

SPRING/SUMMER 2011



PUBLISHING HOUSE SNOR

## FOREWORD

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Summer vacation? What's that? In the past, a Snor vacation might involve a summer address. But we would still have to go over the proofs, and pass on the very-very-very last changes to the designer. Or we'd sit beside the pool and via a bad internet connection send a 'Stop the presses!' email to our printer in Slovenia because we forgot about some copyright issue involving someone like Barbie. Or we'd try to focus on writing a new foreword while strapping on our swimming goggles. Or we'd want to make one final check of a PDF, and so we'd give our partners a 'I can't help it' expression and then they would have to jump into the pool for the hundredth time that day to serve as living air mattresses for the kids.

But no more! From now on we are going to approach vacations completely different. To begin with, we are going to completely skip both Christmas and spring vacation. We're just going to make so many books that the word 'holiday' gets permanently erased from our agendas. In the coming six months, you can expect at least five new Snor titles. Because: vacations are for wimps. And anyway, someone has to make sure that all those beach bums out there have something to read. Cheers!

Claudette and Annemarieke

PS: You can follow us at [www.facebook.com/publishinghousesnor](https://www.facebook.com/publishinghousesnor)

## CONTENT

<b>FAMILY</b>	6
(NEW!) DREAM VOUCHERS - FOR WOMEN	8
(NEW!) THANKS TEACH!	9
(NEW!) IN THE BACKSEAT	10
(NEW!) OPERATION NURTURE	11
IMPRESS YOUR KIDS	12
REAL FATHERS	13
SONS!	14
DAUGHTERS!	15
PREGNANCY BOOK FOR MEN	16
THAT'S WHY!	17
WILD WALKS FOR SPRING AND SUMMER	18
WILD WALKS FOR FALL AND WINTER	19
<b>CULINARY</b>	20
DESSERT AND CAKE CALENDAR	22
SOUP CALENDAR	23
HOMEGROWN	24
LUNCH BOX BOOK	25
<b>LIFESTYLE</b>	26
VIVA LA FÊTE	28
CHEERFUL IN 3 ½ MONTHS	29
<b>DO-IT-YOURSELF</b>	30
FRED & WILMA IN THE SUBURBS	32
SEWING ETC	33

## 4 NEW SNORS



### Dream Vouchers - for women

What are the best presents you can get from a man? Or from your child or friend? That's right: a breakfast in bed, a clean house, or a children's sleepover in a house that is not your own. But perhaps you have difficulties when it comes to expressing your truest desires. So now there's our Dream Vouchers Book filled with coupons for pretty much every occasion and person. 'A week without burps and farts' anyone? **Page 8**

### Operation Nurture

Do your children listen? Do they empty their plates? Do they sleep through the whole night? If you answered yes to all these questions, you don't need this book. But for all the other parents out there, this book act as an alternative guide to raising your kids.

That'll teach them! **Page 11**



### Thanks Teach!

School teachers spend more time with your children than you do. They do their best to make your boys and girls more attentive, smart, literate and considerate. But perhaps you've noticed the look of fear in their eyes whenever they are confronted with parents. That's because parents always have something to whine about. So here's a way to turn that fear into fun: by saying Thanks Teach! in a personal way. **Page 9**

### In the Backseat

Whatever happened to those backseat children who used to endlessly ask 'Are-we-there-yet? Are-we-there-yet?'' They are happily distracted leafing through In the Backseat, a book packed with all sorts of interactive game-media-app stuff. The kids will even forget that they brought along their Nintendos. Meanwhile you can (almost) forget that you actually brought along the kids. **Page 10**





FAMILY

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NEW!



- 📖 FULL COLOR ILLUSTRATIONS
- 📖 A WARM, HUMORISTIC HOW-TO BOOK
- 📖 FOR EVERYONE WITH CHILDREN IN PRIMARY SCHOOL (OR DAY-CARE, OR WHEREVER)

Teachers spend the whole year looking after your child. They make sure that your little cutie learns how to read, write and appreciate the finer points of abstract minimalist painting. The best thing about teachers is they give you the opportunity

to do something else with your life between 8.30 and 3.30 besides endlessly stuffing children movies into the DVD player. Sometimes a mere box of chocolates cannot properly reflect the hugeness of your gratitude. Until now...

<b>Title</b>	Thanks Teach!	<b>ISBN</b>	978-90-79961-13-9
<b>Author</b>	Gerard Janssen	<b>Pages</b>	64
<b>Design</b>	Maartje Kuiper	<b>Size</b>	150 x 190 mm
		<b>Price</b>	€ 9.95
		<b>Release</b>	May 2011

NEW!

ENGLISH TEXT AVAILABLE



- 📖 THE PERFECT MOTHER'S DAY GIFT
- 📖 FULL COLOR ILLUSTRATIONS
- 📖 USEFUL, FUNNY AND BEAUTIFUL

This coupon is good for one load of laundry. This coupon is good for one dinner with a friend. This coupon is good for 10 compliments. A Dream Vouchers Book is filled with vouchers (hence the name...) good for every possible moment and person. In this way, all the nasty jobs get done and not just

on Mother's Day. Mothers can now go back to enjoying the finer things in life. Designed by ISAK, the coupons are actually too nice to just give away completely so that's why there is two of each. So just tear and share! Success guaranteed.

<b>Title</b>	Dream Vouchers	<b>ISBN</b>	978-90-79961-15-3
<b>Subtitle</b>	For women	<b>Pages</b>	112
<b>Author</b>	Snor	<b>Size</b>	150 x 105 mm
<b>Design</b>	ISAK	<b>Price</b>	€ 12.95
		<b>Release</b>	April 2011

## IN THE BACKSEAT



A sheet that makes your book talk, puzzles with codes that need to be cracked, which are then used to watch films on the iPhone or iPad, or in an interactive treasure hunt for along the road. In the Backseat is a new kind of vacation do-it-yourself book for children. It's so packed with interactive game-media-

app stuff, that even the most addicted gamer will want to join in the group fun.

With this book your kids will only ask the 'Are we there yet?' question once: at the moment of arrival.

<b>Title</b>	In the Backseat	<b>ISBN</b>	978-90-79961-14-6
<b>Author</b>	Snor	<b>Pages</b>	34
<b>Design</b>	Maartje Kuiper	<b>Size</b>	260 x 320 mm
		<b>Price</b>	€ 15.95
		<b>Release</b>	May 2011

## OPERATION NURTURE

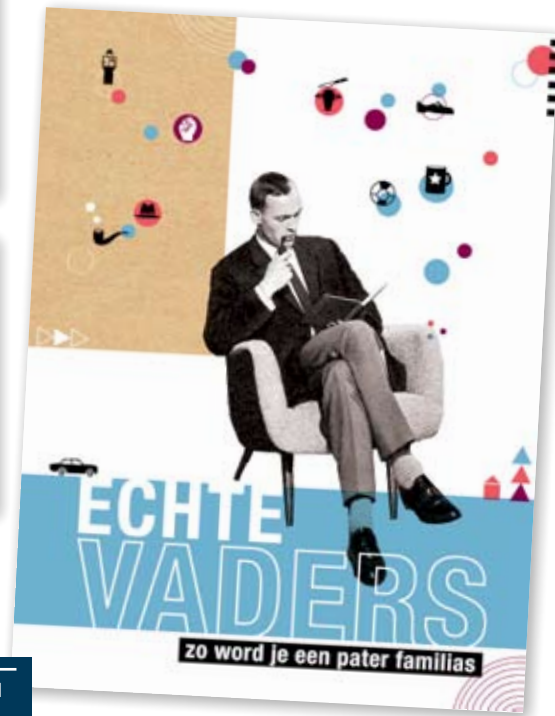
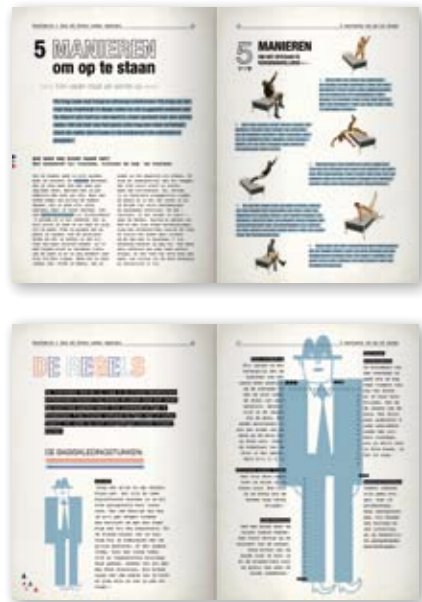


If you've read every child-raising book and taken every possible course, and your children still don't listen, what do you do? First off, read this book in one sitting. Operation Nurture helps you to set a goal

and gather together the materials you need, and then shows you how to bring about a happy ending to your mission. Your kids will end up brushing their own hair, emptying their plates and going to bed on time.

<b>Title</b>	Operation Nurture	<b>ISBN</b>	978-90-79961-11-5
<b>Author</b>	Gerard Janssen	<b>NUR</b>	854
<b>Design</b>	Studio Kluif	<b>Pages</b>	144
		<b>Size</b>	150 x 210 mm

## REAL FATHERS



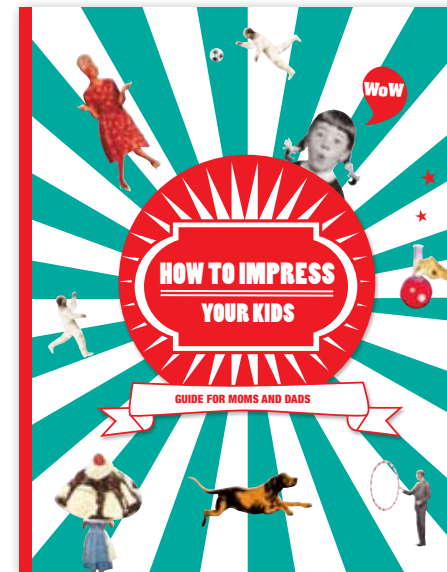
"The books of Gerard Janssen are real chuckle jewels" het Parool

How should a father behave when his daughter dresses up like a prostitute to go to school or his son constantly mocks him in public? Or rather: how would a real father deal with such situations? This book includes

everything a father needs to know about how to get ahead in the household. It features the latest statistics, research and facts around fatherhood, as well as workshops on meat carving, snoring and shaving.

<b>Title</b>	Real Fathers	<b>ISBN</b>	978-90-79961-10-8
<b>Subtitle</b>	How to Get Ahead of the Household	<b>NUR</b>	502
<b>Author</b>	Gerard Janssen	<b>Pages</b>	144
<b>Design</b>	Maartje Kuiper	<b>Size</b>	150 x 200 mm
		<b>Price</b>	€ 15.95
		<b>Release</b>	Dutch version already published

## IMPRESS YOUR CHILDREN



Impress your kids by eating fire, making Barbie cakes and break-dancing. This book is not just great for parents. Neighbors, fathers-in-law and mothers-in-law, uncles, aunts and teachers can also learn a few new tricks to make the children go 'oh!' and 'ah!'.

"Guaranteed to have your children in awe, and you actually enjoying yourself." Viva

"A cheerfully illustrated book filled with facts, tricks and funny findings that will entertain curious and creative little people of primary school age." de Telegraaf



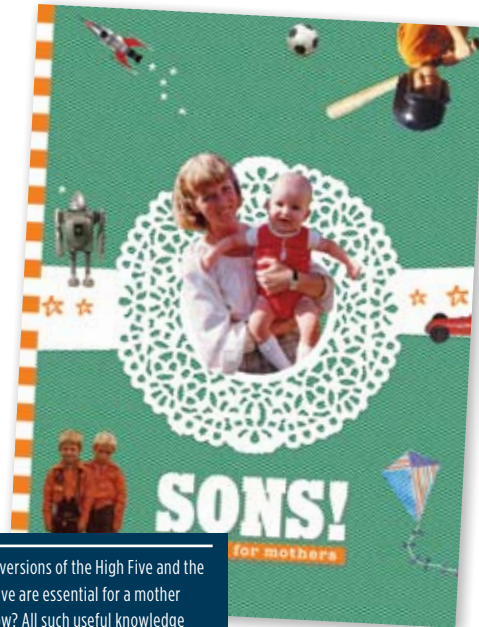
3<sup>rd</sup>  
PRINT

20.000  
SOLD!

<b>Title</b>	Impress your Children	<b>ISBN</b>	978-90-810917-2-5
<b>Design</b>	Maartje Kuiper	<b>NUR</b>	450
		<b>Pages</b>	144
		<b>Size</b>	170 x 210 mm
		<b>Price</b>	€ 16.95
		<b>Release</b>	Dutch version already published

SONS A HANDBOOK FOR MOTHERS

DAUGHTERS A HANDBOOK FOR FATHERS



“What versions of the High Five and the Low Five are essential for a mother to know? All such useful knowledge has now been collected in this book.” Libelle.be

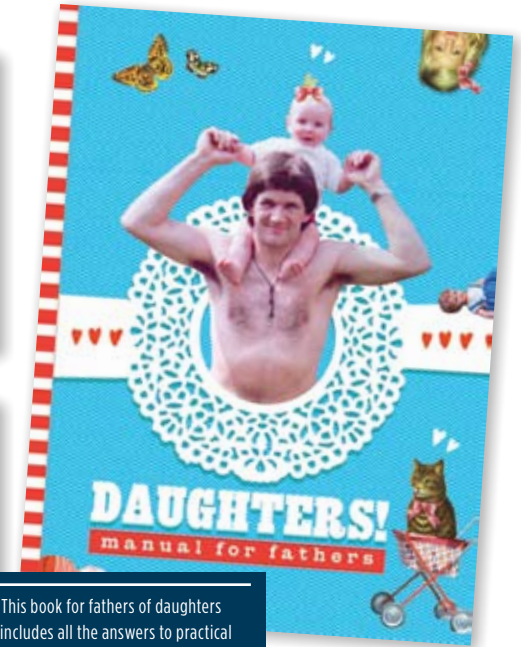
“Sons! is a serious book about child-raising. As a mother, you are particularly well served by the category ‘useful facts.’” de Volkskrant

In Sons! A Handbook for Mothers, moms can find out everything they need to know about their sons and their relationship to long-distance peeing, pyromania and millipedes. The book also includes interviews with experts about the inner-workings of boys’ brains.

4<sup>th</sup> PRINT

OVER 17.000 SOLD

<b>Title</b>	Sons!	<b>ISBN</b>	978-90-79961-01-6
<b>Subtitle</b>	A Handbook for Mothers	<b>NUR</b>	370
<b>Author</b>	Gerard Janssen	<b>Pages</b>	176
<b>Design</b>	Maartje Kuiper	<b>Size</b>	125 x 160 mm
		<b>Price</b>	€ 14.95
		<b>Release</b>	Dutch version already published



“This book for fathers of daughters includes all the answers to practical questions as well as the latest pedagogical and psychological insights.” Volkskrant

“A funny book about everything a father needs to know about their daughter.” J/M

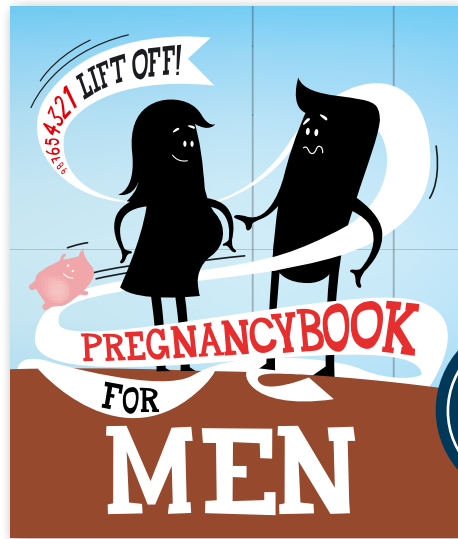
Welcome to the wonderful world of ponytails, shoes, gossip and saying no in the most diplomatic way possible. Daughters! includes everything you need to know as a father of those most curious of creatures: a daughter.

5<sup>th</sup> PRINT

MORE THAN 25.000 SOLD!

<b>Title</b>	Daughters!	<b>ISBN</b>	978-90-810917-6-3
<b>Subtitle</b>	A Handbook for Fathers	<b>NUR</b>	450
<b>Author</b>	Gerard Janssen	<b>Pages</b>	176
<b>Design</b>	Maartje Kuiper	<b>Size</b>	125 x 160 mm
		<b>Price</b>	€ 14.95
		<b>Release</b>	Dutch version already published

## PREGNANCY BOOK FOR MEN



In this pregnancy book, men are kept up to date week by week on what is happening with the little baby in the belly, and the massive hormonal changes taking place within their partner. It also answers such questions as 'What is DNA' and 'How exactly do chromosomes work again?' And naturally, there's a crash course in labor, in case of emergency.

ENGLISH  
TEXT  
AVAILABLE

"Also useful is the glossary with such words as colostrums, tummy tub and perineum." Volkskrant

NOW  
ALSO  
APP!



€ 2.99



3<sup>rd</sup>  
EDITION

OVER  
8.000  
SOLD

<b>Title</b>	Pregnancy Book for Men	<b>ISBN</b>	978-90-79961-02-3
<b>Author</b>	Gerard Janssen	<b>NUR</b>	370
<b>Design</b>	Job, Joris en Marieke	<b>Pages</b>	144
		<b>Size</b>	150 x 180 mm
		<b>Price</b>	€ 14.95
		<b>Release</b>	Dutch version already published

## THAT'S WHY!

AND OTHER INSIGHTFUL ANSWERS TO THE QUESTIONS OF CHILDREN.



"That's Why! And Other Insightful Answers to the Questions of Children is a brilliant idea for a child-rearing book." Parool

"You'll never have to be speechless again!" Volkskrant

"The book approaches these difficult questions in a way that allows parents to no longer have to fake it, look sheepish, or worst, say: 'Go ask your father [or mother]'." Trouw

Why do children always ask those difficult questions? We don't actually know the answer to this... But meanwhile we do have That's Why! And Other Insightful Answers to the Questions of Children which presents expert's answers to all sorts of fundamental questions. You will never have to feel stupid again!

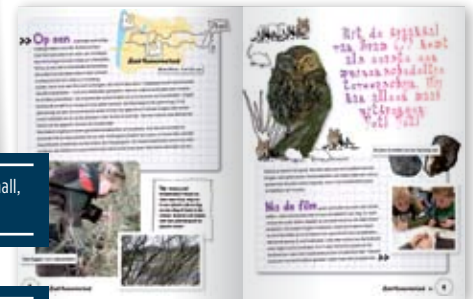
2<sup>nd</sup>  
PRINT

<b>Title</b>	That's Why!	<b>ISBN</b>	978-90-810917-4-9
<b>Subtitle</b>	And Other Insightful Answers to the Questions of Children	<b>NUR</b>	370
<b>Author</b>	Suzanne Rethans	<b>Pages</b>	144
<b>Design</b>	Job, Joris en Marieke	<b>Size</b>	150 x 210 mm
		<b>Price</b>	€ 15.95

## WILD WALKS FOR SPRING AND SUMMER

## WILD WALKS FOR FALL AND WINTER

"Have you ever experienced your children deciding on where the family should go for a nature walk? We neither. That is, until we put Wild Walks for Spring and Summer on the table in front of them." Parool



"All of these excursions, both big and small, are really great for children." Red.nl

"There are not enough days for this book. It really has a lot of fun things to do!" Kids-and-trips.nl

Why should you stop going for treks just because the crocuses are shooting from the ground and the leaves are starting to bud? It's not as if you can go to the beach every day! In this colorful follow-up to Wild Walks

for Fall and Winter you will find the 24 best spring and summer walking excursions from the Dutch conservation group Natuurmonumenten. Get your kids away from the screen and into the green!

There's nothing like a lovely autumn or winter walk through the woods. So let's get out there! Just don't forget to dress in layers. Together with the Dutch conservation group

Natuurmonumenten we collected the 25 best ideas for fall and winter walks for the whole family: building huts, hunting mushrooms, beachcombing and wildlife-spotting.

<b>Title</b>	Wild Walks for Spring and Summer	<b>ISBN</b>	978-90-79961-08-5
<b>Subtitle</b>	Nature Trips for Urban Imps (and their Parents)	<b>NUR</b>	502
<b>Design</b>	Studio 100%	<b>Pages</b>	144
<b>Lay-out</b>	Het Bos	<b>Size</b>	150 x 200 mm
		<b>Price</b>	€ 14.95
		<b>Release</b>	Dutch version already published

<b>Title</b>	Wild Walks for Fall and Winter	<b>ISBN</b>	978-90-79961-06-1
<b>Subtitle</b>	Nature Trips for Urban Imps (and their Parents)	<b>NUR</b>	502
<b>Design</b>	Studio 100%	<b>Pages</b>	144
		<b>Size</b>	150 x 200 mm
		<b>Price</b>	€ 14.95
		<b>Release</b>	Dutch version already published

CULINARY

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## DESSERT AND CAKE CALENDAR



'Mommmyyyy, what's for dessert?' It's enough to drive you crazy. And it's even worse when it's your adult partner saying it. But now 365 (+ 1 leap day) doses of inspiration have been brought together. That should keep them quiet. Kamer 465 collected the most beloved recipes for desserts and cakes from family, friends, Twitter and Facebook. And the nice thing about it is that you can easily skip a day whenever someone has to be sent to bed without dessert. It's a gift that just keeps giving: year in, year out.



2<sup>nd</sup>  
PRINT

OVER  
10.000  
SOLD

GOURMAND  
COOKBOOK  
AWARD

<b>Title</b>	Dessert and Cake Calendar	<b>ISBN</b>	978-90-799-61-9-93
<b>Author</b>	Kamer 465	<b>NUR</b>	441
<b>Cover design</b>	Studio Boot	<b>Pages</b>	370
<b>Design</b>	En Publique	<b>Size</b>	210 x175 mm
		<b>Price</b>	€ 16.95
		<b>Release</b>	Dutch version already published

## SOUP CALENDAR



Our triple best seller! Soup Calendar by Anya van de Wetering (Kamer 465) has been an overwhelming success since its first release. Easy to predict, since it involved Kamer 465 bringing together the 365 favorite soup recipes of friends and family, and then wrapping them all up nice with photos and illustrations. For every day a soup! And good for every year!

OVER  
25.000  
SOLD

BOOKSELLER'S  
RIBBON

GOURMAND  
COOKBOOK  
AWARD

<b>Title</b>	Soup Calendar	<b>ISBN</b>	978-90-79961-07-8
<b>Author</b>	Kamer 465	<b>NUR</b>	441
<b>Illustration</b>	Anya van de Wetering	<b>Pages</b>	368
<b>Photography</b>	René Kramers	<b>Size</b>	210 x175 mm
<b>Cover design</b>	Studio Boot	<b>Price</b>	€ 16.95
<b>Design</b>	En Publique	<b>Release</b>	Dutch version already published

"Soup Calendar is one of last year's most original cookbooks. A super simple idea packaged in a flashy and cheerful design." NRC Next

"Most of the recipes from the Soup Calendar are really very simple. It's not a book for people who like complicated and pretentious recipes. It's just simply tasty and inspiring." Johannes van Dam, Parool

## HOMEGROWN

For everyone who might lack time and space but still wants to embrace their inner farmer. Homegrown introduces the revolutionary new garden crate method that has you harvesting from your own small kitchen garden or balcony in no time. Beautifully-designed, the book also includes 50 fun and original recipes from food stylist Marian Flint.



"As long as the outdoor temperatures remain uninviting enough to stop you from taking actual action, this book is great reading." [koken.blog.nl](http://koken.blog.nl)

"Good, practical advice, with exactly the right tone to motivate the reluctant city farmer to action. It really gives courage to the lazy, green fingerless city dweller." NRC Next

<b>Title</b>	Homegrown	<b>ISBN</b>	978-90-79961-09-2
<b>Subtitle</b>	Ultra Simple Gardening and Super Tasty Cooking	<b>NUR</b>	423 and 441
<b>Design</b>	Marian Flint	<b>Pages</b>	104
<b>Lay-out</b>	Studio Boot	<b>Size</b>	215 x 270 mm
		<b>Price</b>	€ 14.95
		<b>Release</b>	February 2011

## LUNCH BOX BOOK



These 25 inspiring ideas guarantee that your child will return from school everyday with an empty lunchbox. Such things as green monsters, tattooed peppers and edible flowers also work great as a treat or for children's parties.

"A love potion, edible flowers, licorice made from dried fruit... It's now time for something completely different for in the lunchbox!" Viva

"I get a lot of inspiration and good feelings from this book." Mama



GOURMAND  
COOKBOOK  
AWARD

<b>Title</b>	Lunch Box Book	<b>ISBN</b>	978-90-79961-04-7
<b>Author and</b>		<b>NUR</b>	446
<b>Illustrator</b>	Marije Vogelzang	<b>Pages</b>	112
<b>Design</b>	Studio Kluif	<b>Size</b>	150 x 200 mm
<b>Photography</b>	Benno de Wilde	<b>Price</b>	€ 14.95
		<b>Release</b>	Dutch version already published



LIFESTYLE

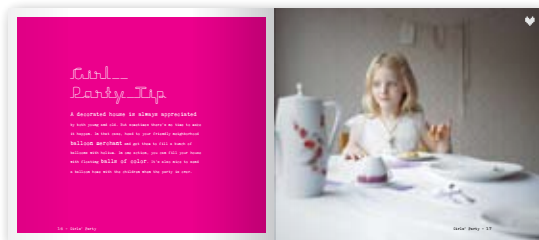
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**Viva the Party**  
Do-it-yourself styling for every occasion



DIY-styling for all (holi)days. Forget about the Xmas tree! It is time for a totally different way of styling your party. No standard breakfast in bed, but instead an ultra special personal treat for a unique Mothers Day. No decorations from your local supermarket but original handmade garlands. In Vive La Fête, styling duo FriedaMaria explains in clear steps how you can make great styling accessories from simple easy-to-get materials.



<b>Title</b>	Vive La Fête	<b>ISBN</b>	978-90-810917-8-7
<b>Author</b>	FriedaMaria	<b>Pages</b>	144
<b>Photographer</b>	Tjitske van Leeuwen	<b>Size</b>	240 x 210
<b>Design</b>	Studio 100%	<b>Price</b>	€ 17.50
		<b>Worldwide Spanish and Catalan rights sold already</b>	



**CHEERFUL**  
IN **3 1/2** MONTHS



By doing what you don't usually do, your life will immediately becomes more fun.

So why not, for example, light up a fake cigarette, send a present to a stranger, learn how to pop a wheelie, or replace your favorite words by using the same words in Hawaiian? By following this book's course you will say goodbye to the dreary everyday, and aloha to a wacky tomorrow!

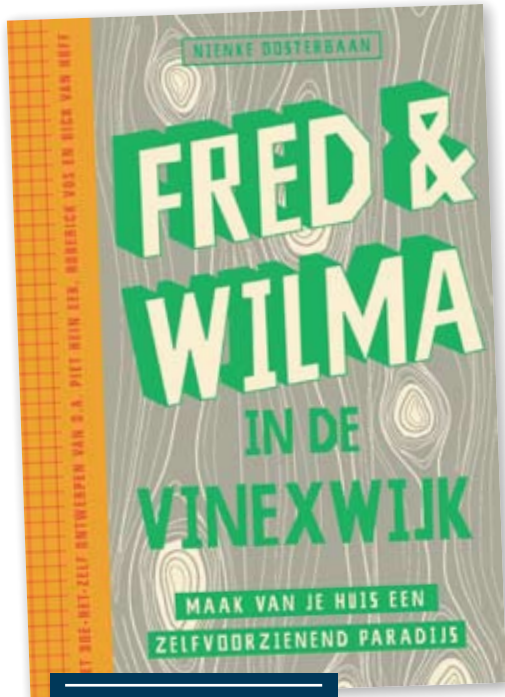


<b>Title</b>	Cheerful! in 3 1/2 Months	<b>ISBN</b>	978-90-79961-12-2
<b>Author</b>	Gerard Janssen	<b>NUR</b>	370
<b>Illustrations</b>	Sue Doeksen	<b>Pages</b>	112
<b>Design</b>	Rick Storm en En Publique	<b>Size</b>	115 x 158
		<b>Price</b>	€ 12.95
		<b>Release</b>	Dutch version already published

DO-IT-YOURSELF

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Self-sufficiency goes well with quality design. This beautiful 'eco-do' book by Studio Boot shows you how to design your life and home. It gives back-to-basics advice from such internationally-acclaimed Dutch designers as Piet Hein Eek, Roderick Vos and Dick van Hoff.

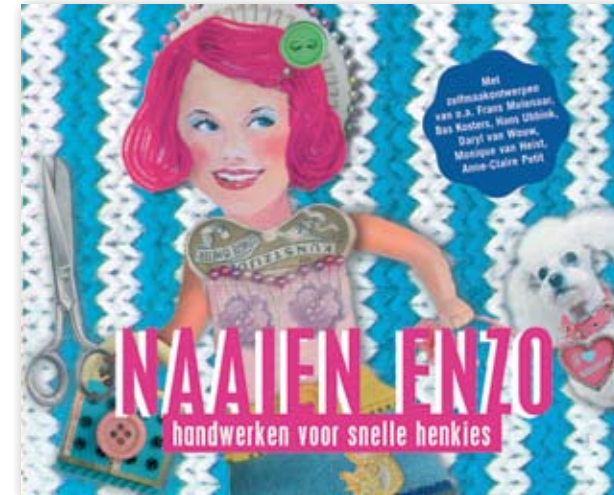


"A book that makes you enthusiastic, and it's very uniquely designed!"  
Buitenleven

"Living self-sufficiently is a real challenge and when you succeed it gives a feeling of pride that perhaps you only remember from a long, long time ago." NRC next



<b>Title</b>	Fred & Wilma in the Suburbs	<b>ISBN</b>	978-90-810917-7-0
<b>Subtitle</b>	Make your House a Self-Sufficient Paradise	<b>NUR</b>	450
<b>Author</b>	Nienke Oosterbaan	<b>Pages</b>	144
<b>Design and illustrations</b>	Studio Boot	<b>Size</b>	175 x 230 mm
		<b>Price</b>	€ 16.95
		<b>Release</b>	Dutch version already published



Our very first mega-bestseller inspired many to get back to working with their hands. It quickly teaches you to crochet, knit, sew, embroider and do appliqué. You can also make-your-own-fashion-statements by following the designs of such top Dutch names as Frans Molenaar, Hans Ubbink, Bas Kosters, Anne-Claire Petit and Daryl van Wouw.

"With this handy craft book full of do-it-yourself designs from acclaimed Dutch designers you will not get bored. You'll even get a nice purse out of it as well!" Yes

"Grab those knitting needles!"  
101 Woonideeën



<b>Title</b>	Sewing Etc (Third pressing)	<b>ISBN</b>	978-90-810917-1-8
<b>Subtitle</b>	Hand Work for the Fast of Foot	<b>NUR</b>	450
<b>Authors</b>	Claudette Halkes and Annemarieke Piers	<b>Pages</b>	188
<b>Design</b>	Dollekamp en Van Campen	<b>Size</b>	185 x 150 mm
<b>Illustrations</b>	Saskia van der Linden	<b>Price</b>	€ 14.95





THE END

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SALES AND PR

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DESIGN

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[www.en-publique.nl](http://www.en-publique.nl)