

# Group 3 Presents:

Extended Book Launch: New Book Concept

# Meet the Team



Cailin Duffy she/her  
Publicity | Tor



Dionna Bellinger she/they  
Editorial | Wednesday



Isabella Girjikian she/her  
Central Marketing | Macmillan



Emily Radell she/her  
Publicity | Flatiron



Martin Dolan he/him  
Editorial | Celadon

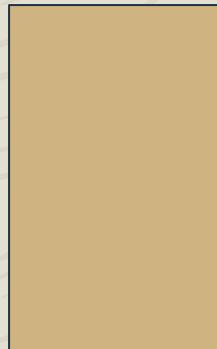
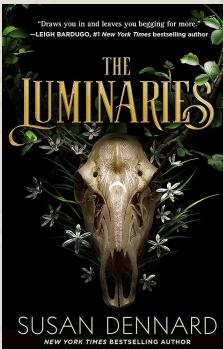


Ryan Bada | he/they  
Publicity and S&L | MCPG

# 01. Editorial



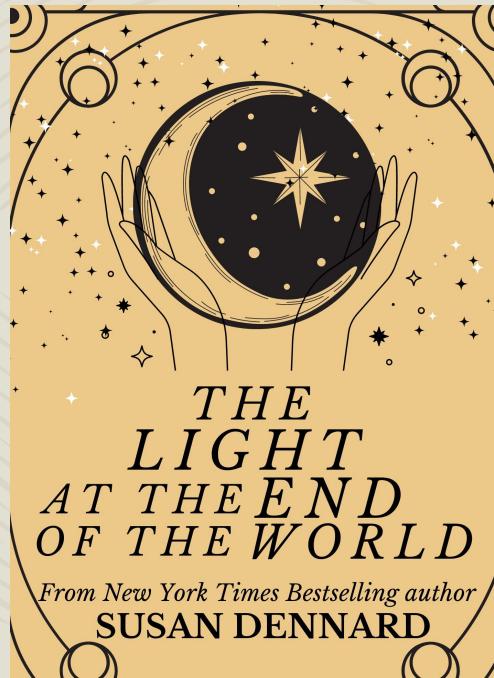
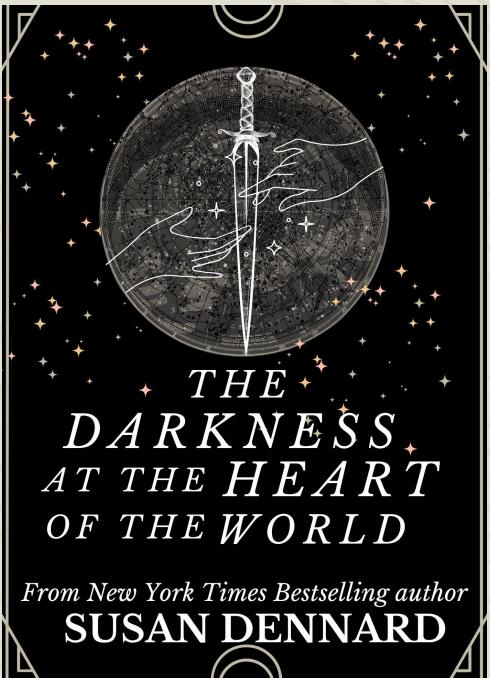
# Susan Dennard



# The Darkness at the Heart of the World

Susan Dennard

# Welcome to Melifont

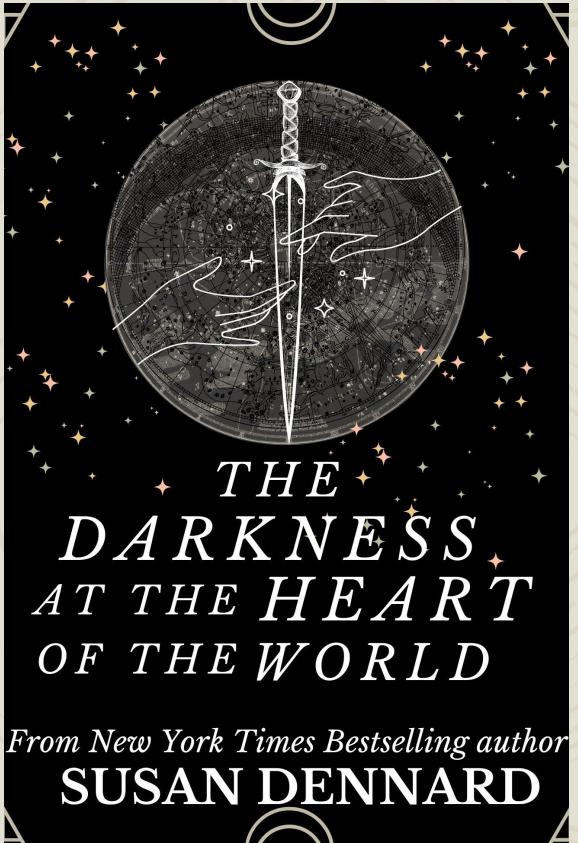


# Key Selling Points

- Follows current trend of Dark Academia
- Follows the current trend of Enemies to Lovers
- Both Main Characters are people of color and part of the LGBTQ+ community
- Debut aligns within the Fall Season
- Author is a NYT Bestseller with a pre-established loyal fanbase

# 02. Design & Production





## Design

- Full color illustration, foiled cover
- Illustration incorporated into marketing materials

## Production

- AMD: 200,000
- 352 pg.
- 6x9 HC @ \$28.99 (\$14.99 ebook)
- 6x9 TPB @ \$19.99 (\$13.99 ebook)
- First print 30,000 units
- Emphasize HC

## Budgeting

- \$6,000 audio, narrated by Nicky Endres  
(self directs and owns a home studio)
- \$30,000 marketing and promo

# 03. Sales



# Key Retail Accounts

BARNES & NOBLE



# Key Wholesaler Accounts



# P&L

## OPERATING P&L

	HARDCOVER		
	Dollars	Units	%
RETAIL PRICE		\$ 28.99	
GROSS SALES	\$ 626,184	45,000	
RETURNS	\$ 219,164	15,750	35.0%
NET SALES	\$ 407,020	29,250	100.0%

POOL CALCULATION		
AUTHOR ADVANCE	\$	62,500
AUTH. EARNED ROYALTY	\$	169,465
AUTHOR ADVANCE (UNEARNED )	\$	-
AUTH. SHARE OF SUBRTS.	\$	22,500
OPERATING CONTRIBUTION	\$	276,783
TOTAL POOL	\$	468,747

PERFORMANCE OBJECTIVES		
Return on Investment (60%)		75.6%
Gross Profit (50%)		59.5%
Operating Contribution (40%)		43.0%

# 04. Publicity Plan

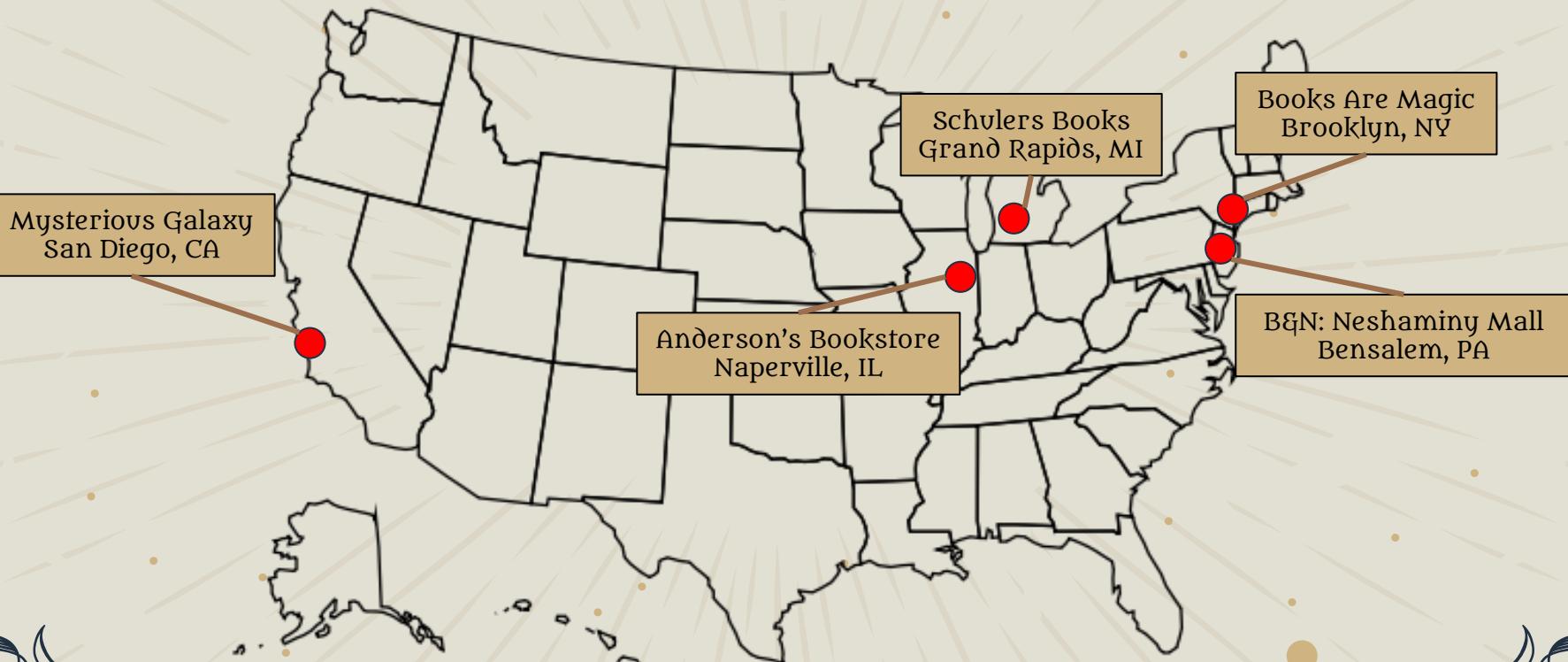


# Outreach

- Initial blast pitch with special targets to:
  - SFF-specific media, LGBTQ+-specific media
  - Women's media and writers sites
- Targeted pitches after published trade reviews and finished copy/audiobook availability.
- Submissions to festivals and conferences



# Book Tour

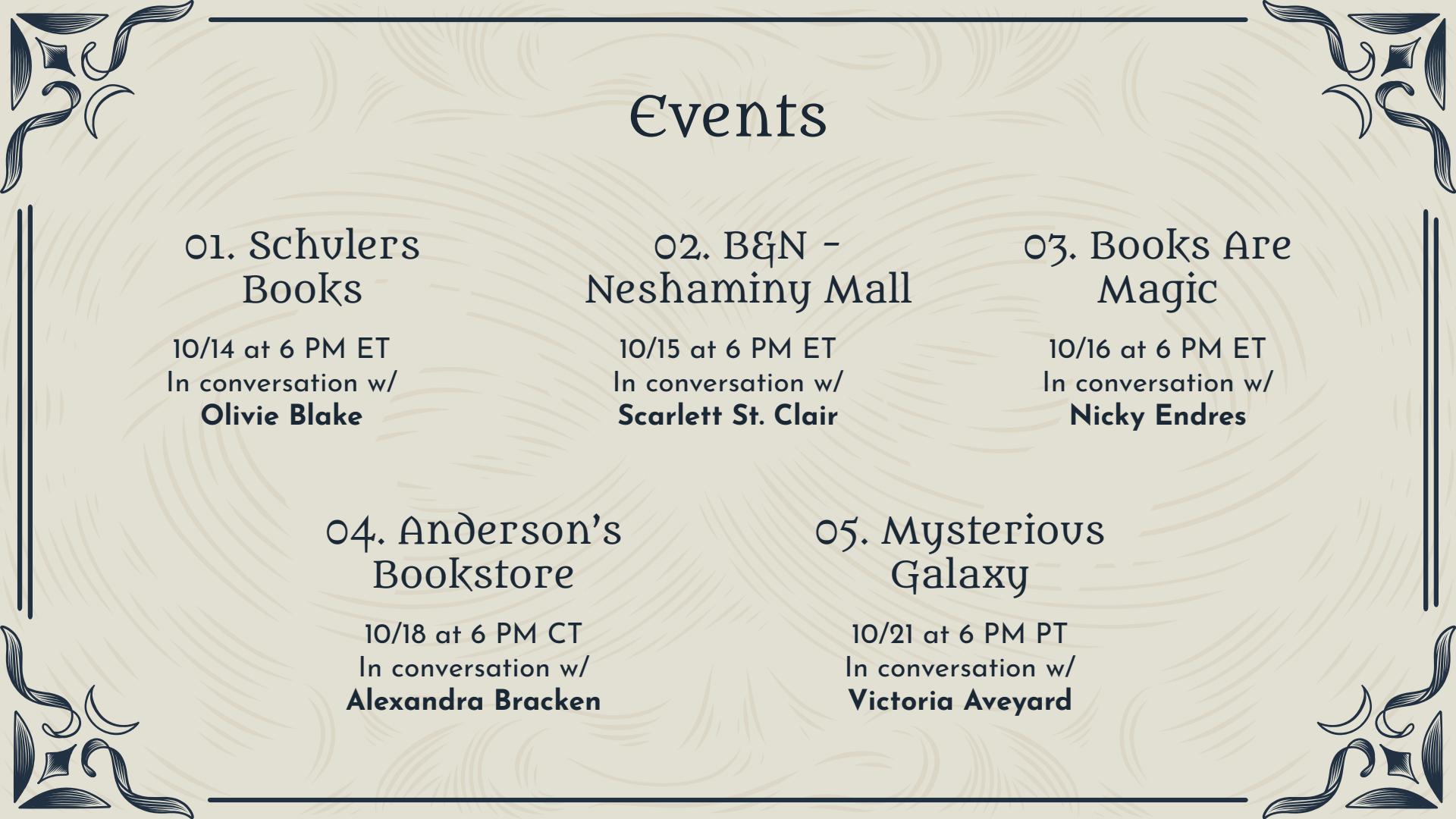


# Launch Party

Schulzers Books  
Grand Rapids, MI - 10/14 at 6 PM ET

In Conversation with Olivie Blake





# Events

## 01. Schuyler's Books

10/14 at 6 PM ET  
In conversation w/  
**Olivie Blake**

## 02. B&N - Neshaminy Mall

10/15 at 6 PM ET  
In conversation w/  
**Scarlett St. Clair**

## 03. Books Are Magic

10/16 at 6 PM ET  
In conversation w/  
**Nicky Endres**

## 04. Anderson's Bookstore

10/18 at 6 PM CT  
In conversation w/  
**Alexandra Bracken**

## 05. Mysterious Galaxy

10/21 at 6 PM PT  
In conversation w/  
**Victoria Aveyard**

# 05. Marketing Plan



# Advertisement Timeline (2025)

June

- Social Media Preorder



October (Official  
PUB Month)

- Audio Distribution Preorder

# Marketing

- Audio Distribution
  - Pre-release chapters
  - Market #'s of ratings
  - Keep count on a spreadsheet of how many reviews Dennard is getting
  - Keep account of the audience's review of the narrator
- Staying-up-to-date with Dennard's profiles



# Early Reader Review & National Indiebound Campaign

## Goodreads

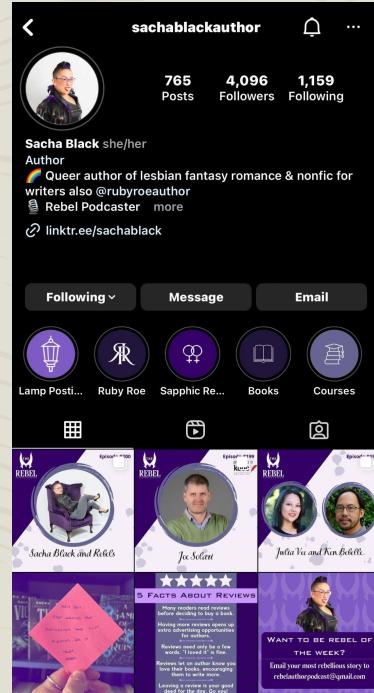
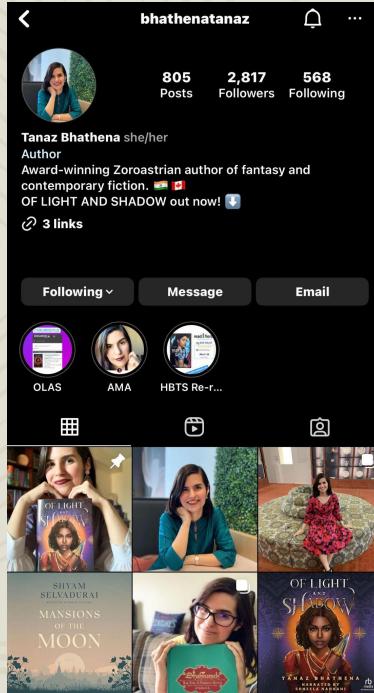
- 3.90 · 127,363 ratings · 20,436 reviews · shelved 518,415 times
- Giveaways

## Edelweiss

- Digital Review Copies available to  
Available Assets:
  - Cover Graphic
  - Quote Graphics
  - Praise Sheet
  - Pop Chart
  - Top Chart

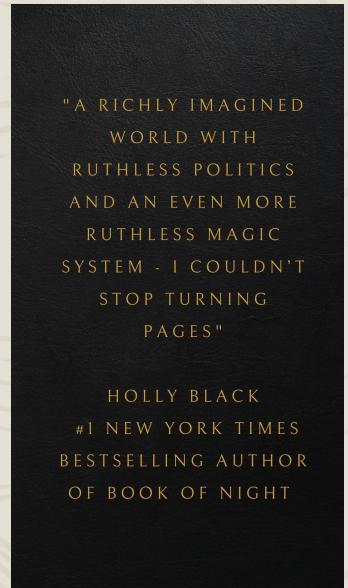
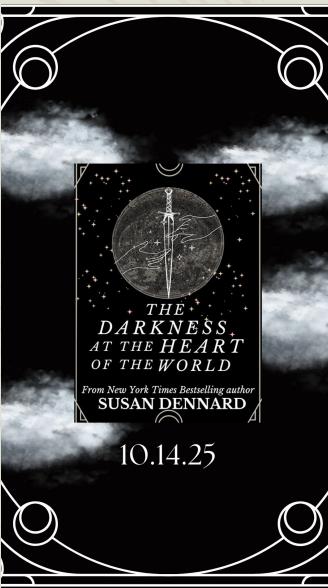
# Influencer Campaign

Mission: PR Boxes and Influencer Outreach



# Social Media Campaign

- Tor Publishing Platforms



# Thank You!

Questions?

