

BOOKS FOR EVERYBODY CATALOGUES 2010 FALL/HOLIDAY EDITIONS

NEW DISTRIBUTIONS

NEW

INTERNATIONAL FESTIVAL OF AUTHORS (IFOA)

- distribution at IFOA (including IFOA Ontario) events in October
 - targetted audience of dedicated book readers and buyers in advance of the holiday gift season

NEW

THE GLOBE AND MAIL

- 22,000 copy distribution to home subscribers in British Columbia on Saturday, November 27
 - both national editions – *Main* and *Young Readers* – will be combined with the *British Columbia Edition* for insertion
- web promotion @ www.theglobeandmail.com (tbc)

CORE DISTRIBUTIONS

RETAILER DISTRIBUTION

- 200,000 copies of the national editions are distributed through independent booksellers across the country via
 - mailings to customer database, including corporate accounts
 - inserts to local newspapers
 - mass delivery through flyer distribution services
 - distribution at author events and community functions
 - redistribution via local businesses, institutions and libraries
- PLUS
- in-store POS
 - optional discount coupon program for retailers
 - bulk-mailing services for retailers
 - Digital Edition – sample 2009 edition available at <http://www.booksforeverybody.com>
 - e-newsletter

www.booksforeverybody.com

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FOCUSSED FULL-COLOUR NATIONAL & REGIONAL CONSUMER PROMOTIONS

This year we are expanding the reach of *BFE* with additional distributions – at events where book lovers gather and, via the *Globe and Mail*, delivering to the doorsteps of dedicated print readers.

Books For Everybody remains the vital pre-Christmas promotional tool for independents across the country; booksellers look to promote the key titles of the season – as well as those specialty titles they are positioned to build.

PLUS

COMBO PROMOTION CROSS PROMOTE YOUNG READERS and PARENTING TITLES

included in
Books For Everybody Fall 2010 in *Canadian Family*
(November 2010 issue)

Special Combo Promotion Rate: \$1,085.00

1/8 page – *Books For Everybody*

1/12 page – *Canadian Family*

(on-sale date October 11, 2010)

(Simply indicate on submission form if you want your titles to be part of the combo promotion.)

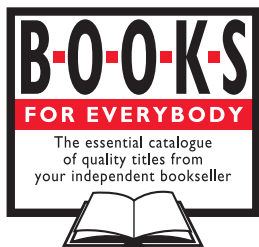
Canadian Family is Canada's leading lifestyle parenting magazine – a mix of expert advice,

family tested tips and solutions, plus lifestyle ideas. *Canadian Family* gives parents comprehensive, practical advice on health, wellness, education, child development, behavioural and societal issues.

- National circulation of 90,000
- 9.3 Readers per copy
- Actively engaged readership – 19,000 Canadian families participate in *CF*'s "Family Tested" program



(for more info on the magazine, see www.canadianfamily.ca)



BOOKS FOR EVERYBODY

CATALOGUES

2010 FALL/HOLIDAY EDITIONS

ADVERTISING RATES

MAIN EDITION

1/8 page (single unit)	\$ 820.00
1/4 page (double unit)	\$1,295.00
1/2 page (quad unit)	\$1,725.00
Calendar (1/8 - single unit)	\$ 410.00

YOUNG READERS EDITION

1/8 page (single unit)	\$ 800.00
1/4 page (double unit)	\$1,095.00
1/2 page (quad unit)	\$1,595.00

**Submit your
best new
titles for
2010!**

SCHEDULE

April 27	Deadline for submissions
late May (tbc)	Publishers notified of selected titles
June 22/July 6	Listing forms/cover files due
early Oct.	Catalogues arrive in stores
late Oct.	IFOA distribution
Nov. 27	<i>Globe and Mail</i> distribution in BC (home delivery) in combination with <i>BC Edition</i>

The submission form (WORD) accompanies this kit.
Submissions can be returned by email.

The information on the submission form is for the selection process only; if a title is selected the publisher then chooses the display size and provide the appropriate length consumer-oriented copy.

For more information contact:

Books For Everybody

111 Queen St. E., Ste. 320, Toronto, ON M5C 1S2

1-888-360-6658 or 416-364-3333

Attila Berki, Associate Publisher

aberki@booksforeverybody.com (ext 3160)

Meaghan Strimas mstrimas@booksforeverybody.com (ext 3118)

Books For Everybody is a unique consumer catalogue – a cooperative venture between publishers and booksellers to promote the best of the fall season. It is the vital pre-Christmas promotional tool for independent booksellers across the country *and a handy all-in-one resource for consumers*. Independents look to promote the key titles of the season – as well as those specialty titles they are positioned to build..

Please fill out a submission for each title or group of titles and return by email.

The information on the attached submission form is for the book-seller selection committee; once a title has been selected you will be asked to choose display size and provide consumer-oriented catalogue copy.

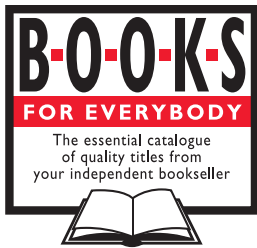
NOTE: To save work for publishers: once a title is selected, a modified version of your submission form will be returned to you to update with consumer-oriented copy.

- Please complete one form per title. A multi-volume work, a boxed set, or a true series can be presented as one submission
- Please indicate the maximum number of titles you are willing to advertise. Please don't submit books you aren't willing to support.
- Rank the titles submitted, in order of importance to you, on a separate sheet. This information is used as a guideline only.
- Ensure that all books will be in stores by the early November.
- Make sure your books are easy to order. When making selections, retailers look for standard trade terms and take into consideration the ease of ordering titles. **PUBLISHERS NEW TO THE SUBMISSION PROCESS:** please provide an outline of your terms of sale and what wholesalers you deal with.

LET BOOKSELLERS KNOW WHY EACH TITLE IS AN ESSENTIAL PICK FOR FALL 2010:

- its relevance and unique qualities
- target market
- publication history/credentials of author(s)/illustrator(s)
- additional media/publicity plans

For books with significant pictorial content, especially children's books, sample pages are essential for the proper assessment of titles. (JPEGs of covers/page spreads are ideal.) A hard copy sample can also be sent to Books For Everybody by mid-May.



BOOKS FOR EVERYBODY

CATALOGUES

2010 FALL/HOLIDAY EDITIONS

**ONE MORE WAY
TO REACH
ENGAGED
PARENTS
& STRETCH
YOUR
MARKETING DOLLARS**



**THIS OFFER IS AVAILABLE
ONLY TO PUBLISHERS
— AND ONLY THROUGH
BOOKS FOR EVERYBODY**

Canadian Family is Canada's leading lifestyle parenting magazine that speaks to all aspects of its readers' lives – a mix of expert advice, family tested tips and solutions, as well as lifestyle ideas.

Canadian Family gives parents comprehensive, practical advice on health and wellness, education, child development, behavioural and societal issues.

Editorial covers children from newborns to mid-teens, with a core of material focussed on children in the 4–12 age range.

- National circulation of 90,000
- 9.3 Readers per copy
- Actively engaged readership – 19,000 Canadian families participate in CF's "Family Tested" program

(for more information about the magazine, see www.canadianfamily.ca)

COMBO PROMOTION CROSS PROMOTE YOUNG READERS and PARENTING TITLES

selected for *Books For Everybody* Fall 2010 in full age ads in *Canadian Family* (November 2010 issue)

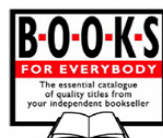
Special Combo Rate: \$1,085.00

1/8 page – *Books For Everybody*

1/12 page – *Canadian Family* (on-sale date October 11, 2010)

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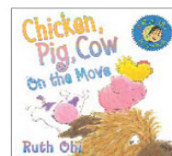
www.booksforeverybody.com



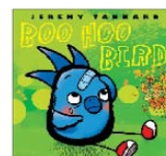
It's Storytime!

Books For Everybody is a hand-picked selection of books being published this season, both in Canada and abroad. These are some of our recommendations—we hope you enjoy them!

Books For Everybody provides an easy and relaxing way to shop for books. Selections are conveniently organized under subject headings. Books written or illustrated by Canadians are indicated with the ♦ symbol.



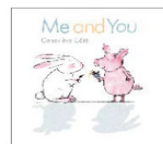
Chicken, Pig, Cow On the Move
Ruth Ori
Chicken, Pig and Cow love their barn, but some days, it feels a little small, so off they go in search of a new home. Ages 2–5. \$19.95 hc, \$6.95 pb ♦



Boo Hoo Bird
Jeremy Tankard
Bird is back! And this time he's... sad. Help his friends figure out how to make him feel better in this adorable sequel to Grumpy Bird. Ages 3–5. \$16.99 hc ♦



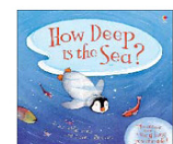
When Stella Was Very, Very Small
Marie-Louise Gay
Marie-Louise Gay goes back in time to answer the questions often asked by children around the world who read and love her Stella books. Ages 2–5. \$18.95 hc ♦



Me and You
Genevieve Côté
A gently humorous picture book for all ages that celebrates friendship and encourages self-acceptance. An ideal gift for a child—or a best friend. Ages 2 & up. \$16.95 hc ♦



The Paper Bag Princess Board Book
Robert Munsch; Michael Morchenko, illus.
The simplified text and toddler-friendly board book format make this version of a bestselling classic perfect for even the youngest children. Ages 2–4. \$6.95 hb ♦



How Deep is the Sea?
A. Milbourne
Pipkin, the little penguin with big ideas, is always asking questions, such as How Big is a Million? and How High is the Sky? His new question is: How Deep is the Sea? Ages 18 months & up. \$14.95 hc ♦



Perfect Snow
Barbara Reid
Using her trademark Plasticine artwork, Barbara Reid has created a timeless tale of winter fun. Ages 3–8. \$19.99 hc ♦ Oct. colour illus. 32 pp. 978-0-545-98577-2 (Scholastic Canada)



Snowy Sports: Ready, Set, Play!
Per-Henrik Gørth, illus.
An adorable cast of colourful animal characters bundles up to showcase the wonderful world of winter sports. Ages 3–7. \$14.95 hc ♦



Dino-Soccer
Lisa Wheeler
When veggie-nibbling Grazers and meat-munching Bites take to the soccer field, it's a showdown of prehistoric proportions. Follow up to the Canadian bestseller *Dino-Hockey*. Ages 5–9. \$19.95 hc ♦

AD CONCEPT (presentation/header will be based on title composition)