

Group Gr(8)

Extended Book Launch: New Book Concept

Gwyneth Bechunas, Martin Dolan, Mariam Elhommoud,
Taylor Friedlander, Caylee Gardner,
Jackson Hengsterman, Gabi Jonikas, and Kelly South

They're gonna party like it's 1999 and the
end of the world... because it is.



Our Team



Martin Dolan
Editorial | Celadon



Caylee Gardner
Editorial, Henry Holt BYR



Gabi Jonikas
MCPG Subsidiary Rights;
Sales/Design//Finance



Gwyneth Bechunas
Field Sales - Indie Channel



Kelly South
SMP Marketing



Taylor Friedlander
Marketing, MCPG



Mariam Elhommoud
Publicity



Jackson Hengsterman
Publicity



1

Editorial

The Pitch!

It's the last night of 1999 . . .



X



Characters:



KELSEY
AKA "THE STAR
ATHLETE"



AMIR
AKA "THE HEART
THROB"

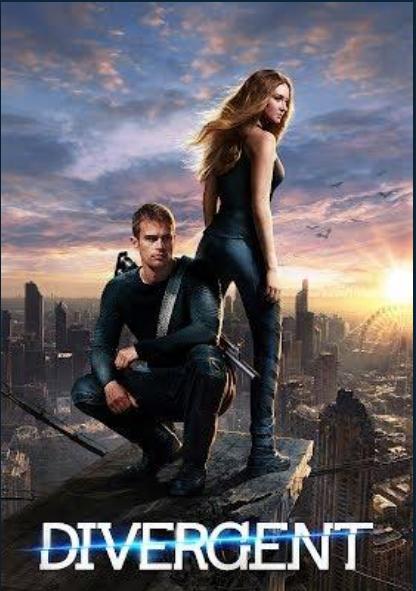


MJ
AKA "THE WIZ""



EVAN
AKA "THE OUTCAST"

Debut Author: Vanessa Taylor





Key Selling Points:

- ◊ Follows current Y2K trends & 90s nostalgia
- ◊ Aligns with the 25th anniversary of Y2K
- ◊ An exciting, diverse cast of characters with an LGBTQ+ romance
- ◊ Author is an Oscar-nominated screenwriter with invaluable film connections
- ◊ Trilogy destined to be a sensation with our marketing & publicity plan



2

Design & Production

Contract

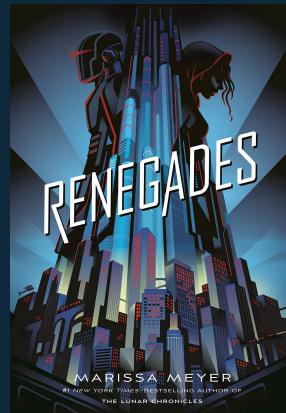
- ◊ Agent: Richard Abate of 3 Arts Entertainment
 - Production company representing books similar to *The Turn of the Century* which have potential in the entertainment industry
- ◊ Subsidiary rights:
 - English language Book Publication Rights (US)
 - English language Book Publication Rights (UK, Canada)
 - First Serial
 - Second Serial
 - Selection
 - Graphic Book
 - Sound Reproduction
 - Non-dramatic Reading
 - Translation
 - Merchandising and Commercial



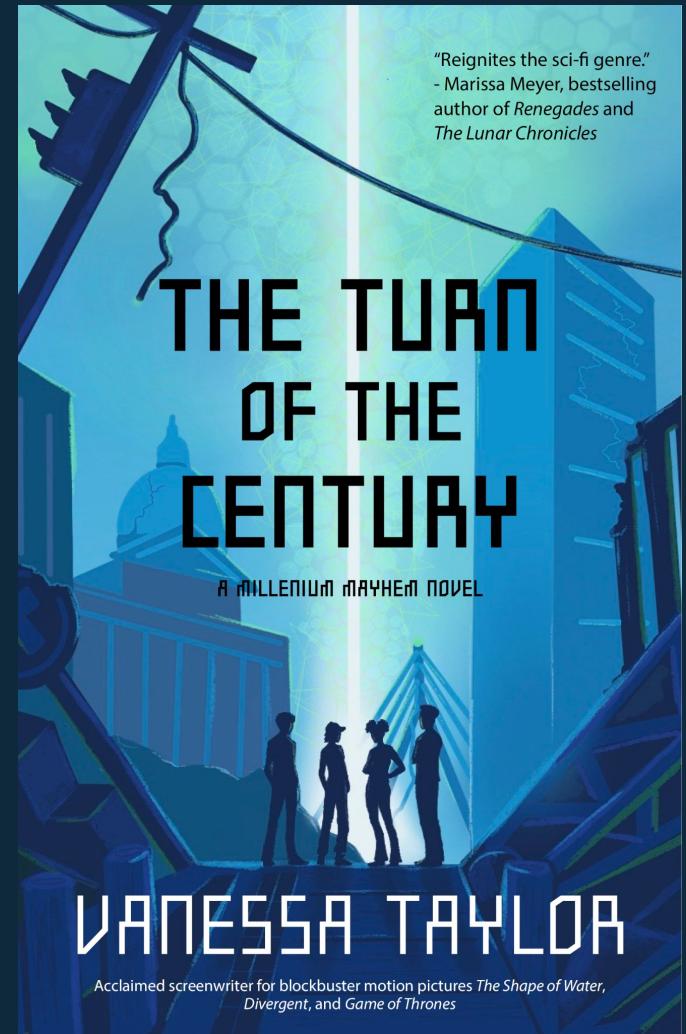


Cover Design

Inspiration



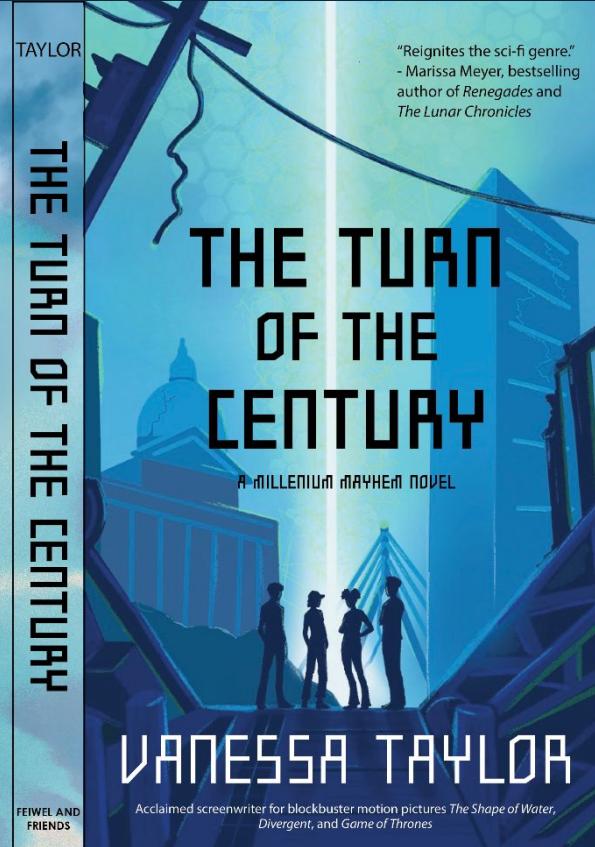
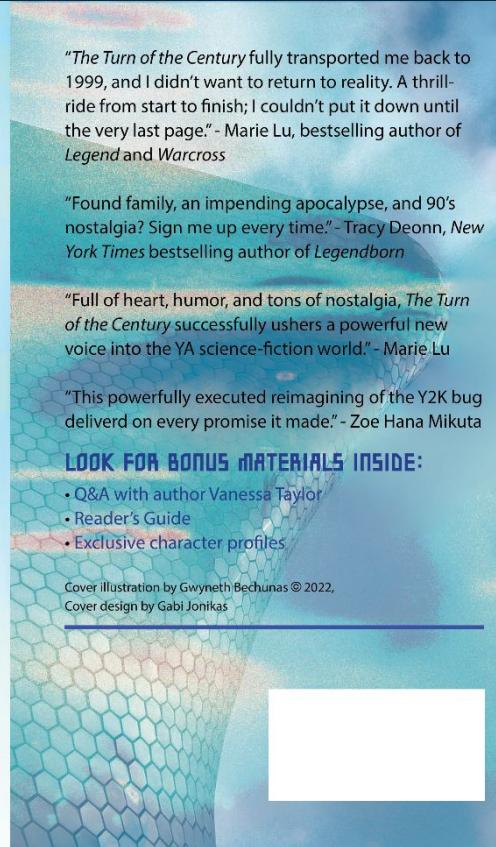
Final Product



Dust Jacket Design



Vanessa Taylor is an American screenwriter and television producer. She is known for writing *The Shape of Water*, *Divergent*, and *Hope Springs*, as well as for her work as a writer and co-executive producer on seasons two and three of *Game of Thrones*. Taylor also acted as a script doctor on Disney's 2019 live action remake of *Aladdin*. For *The Shape of Water*, she was nominated for the Academy Award for Best Original Screenplay. *The Turn of the Century* is her debut novel.



KELSEY should be thinking about this season's basketball championship, not the end of the world.

EVAN just wants to make a friend, and stop living in sister Kelsey's shadow.

MJ is a computer whiz and wants to follow in the footsteps of her computer engineer parents.

AMIR is, well, pretty, but not as shallow as you might expect from a guy who seems so un-touchable.

The Turn of the Century follows unlikely friends who have to team up to rescue their parents after a mysterious computer virus knocks out power across the city and the few machines left seem to have developed minds of their own. Set in Boston on New Years Eve, 1999, *The Turn of the Century* taps into Y2K nostalgia while subverting its tropes with a fun, twisty, sci-fi adventure.

Design/Production Specs

EXTERNAL

Hardcover
5.375" x 8.25"
Standard endpapers and cover
Standard matte finish jacket
Cover spot gloss
Front matter, back matter, flap matter

INTERNAL

352 pages
Standard HC paper
(Alternative Book Cream, 40 lb weight)
Centaur font
Standard black ink





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Publicity Plan

Media Outreach

- ◊ Press Release
- ◊ Email blast pitch
- ◊ Target specific outlets (Book Riot, Buzzfeed, Teen Vogue, etc)
- ◊ Digital + Physical ARCs to media contacts in hopes of coverage

FOR IMMEDIATE RELEASE
Contact: Mariah Elhammoud, Publicist
Macmillan Children's Publishing Group

"Fierce, thrilling, and tender, *The Turn of the Century* reignites the sci-fi genre. Set in the midst of a disintegrating world, Vanessa Taylor ensures us that there is hope when all seems lost."
—Marissa Meyer, bestselling author of *Renegades* and *The Lunar Chronicles*

THE TURN OF THE CENTURY
By Vanessa Taylor

Vanessa Taylor's electric YA debut *THE TURN OF THE CENTURY* (Feiwel & Friends; on sale July 9, 2024) centers four teens in a nostalgic and adventurous story about finding hope for humanity in a rapidly dissolving world.

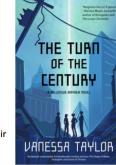
The year is 1999 and Kelsey, MJ, Evan, and Amir are students at the same high school, if not actually friends. Kelsey is the captain of the basketball team balancing scholarship offers and worried about her younger brother, Evan, who's having trouble making new friends. MJ is a computer whiz and wants to follow in the footsteps of her computer engineer parents, and Amir is, well, pretty... But when the clock strikes midnight on New Year's Eve, none of them are prepared for what's to come.

After surviving the first night without power, the group of unlikely friends find one another at their neighborhood's emergency response site and discover a much larger issue than a glitch in the system: a virus has been inserted into all the machines across Boston, causing the power to go out and all the computers to develop sinister minds of their own.

To make matters worse, their tech industry parents are all missing. Together, the team must solve the malicious clues they find all over Boston to find their parents—and save the world from the looming computer apocalypse.

Book Information
THE TURN OF THE CENTURY
By Vanessa Taylor
On Sale July 9, 2024
Published by Feiwel & Friends
Hardcover: 352 pages
ISBN: 9781999999999
Price: \$19.99/\$20.99 CAN

About the Author
Vanessa Taylor is a screenwriter and producer, previous works including *Game of Thrones* and *Divergent*. After working on the set of so many book adaptations, she realized she wanted to write her own novel, and *THE TURN OF THE CENTURY* was born. Taylor resides in Los Angeles, California.



Launch Party

- ◇ July 9th, 2024 @ 7 PM, **Porter Square Books** in Cambridge, MA
- ◇ In conversation with **Marissa Meyer**
- ◇ Live Q&A with Vanessa Taylor
- ◇ Book signing
- ◇ Swag bag giveaways





Author Events

- ◊ April 30, 2024 - YallWest, Santa Monica, CA
 - ◊ July 9, 2024 - Porter Square Books, Cambridge MA
 - ◊ July 11, 2024 - Books Are Magic Bookstore, Brooklyn NY**
 - ◊ July 13, 2024 - One More Page Books, Arlington VA**
 - ◊ July 19, 2024 - Chaucer's Books, Santa Barbara, CA**
 - ◊ July 20, 2024 - Comic Con, San Diego, CA
 - ◊ November 11, 2024 - YallFest, Charleston, SC
- 

****Fierce Reads Tour with three YA co-panelists**



Additional Opportunities

- ◊ An op-ed discussing Taylor's transition from screenwriting to novel-writing will be pitched to media outlets
- ◊ We hope to get author interviews organized with podcasts, particularly **FICTITIOUS, THE SCI-FI PODCAST**, and **SLICE OF SCI-FI**.
- ◊ We will pitch Taylor's story as a screenwriter turned novelist to televised programs; utilizing Taylor's connections in the industry.



THE [SC] [FI] PODCAST

The New York Times



GOOD
MORNING
AMERICA





4

Marketing Plan

Marketing Plan

Advertisements & Early Reader Campaign



- Facebook/Instagram/Tiktok
 - Assets
 - Cover Reveal Features
- Shelf Pro Ad
- BookRiot Newsletters
- Amazon A+ Content
- Goodreads
 - ARC Giveaways
 - List Building Campaign
- NetGalley
 - Homepage Title
 - Early widgets shared with 500+ readers who loved comp. titles

Marketing Plan

Fierce Reads Promotions



- Ongoing posts on the Fierce Reads social media platforms
 - Cover reveal
 - ARC arrival (unboxing video)
 - Vanessa Taylor excerpt reading
 - Quotes in IG stories
 - Interactive template/quiz in IG stories
- Actively resharing influencers posts to stories

Conventions



ARC, Sampler, and
Swag Giveaways!



THE TURN OF THE CENTURY

BY VANESSA TAYLOR

a Y2K Apocalypse set in Boston, MA



Found family with a diverse cast

an epic story with unlikely heroes

Stranger Things meets The Breakfast Club

LGBTQ+ Romance

Action-packed story with multiple POVs

MILLENNIUM MAYHEM SERIES



Marketing Materials



"FIERCE, THRILLING, AND TENDER, THE TURN OF THE CENTURY REIGNITES THE SCI-FI GENRE. SET IN THE MIDST OF A DISINTEGRATING WORLD, VANESSA TAYLOR ENSURES US THAT THERE IS HOPE WHEN ALL SEEMS LOST."

—MARISSA MEYER, BESTSELLING AUTHOR OF RENEGADES

Campaign Highlights



Publicity
Pitch Taylor's story as a screenwriter turned novelist to televised programs; utilizing Taylor's connections in the industry.



Festivals
YallWest, YallFest, & Comic Con

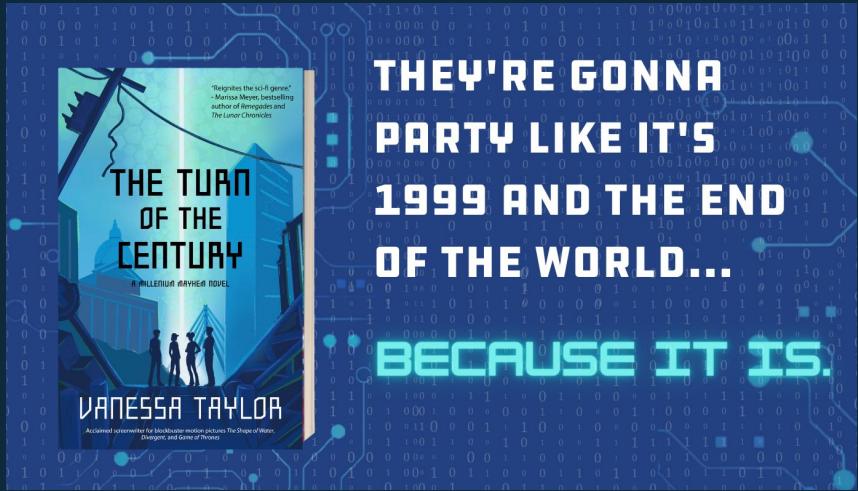


Bookseller Outreach
Positioning for Indie Next list, July/August list



Early Reader Campaign
Placing The Turn of the Century all over "most anticipated," "young adult" and "sci-fi urban fantasy" GR lists beginning in January 2024

Marketing Materials



Indiebound Campaign

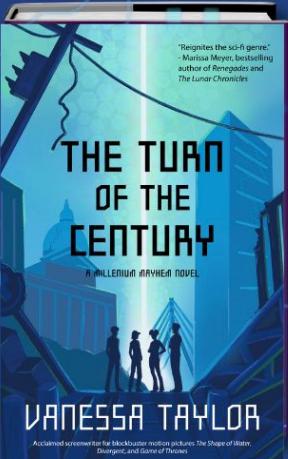
- Targeted bookseller mailing to 75 stores that have booksellers who enjoyed other YA urban sci-fi books like Gearbreakers (Zoe Hana Mikuta) and Renegades (Marissa Meyer)
- Newsletter Inclusion
- Positioning for Indie Next Kids July/August list
- Max Shelf Pro dedicated newsletter



Pre-Order Incentive

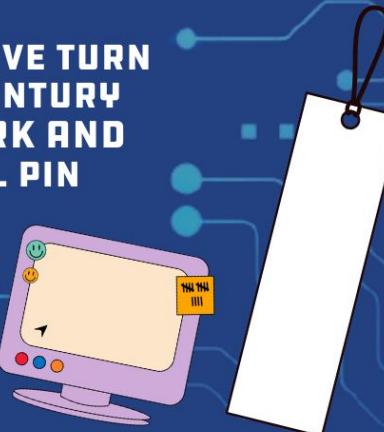
PRE-ORDER YOUR COPY OF
THE TURN OF THE CENTURY
AND SUBMIT YOUR RECEIPT TO RECEIVE...

AN EXCLUSIVE TURN OF THE CENTURY BOOKMARK AND ENAMEL PIN



The Turn of the Century
A Millennium Mayhem Novel
Vanessa Taylor

"Recreates the sci-fi genre." - Marissa Meyer, bestselling author of Renegades and The Lunar Chronicles



A white rectangular bookmark with a black string attached, and a small rectangular enamel pin.

THE TURN OF THE CENTURY

ADVANCE READER BOX

What's Included:

- The Turn of the Century ARC
- Author letter
- Character card
- Character-related sticker

This box will also be sent to booksellers with additional digital and physical kits included.



fiercell reads

THE TURN OF THE CENTURY

FINISHED COPY MAILING



What's Included:

- The Turn of the Century (TC)
- Boston Postcard/Info Sheet
- Fanny pack
- Iron-on patch
- '90s sticker sheet
- Enamel pin
- Bookmark

fiercell reads

Social Media Campaign



@ribbss - 31k



@sahars.shelf - 41.6k



25th Anniversary of Y2K Campaign



YOU'RE INVITED!
COME CELEBRATE THE NEW MILLENNIUM

WHERE: BOSTON COMMON
WHEN: DEC 31ST 1999 @ 11PM
RSPV BY: DEC 1ST

Don't forget to bring your time capsule item. It won't be dug up until the 25th Anniversary in January of 2025!





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Sales Plan

Sales

To hit our 150,000 AMD...



Physical Copies
\$19.99



E-book
\$10.99



Indie Focus Title



Retail Placement

Amazon



Merch Placement

Sales

Custom Sales - Subscription Boxes



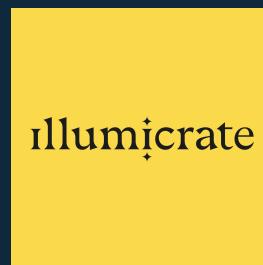
Once Upon a
Book Club
(YA)



Fae Crate



Owl Post
Books (YA)



Illumicrate



Fairyloot

6

Finances



Cost Estimate: First Print

First Print	40,000 units
Plant Cost	\$10,861.00
Additional Plant Cost for a 25,000+ First Print	\$4,000.00
Unit Cost	\$1.24/unit
First Print Total Cost	\$64,461.00

Projected P&L

OPERATING P&L

	HARDCOVER			TRADE PAPER		
	Dollars	Units	%	Dollars	Units	%
RETAIL PRICE		\$ 19.99			\$ 10.99	
GROSS SALES	\$ 486,347	49,250		\$ 38,291	7,125	
RETURNS	\$ 243,173	24,625	50.0%	\$ 13,402	2,494	35.0%
NET SALES	\$ 243,173	24,625	100.0%	\$ 24,889	4,631	100.0%

<u>POOL CALCULATION</u>		
AUTHOR ADVANCE		
AUTH. EARNED ROYALTY	\$	76,974
AUTHOR ADVANCE (UNEARNED)	\$	-
AUTH. SHARE OF SUBRTS.	\$	37,500
OPERATING CONTRIBUTION	\$	47,100
TOTAL POOL	\$	161,573

<u>PERFORMANCE OBJECTIVES</u>	
Return on Investment (60%)	18.3%
Gross Profit (50%)	43.1%
Operating Contribution (40%)	15.8%

Thank you!



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Editorial | Celadon



Caylee Gardner
Editorial, Henry Holt BYR



Gabi Jonikas
Subsidiary Rights;
Sales/Design//Finance



Gwyneth Bechunas
Field Sales - Indie Channel



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