



**Bookazine**  
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Serving booksellers  
since 1929

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## Marketing Opportunities

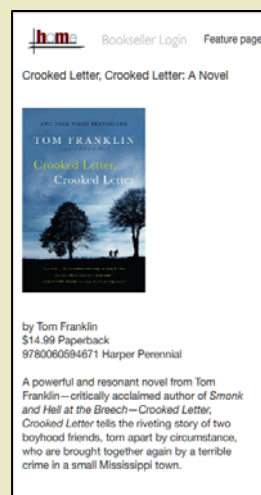
### Online Marketing

#### Email Blast

First Shot is a targeted email program designed to give retailers late-breaking news about media tie-ins, new releases, special offers and more. The standard format for this full-color email contains jacket art with a brief description and a direct link to our website. First Shot email blasts can be tailored to your promotional needs with author Q & A or other information. First Shot reaches approximately 1000 readers.

#### Home Page Feature

A week-long promotion highlighting the title/author of your choice is available on our home page. This includes the cover art image, ISBN, retail, and copy. It also includes the option for hyperlinks (such as author bios and/or tour dates) and other related title information (may include author Q&A, streaming video and/or pod casts). Our website ([www.bookazine.com](http://www.bookazine.com)) receives an average of over 6,000 visits per month, or 200 visits per day.





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## Multi-Channel Promotions

### Themed, multi-channel promotions

A great way to highlight your title(s) is a themed promotion. We curate the best books of breaking trends for our customers. 2011 themes included: Afterlife, Food Networking, Summer Reading, Political Books and Sleeper Hits among others. Themes for 2012 will be announced 2 months prior to the promotion date. Titles will appear on the Bookazine Homepage for one week and are supported with a First Shot linking back to the site and the distribution of a print Flyer.

**BabyCakes Covers the Classics, Gluten-Free Vegan Recipes from Dinah to Sourdough**  
By Erin Moskowitz  
Cloverleaf Press  
9780307718303  
\$25.00 Hardcover

**SERVE YOURSELF**  
From the award-winning food writer of The Week, a new book is a cookbook aimed at the food-loving single.

**Super Natural Every Day: Well-Being Recipes from My Natural Family Kitchen**  
By Heidi Swanson  
Ten Speed Press  
9781589207718  
\$24.95 Paperback

**Latin Grilling: Recipes to Share from Palatinian Ancestors to Yucatecan Barbacoas and More**  
By Lourdes Castro  
Ten Speed Press  
9781495774869  
\$22.00 Paperback

**The Green Bros, Get Fired Up: Grilling, TofuGrilling, Pickling, and More**  
By Jamie Deen, Bobby Deen, Melissa Clark  
Ballantine Books  
9780345312622  
\$24.95 Hardcover

**The Deen Bros, Get Fired Up: Grilling, TofuGrilling, Pickling, and More**  
By Jamie Deen, Bobby Deen, Melissa Clark  
Ballantine Books  
9780345312622  
\$24.95 Hardcover

**Latin Grilling**  
From the steamy jungles of the Yucatan to the vibrant valleys along the Andes, Latin Grilling gives you the best of both worlds: the best of Latin American and the best of grilling. More than 50 recipes that showcase the diversity of Latin American cooking.

**Food Trucks: Dispatches and Recipes from the Best Kitchens on Wheels**  
By Heather Roscoe  
Ten Speed Press  
9781589208215  
\$20.00 Paperback

**With food to kick your sweeping the nation, award-winning author Shwartz has written a book to keep you up-to-date on the best of street food in food trucks, and give readers a page-by-page compendium for finding the best, most delicious in America.**

**Grief Observed**  
By C.S. Lewis  
C.S. Lewis summons those who grieve to honest mourning and hope in the midst of loss.  
9780000523388  
HarperOne  
\$11.99 Paperback

**Grief Recovery Handbook 20th Anniversary Edition: The Action Program for Moving Beyond Death, Divorce, and Other Losses Including Health, Career, and Faith**  
By John James and Russell Friedman  
This explores the effects of grief and sheds new light on how to take effective actions to complete the grieving process.  
9780001680078  
Harper Paperbacks  
\$16.99 Paperback

**Do Dead People Watch You Shower? And Other Questions You've Been All but Dying to Ask a Medium**  
By Concetta Bertoldi  
Addresses poignant questions about the fate and happiness of loved ones who have crossed to the other side, as well as answering the raucous and most provocative questions we really want answered.  
9780061331228  
Harper Paperbacks  
\$13.99 Paperback

**Do Dead People Walk Their Dogs? Questions You'd Ask a Medium if You Had the Chance**  
By Concetta Bertoldi  
Concetta Bertoldi reveals even MORE highly unusual and fascinating unanswered questions about the after life in this sequel to Do Dead People Watch You Shower?  
9780061706380  
Harper Paperbacks  
\$13.99 Paperback

**Evidence of the Afterlife: The Science of Near-Death Experiences**  
By Jeffrey Long and Paul Perry  
Fascinating accounts of people who have died and lived to tell about it.  
9780061452374  
HarperOne  
\$14.99 Paperback

**Afterlife of the Rich and Famous**  
By Sylvia Browne  
A rare and riveting look at the lives of some of our favorite celebrities—after their deaths.  
9780061906798  
HarperOne  
\$25.95 Hardcover

### Integrated campaigns using Social Media (Facebook Fan Page, Twitter, etc.)

Ask your Bookazine marketing representative for more information.

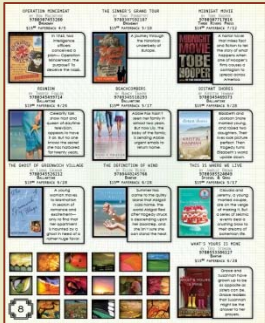


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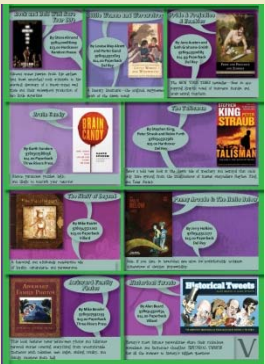
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## Print Publications

### Spring into Summer (April publication)

This annual catalog contains the hottest Spring and Children's titles, including Vacation and Summer Reading. This catalog is available for use as an ordering tool for retailers; and as a bag stuffer, direct mail piece, or in-store distribution piece. Additional copies will be distributed at Book Expo America as well.



### Popazine (August publication)

This annual catalog is entirely devoted to Pop Culture featuring comics, manga, graphic novels, sci-fi fantasy, movies, music, cars, toys, gaming and collectibles. Additional circulation will include national and regional bookselling and comic conventions.



### Gift Books for the Holidays (October publication)

Our holiday catalog is the most effective vehicle for promoting hot fall titles. This full-color consumer catalog features the best titles for holiday gift-giving and is available to retailers as a bag stuffer, direct mail piece, and an in-store distribution piece. Additional copies are mailed to customers and placed in outgoing orders.

### Flyers

This is one of the most direct and cost-effective ways to reach our customers. Our in-house marketing department will design, print and distribute your flyer in all outgoing orders to retail stores. In addition, your flyer will be given to our sales staff for even more exposure.

