



POPULAR  
CANADA

2016  
Summer Catalogue



## Popular Holdings Limited

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Popular Holdings Limited (POPULAR) is the parent company of Popular Book Company (Canada) Ltd.

POPULAR is a leading education group in the Pan-Asia region. Founded in 1924, it has over 90 years of expertise in books. From publishing to retail bookstores, POPULAR does it all. Its innovative and diverse business portfolio has surpassed its core business of bookstores and publishing. Today, POPULAR has foothold in nine countries and regions and more than 4,000 employees. Its business consists of Retail and Distribution, Publishing and e-Learning, and Property Development, and has a total of 168 retail bookstores in Singapore, Malaysia, and Hong Kong.

With the extensive experience in bookstore operations, POPULAR thoroughly understands the nature of the book business from publishing to retail. This experience enables all its publishing subsidiaries, including Popular Book Company (Canada) Ltd, to develop products to fulfill the need of buyers and their customers.

In 2015, POPULAR moved into its new headquarters building in Singapore. This new HQ building has capacity to meet its ever-growing business needs. Through steady effort and care to sustain its core business, POPULAR will continue to evolve and advance with time.

Over **90** years

**9** countries and regions

**40** subsidiaries

**168** bookstores

**1** global company

## About Popular Book Company (Canada) Ltd.

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Since 1994, Popular Book Company has been the leader of the Canadian workbook market. Our bestselling series ***Complete Canadian Curriculum***, ***Complete MathSmart***, ***Complete EnglishSmart***, and ***Complete FrenchSmart*** have sold over 3 million copies combined. Millions of elementary school children across the country have used our workbooks and learning materials to achieve academic success in school.

### Our Mission

We are dedicated to creating the best tools to build a mentoring relationship with students and guide them through their learning journey to reach their academic goals.

### Our Workbooks and Learning Materials

As the pioneer of the Canadian workbook market, Popular Book Company has motivated, inspired, and helped millions of Canadian children reinforce the key academic concepts and skills of the current Canadian curriculum in the areas of Math, English, French, and Science. Our workbooks and learning materials are uniquely designed and reviewed by an education panel of Canadian teachers and principals. Consistently, Popular workbooks are bestsellers and have set the standard for study aids in Canada.



# Popular Book Company

## Market Outreach

Our marketing team is dedicated to helping trade partners maximize their reach to potential customers.

### Events, Seminars, and Focus Groups

To increase visibility and connect with our customers, Popular Book Company regularly conducts road shows and exhibits at trade and community events, arranges seminars for teachers and school councils, and engages in focus groups with parents and teachers.



*Focus group*



*Mom to Mom*



*Academic Seminar*



*Christmas Sale*

### Co-op and Placement

We are more than happy to explore various display possibilities with our trade partners, such as permanent display fixtures, corrugated displays, end caps and table placements, as well as packaging needs.



*Packaging needs*



*Product display*







Markham Children's Festival



North York Kids Festival

## Sponsorship

We also sponsor local children's festivals and events, such as the Markham Children's Festival and North York Kids Festival, to support the community.

## Online and Social Media

Popular Book Company uses Twitter and Facebook to advertise events and promotions, and amplify our publicity and marketing efforts. We will continue to plan dedicated promotions through these channels during key promotional periods: March Break, Back-to-School, Summer Activity and Holiday.



## Social Responsibilities

Popular Book Company has become a proud supporter of SickKids since 2015. We donate workbooks and other learning materials to the family centre in the hospital as well as a portion of the proceeds from our school sales to the SickKids Foundation. To provide every child with an opportunity to enhance his or her learning and academic growth with our products is our way of giving back to the community.

The Hospital for Sick Children

# School Wholesaler

## Alpha TextBooks

3709 Chesswood Drive, Toronto, ON, Canada, M3J 2P6

Monday to Friday: 9:30 a.m. to 5:30 p.m. EST

Tel: (416) 461-3542

Toll free: 1-(877) 63 ALPHA (25742)

E-mail: [info@alphatextbooks.com](mailto:info@alphatextbooks.com)

Website: [www.alphatextbooks.com](http://www.alphatextbooks.com)

# Canadian Curriculum SummerSmart (K•1 – 5•6)

Juvenile Non-fiction

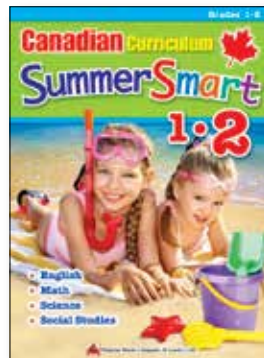
Study Aids

Language Arts

Mathematics

**CAD\$9.95 each**

978-1-77149-142-6



978-1-77149-143-3



978-1-77149-144-0



978-1-77149-145-7



978-1-77149-146-4



978-1-77149-147-1

- 8 weeks of activities and practice reinforcing the academic concepts and skills children learned and preparing them for the grade ahead

Full Colour

Perfect Bound

8¼" x 11¼"

112 Pages

Paperback

Carton Quantity 48

## Why do children need summer workbooks?

According to an extensive research summary by Harris Cooper of Duke University, the average student loses at least a month's worth of learning over the summer. To prevent the damaging "summer slide", doing summer workbook is one of the solutions. Children can review what they learned in the previous school year or learn ahead for the coming grade. Either way, summer workbooks will help children be well-prepared for the academic year ahead.

Pre  
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# Complete Canadian Curriculum (1 – 8)

(Revised and Updated Edition)

Juvenile Non-fiction

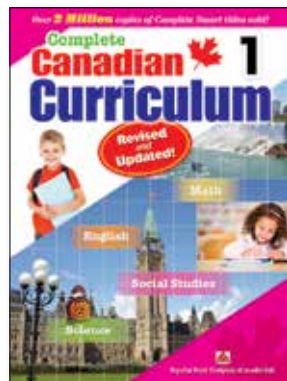
Study Aids

Language Arts

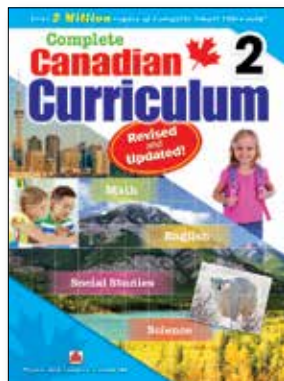
Mathematics

**CAD\$19.95 each**

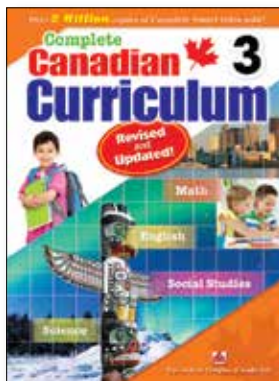
This edition is a revision of Complete Canadian Curriculum 2007 (Grades 1–6) and 2009 (Grades 7–8) editions.



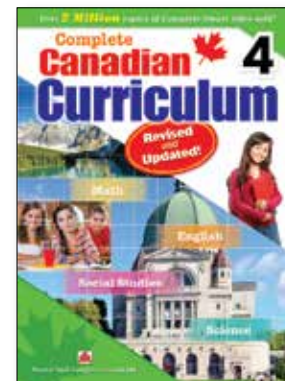
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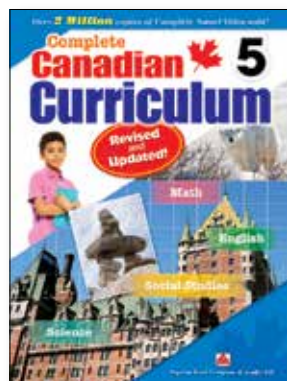
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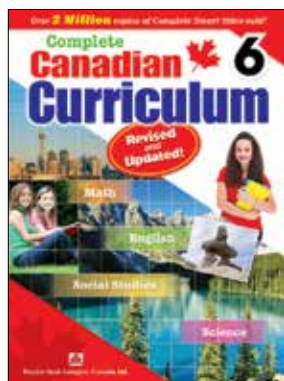
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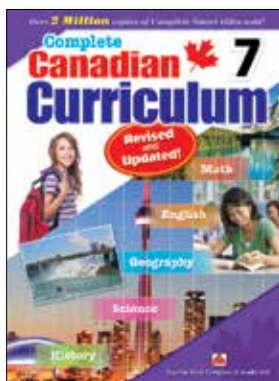
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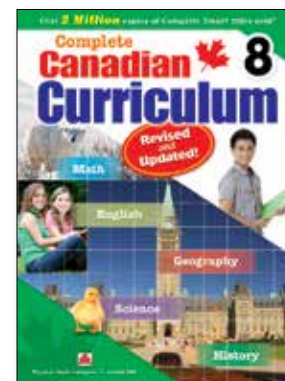
978-1-77149-033-7



978-1-77149-034-4



978-1-77149-035-1



978-1-77149-036-8

## # 1 Bestseller with over 1 million copies sold

- An all-in-one integrated workbook that allows children to reinforce their learning for the whole school year
- Coverage of key subject areas including Math, English, Social Studies, History, Geography, and Science
- Updated Social Studies, History, and Geography sections that comply with the latest curriculum
- An answer key included

Full Colour

Perfect Bound

8¼" x 11¼"

368 Pages

Paperback

Carton Quantity 16



21



## Developing the Land

As our cities grow, land is further developed to meet the needs of people. This growth affects our environment, so people work hard to minimize the impact.

- A. Look at the map of the Greater Toronto Area. Trace the boundary of the City of Toronto. Then answer the questions.



City of Toronto  
between 2006 and 2011

	population
2.1 million	→ 2.6 million
	number of households
0.98 million	→ 1.05 million
	area
634 km <sup>2</sup>	→ 634 km <sup>2</sup>
	total length of bikeways
437 km	→ 529 km

All the figures were rounded.

1. Name two neighbouring cities of the City of Toronto.

2. Since all the cities on the map are already developed with homes and businesses, it is difficult for Toronto to expand into those cities. Do you think it is possible for Toronto to grow further to its south? Why?



274 Complete Canadian Curriculum • Grade 3

ISBN 978-0-07-194203-6

SOCIAL STUDIES

3. Write how the City of Toronto changed in the following areas between 2006 and 2011.

• population: \_\_\_\_\_ • no. of households: \_\_\_\_\_  
• area: \_\_\_\_\_ • total length of bikeways: \_\_\_\_\_

4. What did the City of Toronto do to encourage people to ride bikes in order to reduce traffic congestion and air pollution?

- B. Label the different means of transportation in the City of Toronto. Then answer the question.

1. airplane train bike car subway



2. Some people carpool to commute. Why do you think this is a good idea?

ISBN 978-0-07-194203-6

Complete Canadian Curriculum • Grade 3 275

### Unique selling points:

- Canadian curriculum-based content with Canadian themes
- Over 1 million copies sold since the first editions released in 2007 and 2009
- Highly recommended by parents and educators
- Best marketing time: **March break, summer activity, and back-to-school**

*My son and I really enjoy working out of the Complete Canadian Curriculum Grade One book. The book is very well spaced, easy to follow, and fun to do.*

**Karen M.**

*I am Gr. 7/8 teacher and I picked up your Complete Canadian Curriculum for Grade 7 and 8. I was really impressed with the Science, History and Geography and how clear and kid-friendly the pages were. They look especially good for students who struggle and are unmotivated.*

**Carolyn C.**

# Complete MathSmart (1 – 6)

(Revised and Updated Edition)

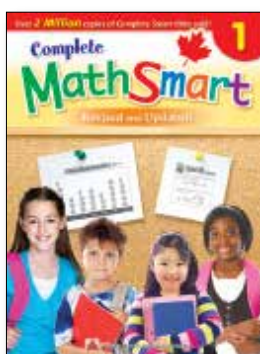
Juvenile Non-fiction

Study Aids

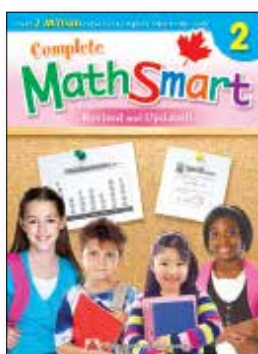
Mathematics

**CAD\$16.95 each**

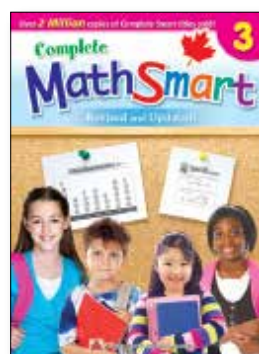
This edition is a revision of Complete MathSmart 2006 edition.



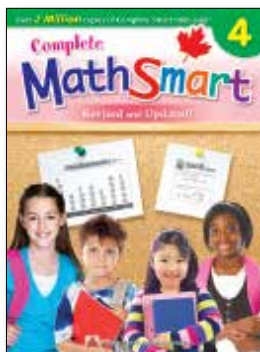
978-1-897164-11-2



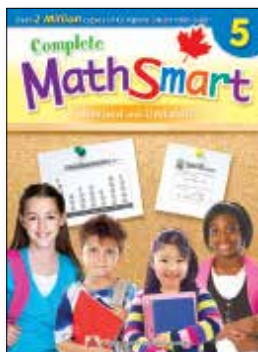
978-1-897164-12-9



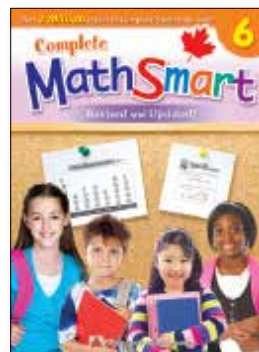
978-1-897164-13-6



978-1-897164-14-3



978-1-897164-15-0



978-1-897164-16-7

- A comprehensive workbook series that covers all 5 strands of the Math curriculum
- Learning goals: Number Sense and Numeration, Measurement, Geometry and Spatial Sense, Patterning and Algebra, and Data Management and Probability
- Level-appropriate practice with real-life problem-solving questions

Black and White  
Perfect Bound  
8¼" x 11¼"  
272/280 Pages  
Paperback  
Carton Quantity 20

## Unique selling points:

- Canadian curriculum-based content
- A whole year of practice to ensure that students build solid conceptual foundations in math and will be able to apply them in future learning
- Best marketing time: **March break, summer activity, and back-to-school**

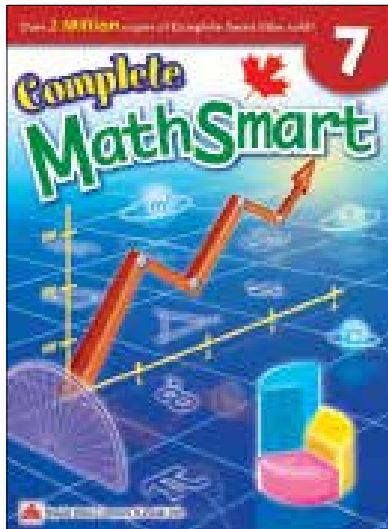
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# Complete MathSmart (7 – 9)

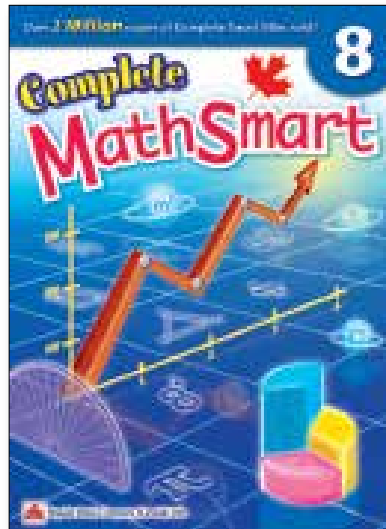
Juvenile Non-fiction

Study Aids

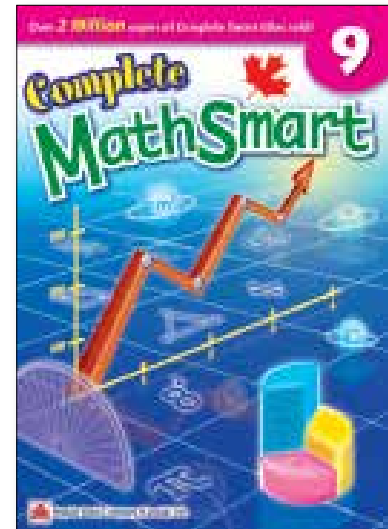
Mathematics

**CAD\$16.95 each**

978-1-897164-00-9



978-1-897164-21-1



978-1-897164-22-8

*I happened upon these books a couple of years ago in my search for relevant, engaging, complete books for my children (we homeschool) – and I absolutely LOVE them! They are far better than any curriculum I have seen, and my children enjoy them too! (That speaks volumes!)*

**Shelly S.**

*My son has been doing your series of Complete MathSmart up to grade 9 in the past 5 years. He enjoyed it so much as well as other series you published. The Complete MathSmart series is the best math reference book in the market. I've introduced it to my friends and they are all very happy with the books.*

**Stanley C.**

*All my 3 children have been using your Complete MathSmart books since grade 3, and they are really great.*

**Rajini**

Black and White

Perfect Bound

8 1/4" x 11 1/4"

232 Pages

Paperback

Carton Quantity 20

Pre  
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# Complete EnglishSmart (1 – 6)

(Revised and Updated Edition)

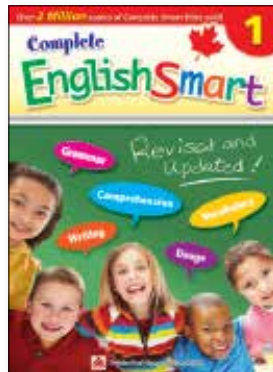
Juvenile Non-fiction

Study Aids

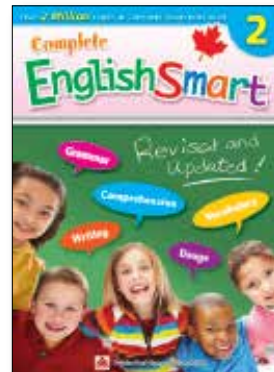
Language Arts

**CAD\$16.95 each**

This edition is a revision of Complete EnglishSmart 2009 edition.



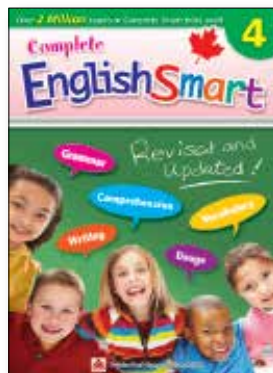
978-1-897457-01-6



978-1-897457-02-3



978-1-897457-03-0



978-1-897457-04-7



978-1-897457-05-4



978-1-897457-06-1

- A comprehensive workbook series that covers of all the essential English skills of the Canadian curriculum
- Learning goals: reading comprehension, grammar, vocabulary, usage, and writing
- An answer key included

Black and White  
Perfect Bound  
8¼" x 11¼"  
272 Pages  
Paperback  
Carton Quantity 20

## Unique selling points:

- Canadian curriculum-based content
- Canadian themes
- Best marketing time: **March break, summer activity, and back-to-School**

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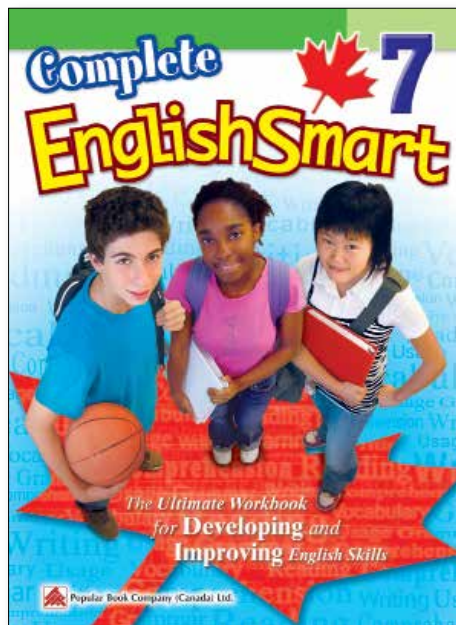
# Complete EnglishSmart (7 – 8)

Juvenile Non-fiction

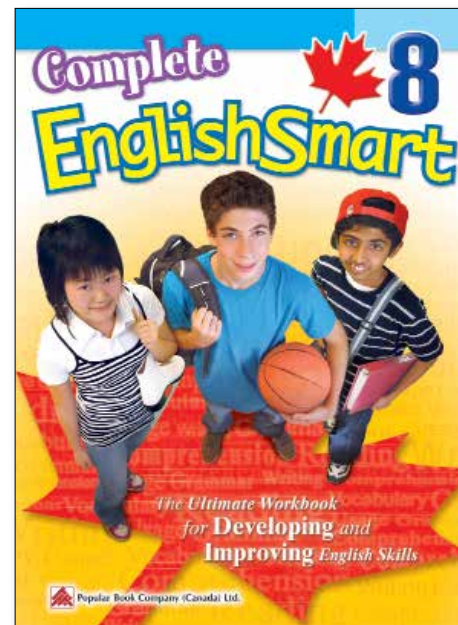
Study Aids

Language Arts

**CAD\$16.95 each**



978-1-897164-41-9



978-1-897164-42-6

*I am a new teacher and have been scrambling for excellent materials to support my language arts program in the classroom. I just purchased the "Complete EnglishSmart Grade 5" book and absolutely love what it has to offer...*

**Erin F.**

*We have been using the "Complete EnglishSmart" Grade 3 book with our home-schooled daughter. We have been very happy with the book overall...*

**Kirk S.**

*I have these Complete EnglishSmart books for gr. 1 and 2 and really feel they are excellent resources for my class and would like to purchase the books for grades 3, 4, 5 as well...*

**Mary E.**

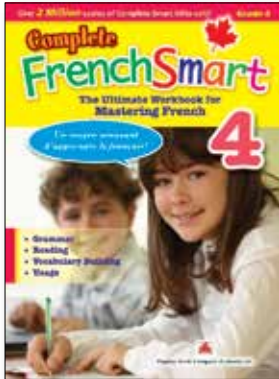
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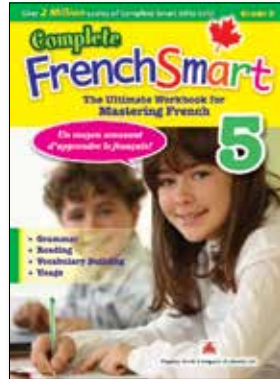
Juvenile Non-fiction  
Study Aids  
Foreign Language Study  
French

# Complete FrenchSmart (4 – 7)

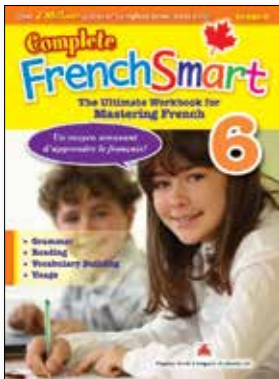
CAD\$19.95 each



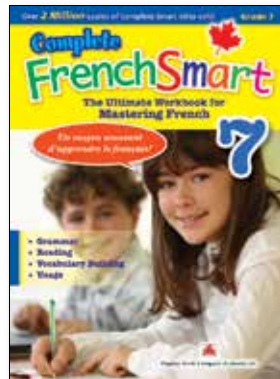
978-1-927042-79-3



978-1-927042-80-9



978-1-927042-81-6



978-1-927042-82-3

## Unique selling points:

- Canadian curriculum-based content
- English translation to guide parents and children along
- Best marketing time: **summer activity** and **back-to-school**

Full Colour • Perfect Bound

8¼" x 11¼" • 224 Pages

Paperback • Carton Quantity 20

- A comprehensive French workbook series that helps children learn French with confidence
- Learning goals: vocabulary building, grammar, reading, and usage
- "Storytime" section to enhance reading skills
- Conjugation book for easy reference

Pre  
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## **Popular Book Company (Canada) Ltd.**

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Website : [www.popularbook.ca](http://www.popularbook.ca)



Popular Book Company Canada