



ONLINE MARKETING

Email Blast

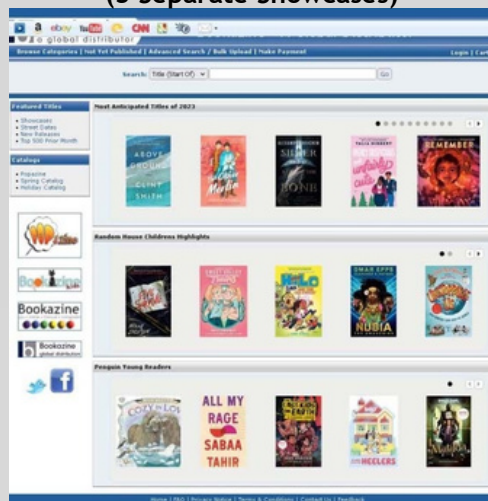
First Shot is a targeted email program designed to give retailers late-breaking news about media tie-ins, new releases, special offers and more. The standard format for this full-color email contains jacket art with a brief description and provides contact information for ordering. First Shot email blasts can be tailored to your promotional needs with author Q & A, book trailers and testimonials, or other information. We ask that all information provided link back to Bookazine as the place for ordering. First Shot reaches approximately 1,200 readers.



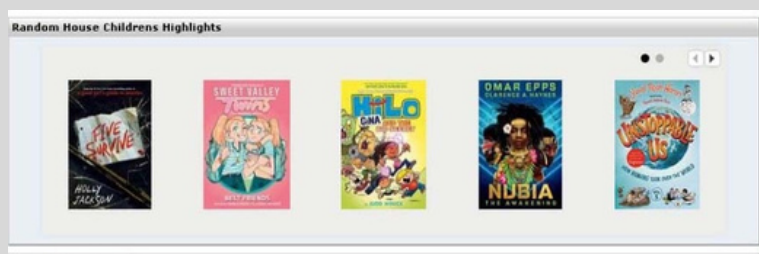
Exclusive-to-Publisher Home Page Feature

A minimum week-long up to 5-title promotion highlighting the title/author of your choice is available. We have three showcases on our ordering site, which rotate down each week. Your 5-title home page ad may be featured up to 3 weeks on this site, contingent on date of other promos. The home page ad includes the cover art image, ISBN, retail, and detailed copy. All titles in a home page ad can be directly ordered on our site through the promotion. Our website (www.bookazine.com) receives an average of over 6,000 visits per month, or 200 visits per day.

(3 Separate Showcases)



(Zoom-in on Exclusive-to-Publisher 5-title Feature)



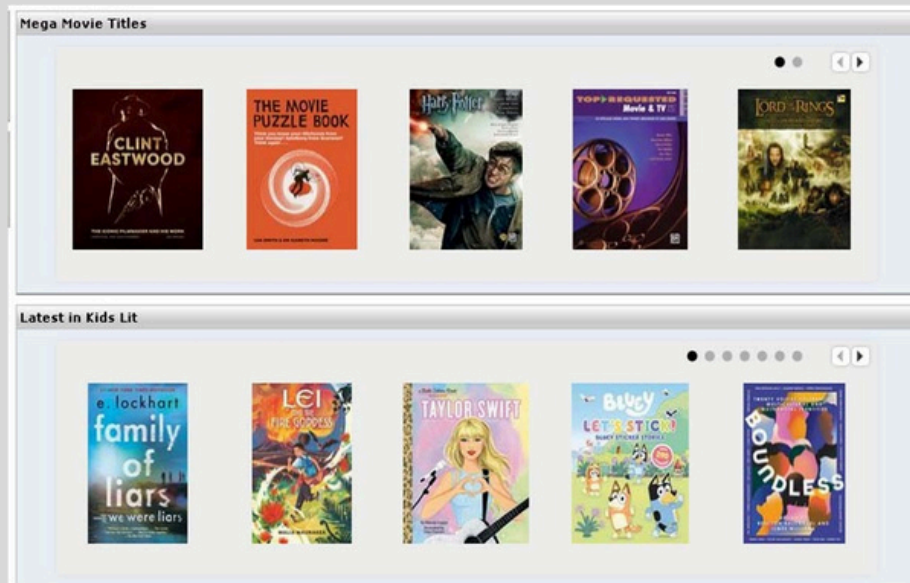


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MULTI-CHANNEL PROMOTIONS

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. Themes have included: Back to School, Food Networking, Summer Reading, Political Books and Sleeper Hits among others. Themes are generally announced 1 to 2 months prior to the promotion date. Titles will appear on the Bookazine ordering site for one week (with potential up to 3 weeks) where they can be ordered direct. These titles will also be sent out in an email blast to our 1,200 subscribers and to our sales reps to forward to their accounts.



(The pop-up from clicking on a title from one of the showcases above)

Ask your Bookazine marketing representative for more information.



DIGITAL 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 trade shows.



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, collectibles and unique titles that don't fit easy categorization. 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.

Marketing Opportunities

1.800.221.8112 or 201.339.7777