the country side, the nearby forest and its hidden castles. Her life changes in a magical way when she meets the little owl Goldwing. Only together, they can help animals and humans in need.

ABOUT THE AUTHOR

Ina Brandt studied German literature and went on to work as an editor for several years before she became a freelancing author. Since then she has published numerous children’s books. By creating Owl Magic, she fulfilled herself an old dream that a small tawny owl in her garden inspired in many nights. The author lives near Stuttgart with her husband and her two daughters.

ABOUT THE ILLUSTRATOR

Irene Mohr was born in Hamburg and studied graphic design at the Hamburg College of Design. Since then she has worked as an illustrator and graphic designer for various children’s book publishers. She established a drawing school in her art studio and gave courses for children and adults for many years. When she isn’t illustrating any books, she likes to be outdoors – not accompanied by an owl but rather by paint brushes and an easel.
OWL MAGIC NOVELTIES

OWL MAGIC. A NEW FRIEND FOR GOLDWING (VOL. 8)

Pupil exchange in Fir Creek! Together with the visitors from the next town, Flora’s school class goes on excursions to the bees’ yard, the shepherd with the Easter lambs and the vulture show at Castle Featherstone. But one night Emil, the boy who is staying with Flora’s family, furtively sneaks out of the house. A bit uneasy, Flora follows him into the forest. When they arrive there, she can hardly believe what she’s seeing: Emil is talking to a screech-owl with golden wings that shimmer brightly in the dark of the night. Has Flora finally found another owl friend?

OWL MAGIC. MY MAGIC COLOURING BOOK

Large colouring book with plenty of “Owl Magic”! Whole-page pictures as well as filigree mandalas invite young readers to dream and colour them in. Each page makes the world of Flora and her magic owl, Goldwing, come to life a bit more. The fine lines and wonderfully detailed motifs taken from the series are perfect for all friends of owls Age 8+. As soon as the artwork is finished, the page can be taken out of the book and hung up on the wall.

BACKLIST SAMPLES

Owl Magic.
A Golden Secret (Vol. 1)
978-3-401-60102-1

Owl Magic. The Rescue of Silver Paws (Vol. 2)
978-3-401-60103-8

Owl Magic. Mysterious Gemstone (Vol. 7)
978-3-401-60299-8

Owl Magic.
Sparkling Christmas Wishes
978-3-401-60343-8
My Life as Lotta

“Grandma Ingrid gives me a diary I can confide all my secrets in? Why – does she think I don’t have any close friends?” Lotta

With self-esteem, wit and lots of imagination, Lotta Petermann masters one adventure after another – narrated with a great sense of tongue-in-cheek humour by Alice Pantermüller and uniquely illustrated by Daniela Kohl. A one-of-a-kind diary series for reading, laughing and discovering that little and big readers will love!

RIGHTS OF THE SERIES:
sold to: BE/NL, BG, CZ, DE, EE, ES, FI, GR, HU, IL, IR, IT, LT, LV, NO, PL, PRC, PT, TR, UA, VN, ZA and German audio book rights.

ABOUT THE AUTHOR
Alice Pantermüller had always wanted to become a “bookwriter” or a teacher. After obtaining a degree in teaching and becoming a bookdealer, she won a writing contest sponsored by Arena in 2010 and started her career as an author. She lives in the Lüneburg Heath Region with her family. Her children’s books BENDIX BRODERSEN and her successful series MY LIFE AS LOTTA made her famous.

www.alice-pantermueller.de

ILLUSTRATOR
Daniela Kohl, born in Munich in 1972, earned the money for her school lunch with little drawings she sold to members of her family. In 1994 she attended the Freie Kunswerkstatt run by Prof. Hans Seeger and studied communication design at the Munich Technical College. Since 2001 she has been working as a freelance illustrator and graphics designer. She lives with her husband, dog and turtle in Munich, overlooking the roofs of the city.
MY LIFE AS LOTTAS. WHEN THE FROGS CROAK TWICE (VOL. 13)

Yuk! First Cheyenne manages to qualify as Number Two of her class for the reading competition at school, then Mum strains her tendons, and Lotta has to move to Grandma’s and Grandpa’s house with her stupid brothers! When Mohrle, her grandparents’ black tomcat, keeps moving from the left to the right and a stranger starts to tail Lotta and Cheyenne, one thing is certain: Something is very much conspired here.