

AUTUMN 2022

FIRST READERS COLLECTION FOREIGN RIGHTS CATALOGUE



Arena



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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!

LET'S MEET
ONLINE
OR IN
FRANKFURT

Our Step-by-Step Concept

Our FIRST READERS COLLECTION has been a success for more than 25 years. We are delighted that our collection not only helps children to learn how to read but also to love the experience of reading books! The progress of each child's reading ability is accompanied by texts with different degrees of difficulties. Our authors and illustrators provide imaginative and interesting stories with lovely and engaging pictures on topics for every interest so that every little reader is able to find their favourite book.

Please enjoy browsing the next pages. We look forward to sending you as many titles as you like for your consideration. Also, please feel free to contact us for a meeting in Frankfurt or online.

We look forward to hearing from you!

Tanja Birkenstock

Tanja Birkenstock
Head of Rights

Bianca Kuchenbrod

Bianca Kuchenbrod
Rights Manager

Sabine Thomas

Sabine Thomas
Rights Manager



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The Blue Angel ecolabel distinguishes books with a sustainable and eco-friendly production. For the books to carry the Blue Angel ecolabel, Arena uses mostly recycled paper and establishes low-emission print runs, while avoiding input materials which are not environmentally friendly and harmful to health.

Editorial



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Can you remember the first book you ever read on your own – how pleased and proud you were? When you did that, you felt greater than Christopher Columbus, didn't you? You hadn't just discovered a continent but a completely new world. It awakened your curiosity and made you want to explore an endless universe of dreams and wishes, knowledge and new experiences. It gave wings to your imagination.

Maybe it was a book from our Book Bear programme – one of those little readers with funny, ever-changing bear characters on a string. Right from the start these books are full of excitement and fun, and young readers really love them. They make them want to read more, and of course that improves their reading skills.

Today, in the digital age, children's reading habits and interests are changing. But what doesn't change is their curiosity and their love of discovering new things. And we as publishers would want to respond to this. Our Book Bear Learn-to-Read programme now has a completely new look, with three easy-to-understand and self-contained series for beginners. On the newly designed covers, the lively and lovable Book Bear himself is a figure they can identify with, who seems to invite them to open the book and read.

On a personal level, I have been developing the Book Bear for over 25 years, both the character and all the books in the series, always with a view to enhancing his fame and to making him more and more lovable and readable. That is why it gives me great pleasure to see him again and again enchanting his readers afresh with his stories. This new presentation is also wonderfully successful, and the books make us all look forward to new stories.

You will know better than I do how important that is. A good book makes one curious to see the next one. And all of us, especially our young readers, will be wishing for many more tales to help us repeat our exciting Book Bear experiences.

We hope you will have a successful autumn of beautiful books and happy readers.

With best wishes,

Isa-M. Röhrig-Roth

Isa-Maria Röhrig-Roth
Head of junior and non-fiction programme



The Step-by-Step Concept for the Book Bear Collection

Preschool

My Picture Reading Book

- A story to read along age 5+
- Pictures replace nouns
- Including reading puzzles

1st Grade

Topic Stories With Separation of Syllables

- The spoken syllables are highlighted into dark blue/light blue
- Including funny puzzles and questions about reading comprehension
- Short stories about one topic

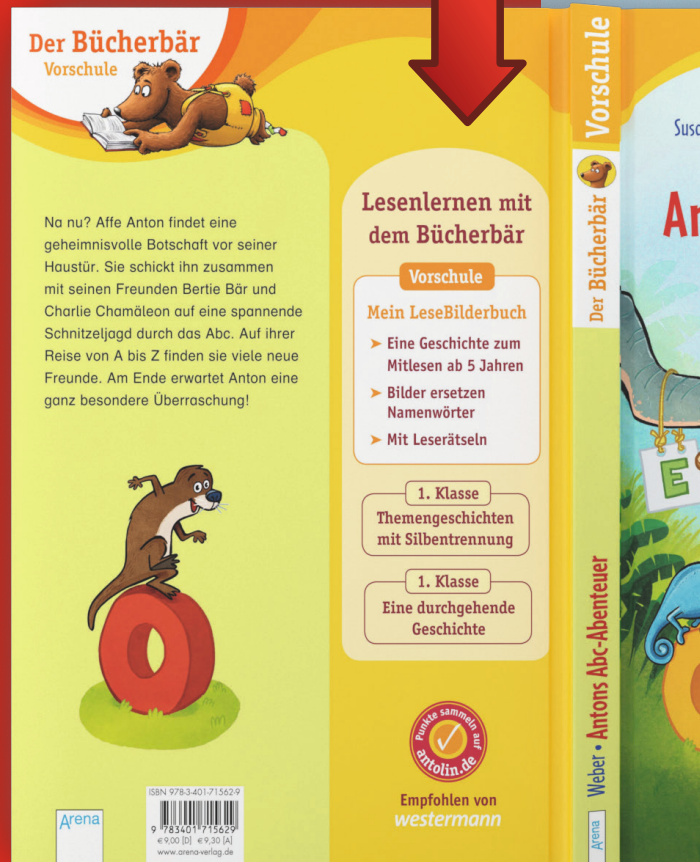
1st Grade

A Continuous Story in Chapters

- With picture stories
- A story in short chapters
- Including letter and reading puzzles



Guidance for parents:
The current reading step
is explained on the back
cover of the book





Preschool

My Picture Reading Book

- A story to read along age 5+
- Pictures replace nouns
- Including reading puzzles

The Book Bear series "My Picture Reading Book" is geared to children at preschool age. The nouns are replaced by pictures, so that even children who have not yet learned their ABCs can "read along". That makes them curious and wanting more. In addition, puzzles at the end of the book entice the children to talk about the story. After all, children who have plenty of opportunities to speak also learn to read faster.



Inner pages taken from »The Sweetest Pony in the World«
978-3-401-71667-1

MY PICTURE READING BOOK – NOVELTIES

The Sweetest Pony in the World

Mia and Emma get to spend their first night at a pony farm. Two days of nothing but ponies, ponies and more ponies! But something is wrong with Mia's pony Blanca. Why is it in such a bad mood? Can Mia and Emma help this sweet pony?



Susanne Weber/Elli Bruder
Age 5+
56 pages
17 x 24 cm • 4/4-colour
Hardcover
Blue Angel certified
€ 9.00
June 2022
978-3-401-71667-1
Rights: Available worldwide

NEW

Preschool

**Frauke Nahrgang/
Antje Hagemann**

Age 5+
56 pages
17 x 24 cm • 4/4-colour
Hardcover
Blue Angel certified
€ 9.00
June 2022
978-3-401-71788-3
Rights: Available worldwide

NEW



Football Friends are Unstoppable

Tom loves football! He wants to become a proper striker. But strikers have to score goals, and Tom has never scored a single goal – at least not when it mattered. It's not fair! Just when Tom is about to hang up his football boots, his friend Max has an idea. And suddenly Tom enjoys playing football again!

MY PICTURE READING BOOK – BACKLIST

The Book Bear series “My Picture Reading Book” is geared to children at preschool age. The nouns are replaced by pictures, so that even children who have not yet learned their ABCs can “read along”. That makes them curious and wanting more. In addition, puzzles at the end of the book entice the children to talk about the story. After all, children who have plenty of opportunities to speak also learn to read faster.

Age 5/6+ • 56 pages • 17.5 x 24.5 cm • 4/4-colour • Hardcover • Blue Angel ecolabel for sustainable production • € 9.00



Frauke Nahrgang/
Tessa Rath
**A First Day at School
that's Full of Surprises**
978-3-401-71789-0
Rights: Available
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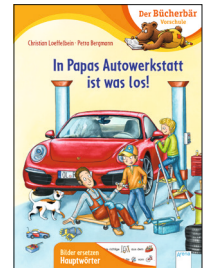
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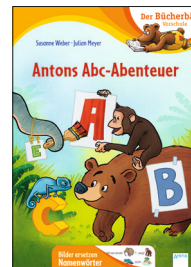
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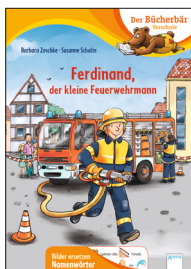
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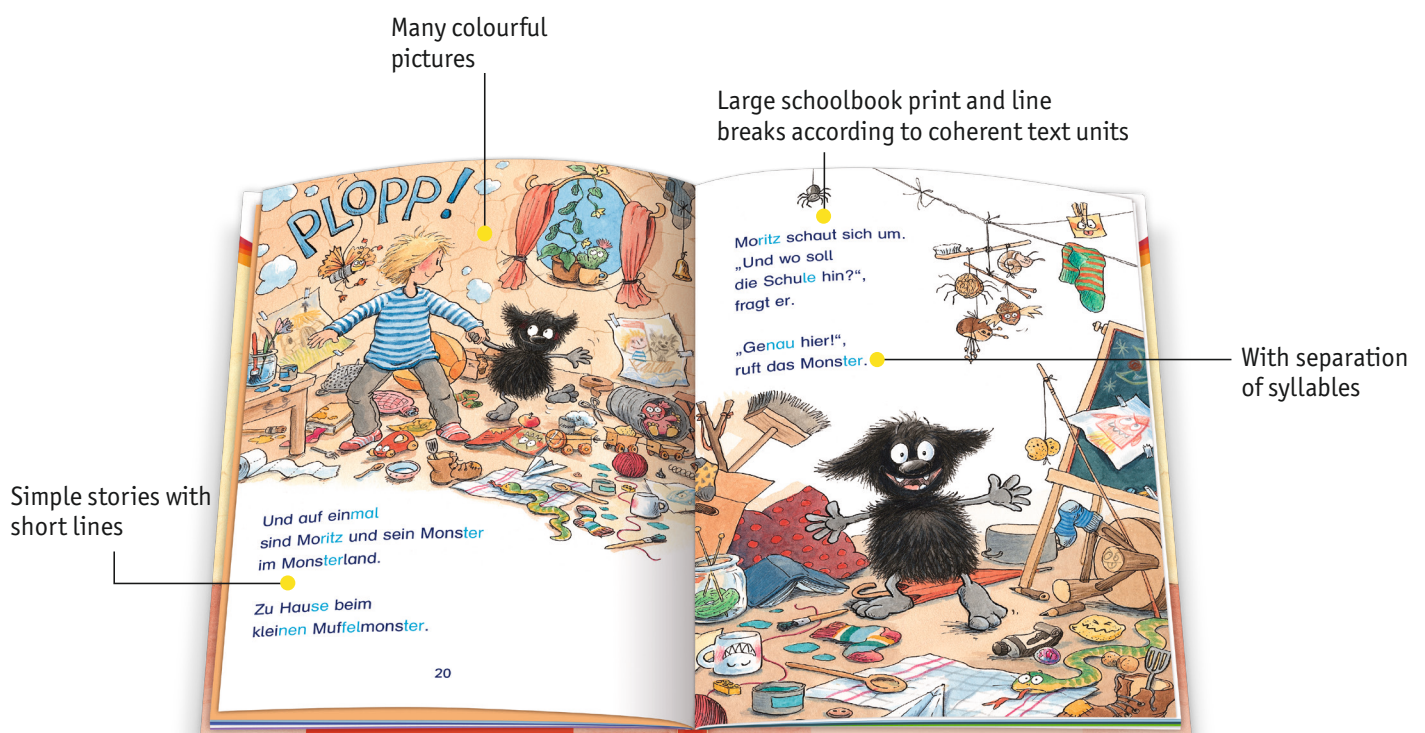


1st Grade

Topic Stories With Separation of Syllables

- The spoken syllables are highlighted into dark blue/light blue
- Including funny puzzles and questions about reading comprehension
- Short stories about one topic

The Book Bear series with separation of syllables is directed to beginning readers in 1st grade. The especially understandable reading units and short lines are ideal for learning to read. Highlighting the spoken syllables into dark blue/light blue helps the child to be able to read a word correctly and understand it. In addition, funny puzzles and questions about understanding stimulate the child to think about and talk about the stories. After all, children who have plenty of opportunities to speak also learn to read faster.



Inner pages taken from »The Little Moody Monster. School Stories«
978-3-401-71833-0

TOPIC STORIES WITH SEPARATION OF SYLLABLES – NOVELTIES

The Little Moody Monster. School Stories

A real monster school! It's just what the Little Moody Monster has always wanted. And what a timetable: packed with subjects like pulling faces and scaring folks, instead of sitting still and being on your best behaviour, and doing maths, like in human school. It's a dream come true – in the monster world? New and exciting adventures with the Little Moody Monster, his friend Moritz, and a whole bunch of cheeky monster classmates.



**Julia Boehme /
Franziska Harvey**
Age 6+
48 pages
17 x 24 cm • 4/4-colour
Hardcover
Blue Angel certified
€ 9.00
June 2022
978-3-401-71833-0
Rights: Sold to DK, PRC and RU

NEW

1st Grade

Henriette Wich/Nadine Resch

Age 6+
48 pages
17 x 24 cm • 4/4-colour
Hardcover
Blue Angel certified
€ 9.00
June 2022
978-3-401-71801-9
Rights: Available worldwide



Police stories

Jette, Nala and Anton are playing cops and robbers when they suddenly find themselves in the middle of a real police chase. Anton hears footsteps in the house at night – is it a burglar? And a neighbour is driving way too fast ... Good thing the three friends are always on the job, just like the police!

NEW

TOPIC STORIES WITH SEPARATION OF SYLLABLES – BACKLIST

The Book Bear series with separation of syllables is directed to beginning readers in 1st Grade. The especially understandable reading units and short lines are ideal for learning to read. Highlighting the spoken syllables into dark blue/light blue helps the child to be able to read a word correctly and understand it. In addition, funny puzzles and questions about understanding stimulate the child to think about and talk about the stories. After all, children who have plenty of opportunities to speak also learn to read faster.

Age 6+ • 48 pages • 17.5 x 24.5 cm • 4/4-colour • Hardcover • Blue Angel ecolabel for sustainable production • € 9.00



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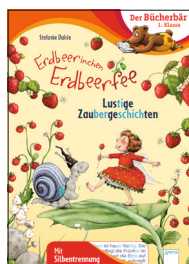
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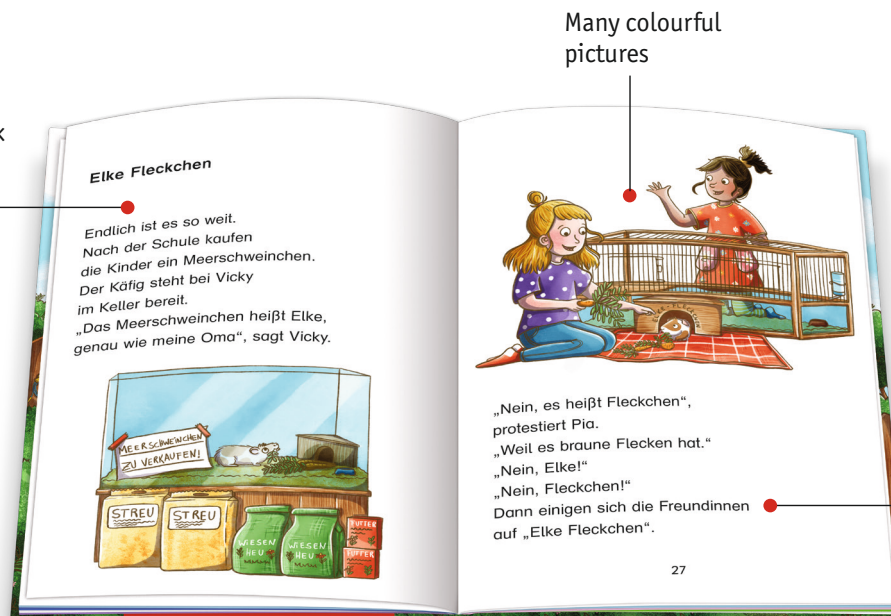
1st Grade

A Continuous Story in Chapters

- With picture stories
- A story in short chapters
- Short stories about one topic

The Book Bear series with continuously narrated stories is geared to beginning readers in 1st grade. The understandable reading units and short lines are ideal for learning to read. Numerous picture stories support the understanding of the text. In addition, funny letter and reading puzzles at the end of the book stimulate thinking and entice the children to talk about the story. After all, children who have plenty of opportunities to speak also learn to read faster.

Large schoolbook print



Many colourful pictures

Line breaks according to coherent text units

Inner pages taken from »Best Friends and a Four-legged Secret«
978-3-401-71674-9

A CONTINUOUS STORY IN CHAPTERS – NOVELTY AND RELAUNCH

Best Friends and a Four-legged Secret

Vicky and Pia are best friends, and they have the best ideas, for example, how to make Vicky's wish for her own pet come true – secretly, of course. But somehow, they had imagined getting a guinea pig would be quite different from this. And when the friends start arguing, their secret is in danger of being exposed.



Katja Alves/Caroline Opheys
 Age 6+
 48 pages
 17 x 24 cm • 4/4-colour
 Hardcover
 Blue Angel certified
€ 9.00
 June 2022
 978-3-401-71674-9
 Rights: Available worldwide

NEW

1st Grade

**Christian Seltmann/
 Nikolai Renger**
 Age 6+
 48 pages
 17 x 24 cm • 4/4-colour
 Hardcover
 Blue Angel certified
€ 9.00
 June 2022
 978-3-401-71720-3
 Rights: Sold to RU



The Little Detective Gang and the Bike Theft

Bruno and Molly are the world's best detectives! No case is too tricky for them. But will they also find Oskar's missing bike? A first lead sends them into the park and to three animal thieves. But another clue puzzles Bruno and Molly. This is a really tough nut to crack ...

A CONTINUOUS STORY IN CHAPTERS – BACKLIST

The Book Bear series with continuously narrated stories is geared to beginning readers in 1st Grade. The understandable reading units and short lines are ideal for learning to read. Numerous picture stories support the understanding of the text. In addition, funny letter and reading puzzles at the end of the book stimulate thinking and entice the children to talk about the story. After all, children who have plenty of opportunities to speak also learn to read faster.

Age 6+ • 48 pages • 17.5 x 24.5 cm • 4/4-colour • Hardcover • Blue Angel ecolabel for sustainable production • € 9.00



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