

the reading agency

Harnessing the marketing potential in libraries through joint reading promotions

Faber New Thinking

In 2010, Faber will curate a 'year of ideas' called **New Thinking from Faber**, focusing on content from their non-fiction list. Faber have a fine list of non-fiction titles that look at subjects in a new and interesting way, or at subjects, which have previously been neglected. Faber will allocate a promotional theme to a reading group a month for six months with the promoted books based on those read by the specialist groups. Faber will produce posters, bookmarks, leaflets and shelf-talkers for a nationwide library promotion. These would be used by libraries to build interest and persuade reading groups to try some of the titles as well as promoting the list to the general library audience. We intend to run themes of the month from autumn 2010. Faber will provide a generic 'New Thinking from Faber' poster and themed leaflets and shelf talkers with space for reading champions' comments.

HarperCollins 'Uncover First'

600 libraries will be taking part in a brand new reading groups project and promotion from Press Books, a division of HarperCollins. '**Uncover First**' is a six-month campaign to promote and support reading groups by highlighting one title every month perfect for any reading group. The 6 selected titles are: *Brixton Beach* by Roma Tearne; *Wolf Hall* by Hilary Mantel; *The Lace Reader* by Brunonia Barry; *The Elephant Keeper* by Christopher Nicholson; *All the Living* by C.E. Morgan and *The Book of Fires* by Jane Borodale. Press Books distributed double-sided A3 posters and DVDs featuring videos of the six authors (with bonus footage of other authors!) to support the campaign. In addition, libraries ordered up to 2 free reading copies of the 6 selected titles. Reading guides for all 6 titles will also be available to download from the Fifth Estate (HarperCollins) and Reading Agency websites from May.

Headline 'Summer of Crime'

This summer, Reading Partners will launch an exciting new Summer of Crime promotion from Headline - a three-month campaign to get readers engaged with new and classic crime fiction. Headline will be offering A3 posters, postcards, DVD trailer packs and A5 booklets featuring author pieces and extracts, including summer reading suggestions.

HarperCollins Crime Writing Competition

HarperCollins Publishers, crime drama TV channel Alibi and the TV Times teamed up with Theakstons Old Peculier Crime Writing Festival, Harrogate, to uncover the UK's newest hidden crime writing talent through a short story competition. Entrants were asked to write a short crime fiction story of 2,000 to 5,000 words. HarperCollins offered a limited number of leaflets about the competition for libraries to display and distribute to their customers. Alibi received a huge response to the competition with 766 entries uploaded to the site.

Penguin is 75 years old this year. To celebrate, over 500 libraries are participating in a major campaign to promote the Decades list – 5 of the best books from every decade from the 50s to the 80s totally repackaged and designed. Penguin distributed packs containing 5 posters, 10 postcards and 150 Decades bookmarks. Libraries have been sending in pictures of their displays, positive comments and reader reviews.

Abi Grant 'Words Can Describe' (Pan Macmillan)

To coincide with the April 2010 release of the mass-market paperback edition of *Words Can Describe*, Abi Grant's acclaimed memoir about the fight to bring her sexual attacker to justice, Pan Macmillan have designed an A2 poster, which folds down into an A5 leaflet. The poster will be displayed in 200 libraries.

To Kill a Mockingbird 50th Anniversary (Random House)

To Kill A Mockingbird is often featured at the top of lists as one of the most important pieces of literature in the 20th century and was recently voted the best novel of the past 60 years in *The Times*. Random House is very excited about celebrating this classic work with a special 50th anniversary edition published on June 24th and will be supported by a massive publicity and marketing campaign. Over 700 libraries will display A2 posters and flyers to support the campaign. Reading guides will also be available to download from the Random House and Reading Agency websites.

Shutter Island Film Tie-in (Transworld)

200+ libraries took part in the Shutter Island promotion - the new Martin Scorsese film based on the novel by Dennis Lehane. Participating libraries entered a competition administered by Reading Partners, to win a dinner voucher worth £250 (kindly sponsored by Paramount) to the library team with the best Shutter Island display.