

# BOOK *INDUSTRY*

РГДБ Russian State  
Children's Library



Institute  
for Literary  
Translation





Vladimir Grigoryev, Deputy Head, Federal Agency  
for Press and Mass Communications

# Vladimir Grigoryev: The Real Spring Comes to Children's Book Publishing in Russia

- “ The government's task today is to **encourage Russian authors**, artists and publishers to think globally and to integrate more actively into the international book landscape. ”
- “ I take pride in the Concept of the **National Programme** for support of children and youth reading; it can be useful to the global community. ”
- “ We are very grateful to our colleagues from Bologna for their help and participation in creating the Moscow **International Children's Book Fair**. ”

# AST Publishers



**Contacts:**  
**Olga Muravieva**  
Head of AST children's department  
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**A**ST Publishers is one of the leading companies on the Russian book market. More than half of books in our rich catalogue are children's titles. In 2018, AST published around 5,000 children's and young adult books with the total print run of 22 mln copies. We work with different genres: fiction, non-fiction, early learning, preschool, leisure books and encyclopedias – and we always look for new trends and projects! AST cooperates with the world's leading publishing houses and agencies. However Russian books remain the most important and impressive part of our catalog. AST is constantly cooperating with top Russian authors and illustrators. Children's illustrated classics are still in high demand and we are proud of working with prominent Russian artists of classical fine art: Erik Bulatov, Oleg Vasiliyev, Viktor Chizhikov, German Mazurin and many others. Eduard Uspensky and Grigoriy Oster are considered to be the most successful contemporary children's writers. The total print run of their books (published by AST) has reached 4 mln copies for the last five years. At the same time, AST children's imprints are seeking to discover new names and support young artists and illustrators. AST is delighted to present its highlights and bestsellers and encourages you to discover the world of Russian literature together.

## NATIONAL MANUSCRIPT CONTEST OF THE YEAR

In 2009, the national award Manuscript of the Year was founded. Only the authors who have never been published take part in the competition. Applicants automatically get the chance to be published. Thanks to the award, such authors as Narine Abgaryan, Maria Rupasova, Nadezhda Sherbakova and many others gained popularity. The total circulation of the prize winners' books has already exceeded 600,000 copies.

In 2014, the literary courses Master of the Text were opened.

## WE BUY BOOK RIGHTS

The share of translated children's editions in 2018 was 14.3% of the total number of titles released. In 2019, the share grew by 2-3%. We cooperate with thousands of large and small foreign publishers.

## WE STARTED SELLING RIGHTS IN 2017

We sell book rights to China, Bulgaria, Poland, Romania, Ukraine, Estonia, etc.

# 1990

AST PUBLISHERS ESTABLISHED

# 2012

AST PUBLISHERS  
JOINS EKSMO-AST HOLDING

# 2015

HOLDING JOINS RUSSIAN BOOK  
UNION, SUPPORTS FEDERAL AND  
INTERNATIONAL PROGRAMMES  
TO POPULARISE READING

THE HOLDING RANKS 1ST IN THE

# TOP 10

BOOK PUBLISHERS IN RUSSIA



# AST Publishers



## How to Fly into Space

The book by *Alexander Monvish-Montvid* introduces you to the history of cosmonautics, tells you when the first rockets and satellites were designed, how cosmonauts were prepared for the flight, and what animals helped people to study space. Why are space vehicles made multi-stage? Was Yuri Gagarin worried before the flight? What happens to various objects in weightlessness? The series is a hit. Its total circulation is more than 1 mln copies.



## The City of the Future. Science with Schrödinger's cat

A futuristic book by Andrey Konstantinov for preschoolers about smart things and artificial intelligence. It is a joint project with popular science magazine "Schrödinger's Cat".



## Brain. How it works and what to do with it

The brain is the most mysterious human organ. The author *Ilya Martynov* presents the key points of the brain structure and on their basis explains the mechanisms of behaviour not only of a person, but also of society. For readers over 10 years old.



## Da Vinci's cat. Birthday Kidnapping

Funny stories about the adventures of a detective cat by one of the most successful children's authors. The total circulation of *Katya Matyushkina's* books is 3,000,000 copies. Top 10 Russian children's detectives according to Forbes!



## The Secret of the Old Chest

The total circulation of *Narine Abgaryan's* books is already more than 700,000 copies. Martin and Matilda go to visit their grandfather Oscar. They look forward to incredible adventures: they travel through time, meet real Vikings and search for a chest that contains a magical artifact. Bestseller!



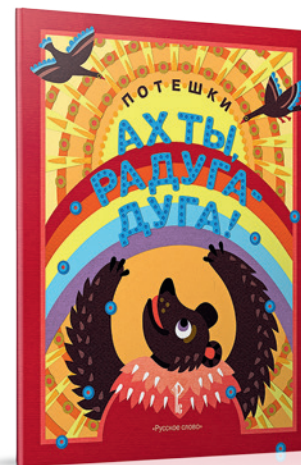
# Russkoe Slovo Publishing House

**R**usskoe Slovo has been publishing educational and methodological literature for pre-school and school education and children's fiction for 25 years. In 2013, it started publishing books for the youngest category of readers.

Children's books include developmental and educational aids and play books, as well as a series of therapeutic fairytales *Mother Mouse Fairytales* («Сказки мамы-мышки»), which help children tackle difficult situations in their lives. *For the Youngest* («Для самых маленьких») series of tales relates kind and warm-hearted stories with an educational twist. *For Kids about Nature* («Малышам о природе»), an educational series, gives children a popular insight of the multi-faceted world around them. Play books *Guess and Play* («Отгадай, поиграй!») turn reading into a game, developing speaking and listening skills, whereas *Play. Draw. Fantasise* («Играем. Рисуем. Фантазируем») books provide for the development of creativity, imagination, memory, attention and manual dexterity.

*Encyclopaedia for the Youngest* («Энциклопедия для самых маленьких») and *Do-It-Yourself of Paper* («Сделай сам из бумаги») leisure books, activity and colouring books, anthologies, crosswords, etc. shape our publishing portfolio, which is continually expanded due to active cooperation with modern Russian authors and leading global publishers.

## What a Rainbow-Bow! Nursery rhymes



## 1 About Friendly Little Animals By Anna Pecherskaya

## 2 Let's Work It Out By Natalia Lukomskaya



## Contacts:

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115035 Moscow, Russia

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[русское-слово.рф](http://русское-слово.рф); [мозаика-парк.рф](http://мозаика-парк.рф)

## Awaiting Spring By G. Shanina



## 3 What Did a Spring Stream Tell? By Svetlana Lapteva

FOUNDED IN  
**1994**

ONE OF THE TOP  
THREE LARGEST  
EDUCATIONAL  
PUBLISHING  
HOUSES IN RUSSIA

PORTFOLIO  
EXCEEDS  
**1500**  
TITLES

# Eksmodetstvo Publishing House



## Contacts:

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Rights and Licensing Department  
E-mail: [deti@eksmo.ru](mailto:deti@eksmo.ru)

The department for children's and teenage literature was established in 1996 as part of Eksmo Publishing House. It was transformed into the imprint Eksmodetstvo (eksmo\_kids) in 2012. It specialises in the production of books for children and teenagers, including those for young adults and new adults. These are classical and modern fiction books, books for children's leisure and creative activities, educational literature for preschoolers, aids for schoolchildren and encyclopaedias. It is an imprint for children of the largest Russian publishing house, Eksmo. The permanent portfolio of the publishing house includes 593 authors and over 16 thousand titles.



### Yearly Training Course (Годовой курс занятий) *Taisia Mazanik*

The series consists of aids for different age groups, developed on the basis of recommendations of experienced teachers and psychologists. Tasks are based on real possibilities of children of certain age. The manual may replace a range of educational guidebooks and become the kid's favorite book for a long time.



### Animals. Complete Encyclopaedia (Животные. Полная энциклопедия) *Julia Shkolnik*

This book introduce the reader to a variety of species, amazing us by the generosity of nature. Bats and harbor seals, monkeys and lizards, tigers and elephants... Indeed, the diversity of the wild life is infinite! The book presents the most incredible, sometimes paradoxical facts from the life of *all creatures great and small* who exist near us on the Earth.



**Babykins' Riot  
(Бунт пупсиков)**  
*Dmitry Yemets*  
Dmitry Yemets is a famous children's writer. His books, with the total number exceeding 5,000,000 copies, are read by children of all ages. Besides, Dmitry is the father of a large cheerful family, every day of which is filled with noise, bustle, discoveries, little wonders, and – most importantly – with care for each other and love!



**Watering-place Watch  
(Страх водопоя)**  
*Edward Verkin*  
Edward Verkin is one of the brightest contemporary Russian authors, the winner of prestigious literary awards. In 2012, Verkin's novel *Friend-April* was included in the White Ravens Catalogue of especially noteworthy books of the world, compiled by the International Youth Library in Munich.

FOUNDED IN  
**1996**

EKSMODETSTVO  
(EKSMO\_KIDS) IS  
THE IMPRINT FOR  
CHILDREN OF EKSMO,  
**THE LARGEST**  
PUBLISHING HOUSE  
IN RUSSIA.

PORTFOLIO OF  
**17,000**  
TITLES

# MOZAIKA Kids Publishing House

**Contacts:**

78, block 2, Marshala Zhukova Prosp.,  
123103, Moscow

[www.MSBOOK.RU](http://www.MSBOOK.RU);

e-mail: [magay@msbook.ru](mailto:magay@msbook.ru)

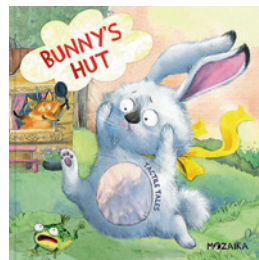
**M**OZAIKA Kids has been for 15 years publishing one of the most popular educational book series SCHOOL OF SEVEN GNOMES («ШКОЛА СЕМИ ГНОМОВ»), its total number of printed copies exceeds 30 million. The 84-book series was translated into 6 languages, including Chinese. In 2020-2021, this leading project of the Publishing House will be renewed and rebranded in line with pre-school education, design and printing techniques updated within the past 15 years. Besides, we have plans to publish 147 new titles. It is a project targeting the international market.

Our portfolio currently presents a wide range of formats, such as tactile and EVA foam books, books for bathing and constructors, musical books and books with puzzles, first readers and sticker books, etc. The elaborate musical and tactile books are hugely popular at present.



**Logical Chain**  
*How The Frog Grows*

These wonderful books tell about lifecycles of a butterfly, a rooster, a frog and a sunflower in an appealing way. Take off the pieces of puzzles, complete the chain and learn the sequence of stages. Lovely pictures along with nice rhymes will entertain children and broaden their outlook.



**Tactile Tales**  
*Bunny's Hut*

This series' illustrations drawn by Lyubov Yeremina-Noshin are loved both by those who prefer classic and modern illustration style. Each spread contains a tactile area, where the child can touch different types of fur or leather.



**Fairytale Theatre**  
*Thumbelina*

Interactive fairytale board books for children aged 3 and over to play with and to learn from. Include stand-alone, easy-to-assemble play pieces, which bring the characters to life. Hours of fun for little readers!



**A Letter to Santa**  
*Christmas story*

Christmas is a time for wishing and for writing to Santa. Join a heartwarming story of a little Penguin who dreams of a Christmas tree. Take a trip around the world, meet different animals and see how they help Penguin's letter to Santa reach the North Pole.

FOUNDED IN  
**1989**

PUBLISHING  
HOUSE  
OF THE YEAR  
**2017**  
ACCORDING  
TO THE RUSSIAN  
BOOKS UNION

PORTFOLIO  
EXCEEDS  
**1000**  
TITLES



# ROSMAN Publishing House

**Contacts:**

47 Sheremetyevskaya St., 127521, Moscow  
[www.rosman.ru](http://www.rosman.ru)

**Julia Sedova**, Rights and Licensing Department  
E-mail: [sedova@rosman.ru](mailto:sedova@rosman.ru)

**R**OSMAN is one of the first independent publishing houses of the post-Soviet era. It has published about 17,000 titles of books for 28 years. Now ROSMAN is the largest publishing house in Russia specialised in children's books, issuing at least 500 new books annually. In 2019, the number of printed copies exceeded 15 million. The publishing house works in all niches of books for children and teenagers.



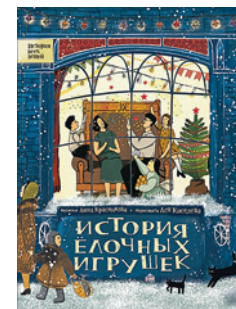
**My Mom's a Baby**  
(Моя мама – маленькая)  
*Maria Yevseyeva*

This picture book for kids is a story of one day, from morning to evening, when mother and daughter swap their roles. This funny book engages a child in a very useful game, encouraging them to try on the role of a parent. The manuscript of the book *My Mom's a Baby* («Моя мама – маленькая») is the prizewinner of the *New Children's Book* competition.



**Think and Invent**  
(Думай и изобретай)  
*Tim Skorenko*

A famous science communicator, journalist and blogger Tim Skorenko tells teenagers about invention as a routine way to solve any problems and address tasks. It is an incredibly motivating and ingenious book. Additional creative tasks help level up the readers' inventive creativity.



**History of All Things**  
(История всех вещей)

This is a large publishing project that has received many awards and prizes in Russia. It is dedicated to private historical memory. Books of this series provide an opportunity to see the history of the family and the past of the country through the history of everyday things, help parents and children to discuss family traditions, closing the gap between generations.

The series includes illustrated research books:

*Book of Our Childhood* («Книга нашего детства»)

*History of Christmas Toys* («История елочных игрушек»)

*History of Sweets* («История сладостей»)

*History of Family Photos* («История семейных фотографий»)

*History of Our Toys* («История наших игрушек»)

*The project is to be continued.*



FOUNDED IN  
**1992**

ONE OF THE  
**FIVE LARGEST**  
PUBLISHING  
HOUSES IN RUSSIA

PERMANENT  
PORTFOLIO  
OF MORE THAN  
**3000**  
TITLES

# STRECOZA Publishing House

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Stromynka St., build 11, 107014,  
Moscow, Russia  
[www.strecoza.ru](http://www.strecoza.ru)  
[rights@strecoza.ru](mailto:rights@strecoza.ru)

**S**trecoza Publishing has been successfully working in the market of children's literature for 25 years already. The publishing range is represented by fiction, educational and learning books for children of any age: from toddlers to schoolers. These are beautifully illustrated books with interesting fairy tales and works of different authors, an incredible variety of books with stickers, coloring books and many, many more.

The publishing house cooperates with well-known Russian authors and illustrators. The team tries to advance with the times, studies the needs of modern children and their interests, tries to meet popular trends in design and embraces new technologies.

The publishing house regularly participates in Russian and international book fairs; for years successfully cooperates with foreign companies, acquainting Russian readers with the best authors and artists of the world book publishing.



**BEST  
SELLER**

**Thumbelina**  
*H. C. Andersen*

201x244 mm. 40 pages  
Full colour illustrations

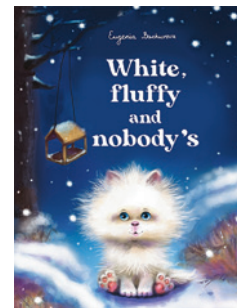
A favorite fairy tale about Thumbelina with illustrations by a young talented artist Ekaterina Efremova. Her Thumbelina looks wide-eyed at the huge world. Together with her, you'll admire bright flowers, look in cosy holes, sympathize with the frozen swallow.



**Russian folk tales**

196x255 mm. 80 pages  
Full colour illustrations

This book contains the best Russian folk tales. They keep all the wealth and wisdom of the folklore accumulated over many centuries. Illustrations were created by Peter Ponomarenko who is considered a classic of Russian book graphics.



**White, Fluffy and Nobody's**  
*Eugenia Bachurova*

196x255 mm. 48 pages  
Full colour illustrations

This magical story is about a small domestic kitten who happened to be outside on a cold winter evening. And also about friendship, kindness and faith in miracle which lives in every heart. This fluffy baby you want to stroke was drawn by an artist Eugenia Solovyova.



**Reusable  
stickers**

210x285 mm. 8 pages  
Full colour illustrations

This series is one of the most popular and best-selling. After all there're titles about everything! Kids get to know the world, play and stick stickers. The stickers are reusable so you can stick them again and again. There are more than 70 titles in the series.

FOUNDED IN  
**1995**

PORTFOLIO OF  
**2000**  
TITLES

**5 mln  
copies  
SOLD**

# Robins Publishing House



## Contacts:

7 Letnikovskaya St., bldg. 1,  
115114 Moscow, Russia  
Tel.: +7 (495) 604-1-777  
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Olga Lupacheva  
Rights Manager  
E-mail: lupacheva@robins.ru



The slogan of the Robins Publishing House is “Entertaining education”. The publishing house prints educational books and aids for children. They are unusual both in form and content — books with windows, puzzle cards, added reality publications, sticker and transfer-picture books. The publishing house holds three patents for printing materials — book-connect kit, educational playing exerciser and cubic books.

Adventures of the merry bear cubs, colourful illustrations, a variety of educational and developmental tasks and exercises come to life thanks to the educational added reality. The book characters study numbers and opposites. By connecting to any gadget on the iOS or Android platform and downloading mobile application TEDDY-GAMES («ТЕДДИ-ИГРЫ») – adaptable to any foreign language – young readers open up an enchanting world of entertaining animation, sound effects, virtual handwriting manuals, developmental exercises and surprise prizes for correct answers.

FOUNDED IN  
**2010**

INNOVATIVE  
PUBLISHING HOUSE  
OF RUSSIA

**4**  
PROPRIETARY  
PATENTS



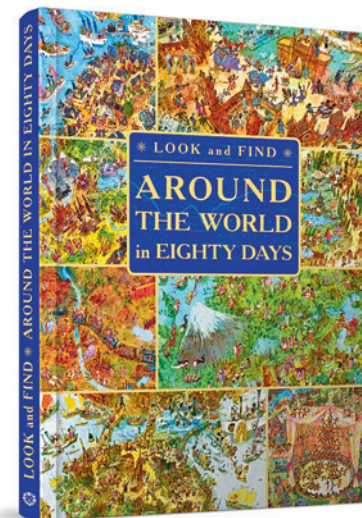
# Leo Publishing House

**L**EO PUBLISHING HOUSE (former name — Egmont Russia Ltd) was founded in 1992 as a subsidiary of Europe's oldest media concern Egmont International. Nowadays, it dominates the market of kids' books and magazines based on leading world and Russian licenses.

LEO PUBLISHING has supported the birth of Russian superbrands, creating all types of publishing products for "Masha and the Bear" (over 500 titles), "Moonzy" (over 300 titles), etc. Lately, "KID-E-CATS" emerged as one of the most successful local brands, already winning international recognition. Now the animated TV series are on air in 170 countries, and books are translated into many languages.

## **LOOK and FIND From Russian Folklore to the World Classics**

"Look and Find" is a book created by an artist, not by a writer, as we are used to. The format is characterised by a great number of carefully drawn details in a panoramic setting. These enlarged albums offer the reader an endless variety of stories and meanings; every inch of the page is involved; the number of characters is infinite. "Look and Find" leaves great room for the young reader's imagination. LEO PUBLISHING has added a new twist to this super popular format, creating meticulously illustrated digests based on the masterpieces of the world and Russian literature, such as "Around the World in 80 Days", "Gulliver's Travels" and "Dunno's Adventures".



### **Around the World in 80 Days**

*Illustrator Alexander  
Khrantsov*

### **Gulliver's Travels**

*Illustrator Irina Gavrilova*



## **Contacts:**

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E-mail: [info@leobooks.ru](mailto:info@leobooks.ru)  
[www.leobooks.ru](http://www.leobooks.ru)



### **Dunno's Adventures**

*Illustrator Elena  
Stanikova*



### **Russian Folklore**

*Illustrator  
Larisa Ryabinina*



SINCE  
**1992**

ONE OF THE  
**TOP 10**  
RUSSIAN  
PUBLISHERS

PUBLISHING  
PORTFOLIO:  
MORE THAN  
**3000**  
TITLES

# Piter Publishing House

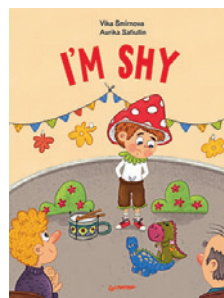
**P**iter Publishing House was founded in 1991. Today Piter («Питер») is a leading Russian publisher specialising in non-fiction. We publish books on psychology, history, medicine and healthy living, IT-technologies, the humanities and natural sciences, books written in the publicistic genre, literature for children and parents. Special attention is given to children's literature – entertaining and development books, fairytales, games and books on education.

The print run of the publishing house totalled 2.5 million copies of mid- and high-end books in 2019.



**Be-Be-Bears. Dinosaurs. Who of them was considered as the king, who was bigger than the plane, and why did they disappear?**

A series of 6 educational and development books for children aged 3 to 6 years. Be-be-bears is a Russian animated cartoon series watched all over the world.



**I'm shy. Useful tales**  
*Vika Smirnova, Aurika Safiullina*

Children (and adults alike!) get shy, for instance, when a stranger starts talking to them. Parents experience embarrassment at such moments, if their child does not respond or disagrees to make a contact. It is important to understand that shyness is a natural mechanism, protecting your child from various troubles. It has been designed by nature itself!



**Asta-the-Hurricane: Geographical Adventures**  
*Kristina Kretova, Natalya Romankova*

The book about the girl named Asta became a bestseller within the first month of sales. Asta can travel not only with Mom and Dad by plane or car, but ... along with the wind! She can disappear from one place and pop up in another, where a boy or a girl needs help. Travelling around the world, she learns a lot of new and interesting things, gets to know global capitals, watches how people live in different parts of our planet.



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THE PUBLISHING  
PORTFOLIO  
TOTALS  
**1000**  
TITLES,  
WITH  
**200**  
OF THEM FOR  
CHILDREN

# BINOM. Knowledge Laboratory Publishing House



**Contacts:**  
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Moscow, Russia  
**Karine Butyagina**  
Deputy General Director  
of the BKL Publishers  
E-mail: [butyagina@blbz.ru](mailto:butyagina@blbz.ru)

The publishing house “BINOM. Knowledge Laboratory” is one of the oldest publishers on the Russian book market; it leads in publishing school textbooks on Informatics (Computer Science): 95% of all textbooks on the Russian market are published here. A special place in its portfolio is occupied by the sets of developing education textbooks for elementary school, the teaching kit for mathematics by Lyudmila Peterson “I Learn to Study” and many others. Recently the Publisher has actively started to conquer the children’s book market.

Production of new good, different, smart, and funny books is in the immediate plans of the publisher. We issue such super bestsellers as IGRALOCKA (translated literally – “something to play with”) and FIRST STEP, SECOND STEP. The total circulation of these series has exceeded 12 million copies.



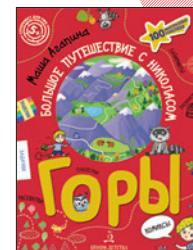
**Fiction**  
**A VERY BUSY MOM**  
*Julia Danilova*

We have the best kids in the world. But what if a child is reluctant to read, eat, and sleep, and doesn’t want to do other right things? Stories about naughty children will help parents to find right answers. A real gift for VERY BUSY PARENTS! Let us spend time with children QUALITATIVELY!



**Fiction**  
**A MAGIC NOSE**  
*Elena Matveeva*

What could be more fun than looking at the world through the curious dog eyes? Stories about the dachshund Lamba are nice and sincere; they tell us that the world is beautiful, that you don’t need to be afraid of feelings and emotions, that sincerity and joy make us closer to each other. An ideal book for pleasant and useful family reading!



**Non-fiction**  
**MOUNTAINS**  
*Masha Agapina*

The series “Super Quest for Mind” is a new and very modern type of non-fiction for children. These are stories in pictures with puzzles, tasks and instructions how to do crafts. You will make unbelievable discoveries – in the mountains, in the forest, on the sea, anywhere! After all, our Earth is so big!



**Non-fiction**  
**THE SUMMER MATH**  
*Lyudmila Peterson,  
Elena Kochemasova*

A unique set of game activities introduces you to mathematics in the surrounding world. Four books provide ideas for useful games in nature for every season of the year! Created in the framework of super best-seller IGRALOCKA – the most popular programme for preschoolers’ mathematical development.

YEAR OF FOUNDATION

1990

ONE OF THE  
**FIVE**  
LARGEST PUBLISHING  
HOUSES IN RUSSIA

CURRENT  
PORTFOLIO  
**1500**  
TITLES



# Children's Literature Publishing House

Children's Literature Publishing House («Детская литература»/DL) is a legendary Russian publisher, founded in 1933 (called Detgiz until 1965). Books of the publisher have educated several generations of our compatriots. Books with the DL brand are known throughout the world and collect the highest awards at the most prestigious international contests. The best authors and artists cooperate with the publisher. Today it prints books on various subject matter for children of all age groups. The youngest readers benefit from the series *The Puss-in-Boots' School* («Школа Кота в сапогах»), *Book after Book* («Книга за книгой»), *It's Great to Know How to Read!* («Как хорошо уметь читать!»), *The Best Gift* («Самый лучший подарок»), *Stories for Children about Great People of Russia* («Детям о великих людях России») and others. Books for schoolchildren are printed in the affordable *School Library* series. The project for teenagers with books by contemporary authors – Winners of Sergey Mikhalkov International Contest – enjoys special popularity.



**Million for the Theorem!**  
by Elena Lipatova



**One Hundred Facts about Me**  
by Irina Andrianova



**Green Piglet**  
by Georgy Yudin



**A Currant Berry**  
by Evgeny Permyak



**Odysseus Looks for a Friend**  
by Lena Repetur



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FOUNDED IN  
**1933**

**THE FIRST**  
SPECIALISED  
CHILDREN'S  
PUBLISHER  
IN RUSSIA

PERMANENT  
PORTFOLIO  
EXCEEDS  
**600**  
TITLES

# Clever Media Group

Clever Media Group is a children's book publisher dedicated to creating innovative books with exceptional content that change children's lives for the better. Established in Moscow in 2010, Clever has grown from a tight-knit team to over 150 professionals around the globe – including the 2018 launch of the New York office to expand our presence in the North American market. Our books are beloved by children and families throughout the world!

Clever's publishing programme features a wide range of books for ages 0 to 18, including board books, activity books, picture books, nonfiction, middle-grade, and young adult fiction. Each year Clever publishes around 500 new titles, adding to our comprehensive list of 2,000 titles with over 20 million copies sold.



**Clever Mini Board Books  
My First Words**

*by Ekaterina Elkina, Elena  
Jirenkina, Tatiana Korchemkina*



**Clever Questions  
I Know Things That Go**

*by Elena Davydova*



**Big Look & Find Book**

*by Inna Anikeeva*



**Clever Storytime  
Don't Wake the Dragon**

*by Evgeny Permyak*



**Bacteria World Adventures**

*by Elena Ulyeva*

## Contacts:

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Russia, 115054, Moscow  
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[www.clever-publishing.com](http://www.clever-publishing.com)  
[foreign-rights@clever-media.ru](mailto:foreign-rights@clever-media.ru)

FOUNDED IN  
**2010**

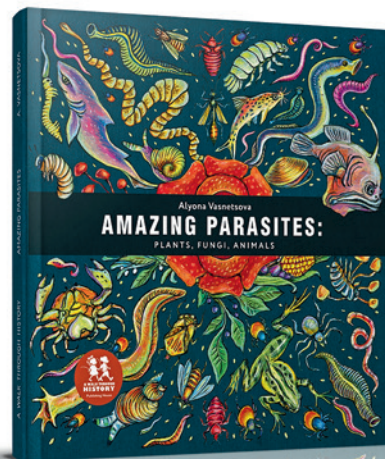
COMPREHENSIVE  
LIST OF  
**2000**  
TITLES  
WITH OVER  
**20**  
MILLION  
COPIES SOLD



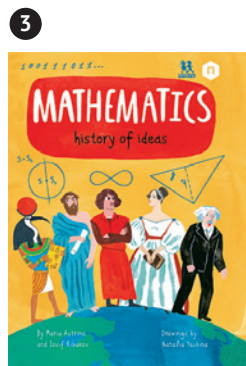
# A Walk Through History

A Walk Through History is a publishing house specialising in children's books with a focus on nonfiction. Since 2011, we have created and designed more than 50 unique titles dedicated to various periods of history (ancient civilizations, the Middle Ages, contemporary world, and Russian history) and other themes: the subway and railroads, mathematics, animals and plants, theatre, space travel and means of communication.

All of our books and games have been created with the participation of trained professionals and child psychologists. The final layout is carefully arranged to have enough information for the targeted age group and to combine the text with illustrations so that the book would be interesting, entertaining yet challenging. Each of our historical series includes an interactive encyclopaedia, a fiction book, activity books, board and card games.



**Amazing Parasites:**  
plants, fungi, animals  
by Alyona Vasnetsova,  
drawings by Fyodor Vladimirov



**Contacts:**  
www.peshkombooks.ru  
Tel.: +7 (495) 787-0530  
Foreign rights:  
foreignrights@peshkombooks.ru

1  
**To the Mountains!**  
**The History**  
**of Mountaineering**  
by Lada Bakal,  
drawings by Tatyana Ukleiko

2  
**Fantastic Animals**  
**All Over the World**  
by Ekaterina Stepanenko,  
drawings by Polya Plavinskaya

3  
**Mathematics:**  
**History of Ideas**  
by Maria Astrina and Iosif  
Ribakov, drawings by Natalia  
Yaskina

4  
**We Live in the Stone Age**  
**Interactive encyclopedia**  
by Ekaterina Zavershneva,  
drawings by Inna Bagaeva

FOUNDED IN  
**2011**

PUBLISHING  
PORTFOLIO  
OF MORE THAN  
**100**  
BOOKS

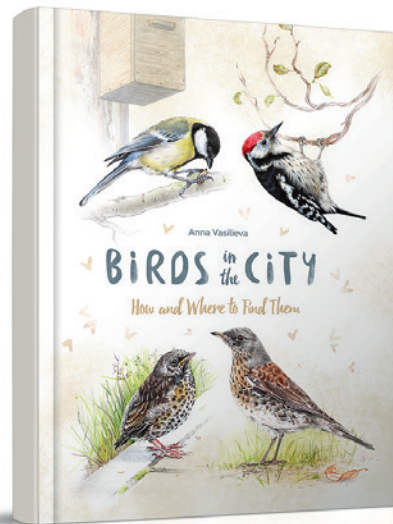


# Mann, Ivanov and Ferber

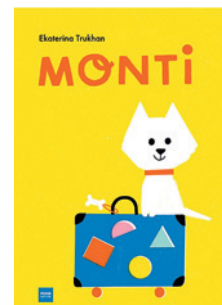
**M**ANN, IVANOV AND FERBER (MIF) is one of leading publishing houses in Russia. We entered the market 15 years ago and at first published on business literature. Later, we went on to publishing children's books, comics, graphic novels, board games and fiction.

We started publishing children's books in 2011. Today, we release more than 150 new children's titles every year, fiction, non-fiction or comic. Their purpose is to develop qualities in children that will help them to live a successful, creative and fulfilling life. At any age starting from birth we are there to accompany and support kids as they help them to get ready for adult life. Our books describe the world around them and within, widen their horizons, build on their strengths and help them to achieve their potential.

We believe that our books help to raise a happy and successful person, who will, in turn, change the world for the better.



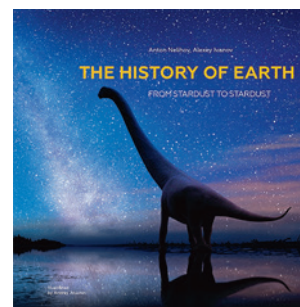
**Birds in the City.  
How and Where to Find Them**  
by Anna Vasilieva



**Monti**  
by Ekaterina Trukhan



**Winter Is Here! Family game**  
by Sasha Kru



**The History of Earth.  
From Stardust to Stardust**  
by Anton Nelihov,  
Alexey Ivanov



**Your First Expedition. Become  
an Expert in Outdoor Adventures**  
by Lilia Shabutdinova,  
Inna Kozheporova

**МИФ**

**Contacts:**  
**Anastasia Gameza**  
Rights Director  
[www.mann-ivanov-ferber.com](http://www.mann-ivanov-ferber.com)  
[www.mann-ivanov-ferber.ru](http://www.mann-ivanov-ferber.ru)

**MIF: UNUSUAL  
PUBLISHER,  
PASSIONATE  
READERS**

**PART OF RUSSIA'S  
TOP 5  
PUBLISHING  
HOUSES**

**OVER  
3000  
BOOKS PUBLISHED  
IN 14 YEARS  
OF EXISTENCE**

# Alpina. Kids



## Contacts:

Lana Bogomaz, Editor-in-Chief:

[l.bogomaz@alpina.ru](mailto:l.bogomaz@alpina.ru)

Principal place of business at 22/25,  
Bolshoi Strochenovskiy 123060, Russia,  
Moscow, PO Box 28

Alpina. Kids is a new business at Alpina Publisher, founded in 1998. We publish books that encourage curiosity, help people find their vocation, develop important skills and simply allow parents to spend more time with their child. Our portfolio includes global bestsellers and books by contemporary Russian authors. Alpina. Kids has books translated into four languages. We offer interactive formats for teenagers.



### How to Listen to Music

The book helps you understand any *smart* music better, be it the classics, jazz, electronics, rock or folk. QR codes with tracks inside to start your immediate immersion.



### Home for a Friend

The story about a pet dog suddenly put out into the street by its master. And about a family who truly wanted to find a real friend.



### Anthropogenesis

A popular science book on anthropology for children. This full-of-humour story about children-bloggers can stir interest to science in everyone.



### I'm a Crocodile

Fascinating facts about the life of crocodiles, re-examined by Moscow Zoo experts, and beautiful plasticine illustrations.



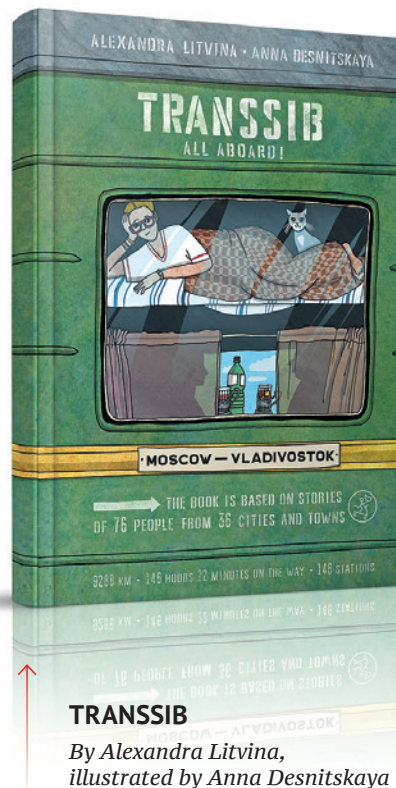
### Creativity

It is one of the top three most popular skills of our time. A training book for unconventional solutions at school, at work and in life.

# Samokat Publishing House

Independent children's books publisher in Russia since 2003, Samokat publishes award winning and long-selling authors from all over the world, including Roald Dahl, Maria Parr, David Almond, Marie-Aude Murail, Tomi Ungerer, Aleksandra and Daniel Mizieliński. Its publication plan for 2020 includes 100 novelties.

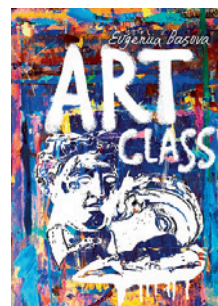
Open-minded and committed to its readers, Samokat focuses on promotion of reading – arranges lots of events on different venues, the main of which is its bookstore in the center of Moscow, and plays a key role in renovation of the children's literature and book illustration in Russia. It collects the rights catalogue based on the highest literature standards and modern world trends. In 2019, 16 Russian projects were selected for the exhibition of 1001 Outstanding International Books (MIBF and Bologna Book Fair, Moscow). Five of them were Samokat's books.



**TRANSIB**  
By Alexandra Litvina,  
illustrated by Anna Desnitskaya



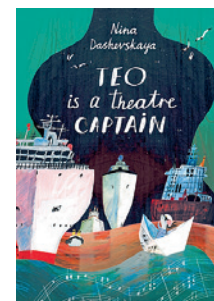
**BEAR'S VACATION**  
By Katerina Gorelik



**ART CLASS**  
By Evgenia Basova



**MICRO SUPER HEROES. Most of the Most Self-Regenerating**  
By Olga Posukh



**TEO IS A THEATRE CAPTAIN**  
By Nina Dashevskaya,  
illustrated by Yulia Sidneva



**Contacts:**  
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[evgeniya.karpenko@samokatbook.ru](mailto:evgeniya.karpenko@samokatbook.ru)

FOUNDED IN  
**2003**

SHORTLISTED  
FOR THE BOP  
**AS ONE  
OF THE BEST  
PUBLISHERS  
IN EUROPE,**  
**2018**



# Polyandria Publishing House

POLYANDRIA PUBLISHING HOUSE presents a range of new and already-familiar names in children's literature, choosing titles that help readers understand themselves and others. These are books about love and trust, loneliness and friendship, about the power of perseverance and the occasional need to compromise.

Polyandria is delighted to introduce Russian readers to renowned authors as Oliver Jeffers, Torben Kuhlmann, Benji Davies, Rob Biddulph, Chris Haughton, Debi Gliori and many others, including writers of international modern classics. Apart from translated titles, we are happy to support talented Russian writers and artists, among them are Irina Zartayskaya, Irina Leek, Masha Sudovykh.



**Tim and Diggy**  
*Irina Leek, illustrated by  
Luke Scriven*



**The Ten Moons**  
*Vitaly Terletsky,  
illustrated by Natsuki*

**Ayasel: An Evening  
in the Steppe**  
*Irina Zartayskaya,  
illustrated by Assol Sas*

**Oceans Between Us**  
*Irina Zartayskaya,  
illustrated by Masha  
Sudovykh*

**When the Bear Is in  
Love**  
*Irina Zartayskaya,  
illustrated by Natalia  
Shaloshvili*

поляндрія  
издательский дом

## Contacts:

140 Nevskiy Prosp., St. Petersburg,  
191036 Russia, Tel.: +7 (812) 401-6330  
info@polyandria.ru  
www.polyandria.ru

FOUNDED IN  
**2009**

ONE OF THE  
LEADING  
PUBLISHING  
HOUSES OF  
CHILDREN'S  
LITERATURE  
IN RUSSIA

OVER  
**70**  
TITLES  
IN 2019

# Bichik National Publishing Company

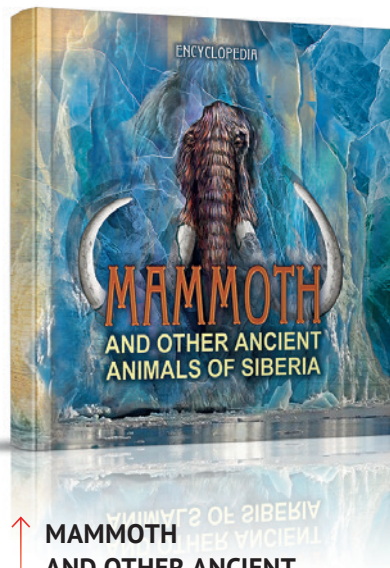


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E-mail: [book@bichik.ru](mailto:book@bichik.ru)  
[www.bichik.ru](http://www.bichik.ru)

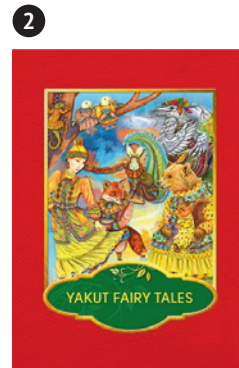
What do the children of Yakutia do, when blizzard rages in the streets and the 50-degree frost breaks out? What do the schoolchildren do during long evenings, provided that the winter lasts for 8 months? They read books.

That's why they develop creativity and inquisitiveness. Despite such extreme living conditions in the coldest place on the Earth – Yakutia, where the incredibly fierce winter shows down to -71.2 Celsius, where life itself calls not only for survival, but also for active development, the Yakutians conquer the world peaks. Among the triumphers are the Olympic champion Pavel Pinigin, founder of the company “InDriver” Arsen Tomsy, founders of the mobile games company “MyTona” brothers Ushnitsky, super-model Polina Protodyakonova and others – thanks to courage, creativity and national identity.



## MAMMOTH AND OTHER ANCIENT ANIMALS OF SIBERIA

By Albert Protopopov,  
Stanislav Kolesov, Valery  
Plotnikov and others.  
Illustrated by Alexander  
Baishev, Ekaterina  
Sadovnikova and others



## 1 LEGENDS AND FAIRY TALES FROM THE ARCTIC

Compilers Alexandra Popova,  
Marina Nikiforova. Illustrated  
by Innokenty Koryakin and others

## 2 YAKUT FAIRY TALES

Compiler Marina Makeeva.  
Illustrated by Aytalina Michailova,  
Nyurguyana Yablovskaya

## 3 MY FIRST WORDS. 150 words

By Aysena Timofeeva.  
Illustrated by Silviya Ignatiyeva

## 4 FAVOURITE TALES OF THE PEOPLES OF RUSSIA

Compiler Ulyana Semenova.  
Illustrated by Ekaterina  
Sadovnikova

FOUNDED IN  
**1926**

PUBLISHING  
PORTFOLIO  
OF MORE THAN  
**700**  
TITLES

# Association of CIS Book Distributors (ASKR)



## Contacts:

[www.askr.ru](http://www.askr.ru)

Tel.: +7 (495) 624-8028,

E-mail: [askr123@mail.ru](mailto:askr123@mail.ru)

Postal address: For ASKR, 8, New Arbat St.,  
119019 Moscow

## The Association of CIS Book Distributors pursues the following objectives:

- Develop international book exchange and cooperation with foreign partners and their professional associations;
- Improve business relations between book selling enterprises, publishing houses and other stakeholders of the book industry;
- Convene book fairs, exhibitions, seminars and international meetings on book publishing and distribution;
- Undertake research in the industry;
- Provide information and methodological support to the members of the Association.

Here is the list of the most prominent events held by the Association for nearly 30 years of its work: Book Congress in the Pillar Hall of the House of Unions (1993), CIS Reading Assembly (2019), 42 seminars and round-table discussions on topical issues of the book market, 21 All-Russian competitions among book selling enterprises, 9 competitions of book selling enterprises from the CIS member states, 4 All-Russian com-

petitions of bookselling staff, 9 All-Russian festivals of children's books, participation in numerous book fairs, in particular, book exhibitions and fairs held on the ASKR initiative in Chelyabinsk and Almaty, participation in the General Assemblies of the International and European Booksellers Federations, participation in the Interstate Council on co-operation in periodical press, book publishing, book distribution and printing of the CIS Executive Committee, launch of the Diploma of a Book and Library Business Trustee, 80 issues of the ASKR Newsletter and much more.

The Association of CIS Book Distributors and its members annually organise and actively participate in the Children's Book Week. Bookstores open widely their doors to young readers to meet with authors of favourite books and publishers, participate in literary quizzes, various competitions and master classes. Bookstores organise exhibitions and sales of children's books during such special weeks. The Week is also the time when its participants collect children's books from the general public for orphanages, residential care facilities for children, hospitals and rural libraries.



**NADEZHDA MIKHAYLOVA,**  
President  
of the Association  
of CIS Book Distributors

THE ASSOCIATION  
WAS ESTABLISHED  
ON OCTOBER 18,  
**1990**

**ASKR**  
IS A MEMBER  
OF THE  
EUROPEAN AND  
INTERNATIONAL  
BOOKSELLERS  
FEDERATIONS



# Russian State Children's Library

**Contacts:**

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RU-119049 Moscow

Tel.: +7 (499) 230-0093 / 206

E-mail: [info@rastimchitatelya.ru](mailto:info@rastimchitatelya.ru)

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**R**ussian State Children's Library (RSCL) is the largest children's library in Russia and one of the largest in the world. It applies equally to the size of the library stock, the floor area of all premises, and services provided to children.

It was founded in 1969. It functions not only as a public library, but as a major cultural destination as well. As of 2019, the RSCL has more than 330,000 visitors annually and more than 930,000 website users. On the 9,000 sq. m of library space, there are 14 specialised reading halls, modern cinema and concert hall with 170 seats. The library stock consists of about 600,000 books, newspapers, magazines, music notation items, DVDs, audios and photos.

There are 58 children's studios, workshops and clubs, on the base of which 20 educational programmes are being realized.

RSCL is responsible for the children's programmes within the annual book events: Moscow International Book Fair, Book Festival "Red Square", International Book Fair for High-quality Fiction and Non-fiction.

RSCL is famous for its various large-scale exhibitions of prominent Russian and foreign illustrators and book authors.

The RSCL actively develops international cooperation in the field of children's book publishing and reading. In 2015, RSCL came forward with the initiative to host 2020 IBBY Congress in Moscow, and now acts as one of its main organisers.



**MARIA VEDENYAPINA,**  
Director of the Russian  
State Children's Library,  
President of the  
Association

# Association of cultural workers, artists and educators for children's reading "Raising Readers"

## Contacts:

1 Kaluzhskaya Square  
RU-119049 Moscow

Tel.: +7 (499) 230-0093 / 206

E-mail: [info@rastimchitatelya.ru](mailto:info@rastimchitatelya.ru)

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The Association of cultural workers, artists and educators for children's reading "Raising Readers" was established in June 2016. It unites state, public and creative organisations, institutions, collectives and individuals working in the field of culture, art, education, book publishing in the interest of promoting children's literary and artistic education.

Since March, 2018, the Raising Readers Association acts as an official patron of the Russian national section of IBBY (International Board on Books for Young People). The Association is one of the main IBBY Congress 2020 organizers.

One of the most outstanding projects of the Association is the All-Russian campaign "Give Books with Love!" initiated by the Association in 2017 as an annual network project within the framework of the Inter-

national Book Giving Day celebration. More than 2,050 children's libraries from 79 Russian regions registered as participants, as well as the largest book stores, publishing houses, schools, museums and many other organisations took part in the campaign of 2019.

Another large project was the All-Russian campaign "Children's Book on the Victory Podium". The main goal of the campaign was to draw attention to the Russian books for children and youth that have been included in the IBBY Honour List between the years 1970 and 2016. The Association received the right to release the Russian version of the stickers for marking the HL books. The participants of the campaign sent requests for the stickers, which they were able to put on the books from the Honour List they have in their collections. Over 450 libraries and other organisations took part in this campaign.



**ANGELA LEBEDEVA,**  
Executive Director  
of the Association

# Let's Talk!

**Попмамбук**  
для тех, кто читает детям

**Contacts:**

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Papmambook's editor-in-chief,  
[www.papmambook.ru](http://www.papmambook.ru);  
[info@papmambook.ru](mailto:info@papmambook.ru)

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**PAPMAMBOOK.RU** is a website dedicated to child and adolescent reading. Most of Papmambook's projects are platforms for a cultural dialogue between adults and teenagers.

Which books should teenagers read? No one can answer this question better than the teenagers themselves. After all, they have already chosen which books to read and are eager to discuss a wide range of issues.

We trust the opinion of those who are truly avid readers, read because they want to, and because they like to read, and are able to reflect on a book, explain their preferences and write about it.

"Book Expert of the 21st Century" was conceived to find such teenagers and give them the opportunity to speak about the books they've read. But the contest is not just a journalistic competition – it's also a platform for conversation. Young readers live all across Russia. The contest gives them the opportunity to get to know each other by reading each other's texts and commenting on them through the contest's website.

The essays allow us to see which books the teenage participants read and what they think of them. There's food for thought for the adults here, too.

The contest has been running since 2013. During this time, we've published 630 of the best essays on books read by the teenagers.

The contest winners are welcome to join Papmambook as regular contributors.

Our regular authors get information on newly published books, choose what they would like to read (they receive books no matter where they live), write essays about what they've read, work on them with a literary editor, and take part in discussions about reading.

"Teens Speak Out" is one of the most popular sections on the website. The essays and thematic discussions published here are met with interest by parents, educators, writers, and publishers.



**MARINA AROMSHTAM,**  
Papmambook's  
editor-in-chief