

BOOKS FOR EVERYBODY

2010 SPRING EDITION

Getting the Word Out

A broad consumer sales campaign in the spring season benefiting all retailers and book formats

- Book promotion at the national level
- Community-specific promotions by individual booksellers

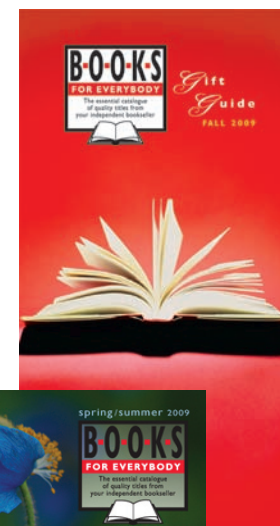
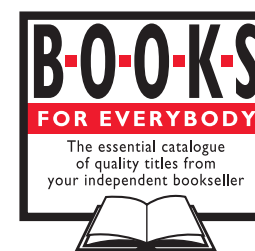
The Globe and Mail home delivery: Saturday, April 17 (200,000 copies)

Distribution by independents as of early April
(160,000 copies were distributed by booksellers in 2009)

Simultaneous digital edition available for booksellers to use on websites or distribute via email

Format: 16–24 page catalogue (full-colour 6" x 11")
organized by category, including young readers titles

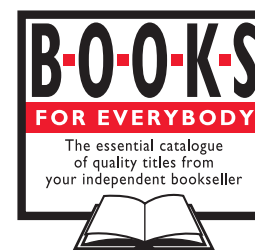
Selection process: Titles are selected by a representative committee of booksellers from different regions of the country. Booksellers choose titles that will appeal across the majority of markets, and they look to present a broad range of titles in subject matter, format and price in the catalogue.



Books For Everybody, 111 Queen St. E., Ste. 320, Toronto, ON M5C 1S2 1-888-360-6658 or 416-364-3333

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SPRING/SUMMER 2010 BOOKS FOR EVERYBODY ADVERTISING RATES



Publisher chooses a display size for each title after selections are made.

1/8 page \$ 830.00

1/4 page \$1,295.00

1/2 page \$1,725.00 (Availability of 1/2-page units will be confirmed once selections are completed.)

SCHEDULE

January 28

February 15

February 22

early April

April 17

Deadline for submissions

Publishers notified of selected titles

Listing forms/cover files due

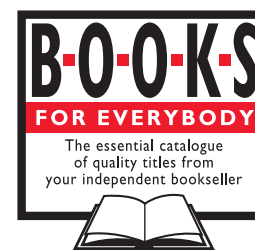
Catalogues arrive in stores

Globe and Mail distribution (Saturday national home delivery)

The submission form (word) accompanies this kit. Return one signed copy of the submission form by the deadline.

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.

SUBMISSION PROCESS



Submit your best new OR recently published titles OR strong seasonal titles.

Think of the submissions in the way you do a media pitch or a sales call. In addition to knowing what a book is about, the booksellers need to know why they need pay attention to a particular title:

- its relevance/unique qualities for the marketplace
- publication history/credentials of author(s)/illustrator(s)
- additional media/promotion over the season
- who you, the publisher, see as the target market

Samples are useful in the assessment of titles, especially for children's books and any book that has significant visual content. JPEGs of book covers, illustrations and interior pages are ideal. If no JPEGs are available, send one hard copy to Books For Everybody. Please send files or a hard copy at the time of submission. (Materials provided can be returned after the selection process.)

Clear, legible and informative forms are essential. **DO NOT HANDWRITE FORMS.**

- Indicate maximum number of titles you are able to support. Please don't submit books you aren't willing to advertise.
- Title ranking system: Rank the titles submitted, in order of importance to you, on separate sheets of letterhead. This information is used by the bookseller committee as a guideline only.
- **By completing the submission, the publisher agrees to advertise any title selected by the committee. Each book is selected on its own merits; substitutions cannot be made for selected titles.**
- All books should be in stores by the end of June 2010.
- Make sure your books are easy to order. (Publishers new to the process should send an outline of their terms, ordering source, and a list of the wholesalers with whom they deal.)

GREAT NEW OPPORTUNITY to directly reach parents

PARENTING titles selected for **Books For Everybody Spring/Summer 2010** can also appear in full-page ads in May 2010 issue of **Canadian Family**

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

Books For Everybody Spring/Summer Edition

- is distributed by independent booksellers to customers across the country starting in April
- is delivered to **Globe and Mail** home subscribers in early April (National circulation: 210,000)

Special Rate for Combo Promotion:

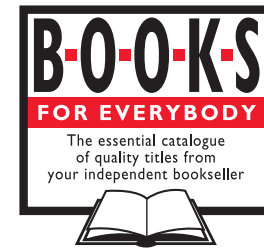
(Indicate on submission form if you want your titles to be part of the combo promotion or just in BFE.)

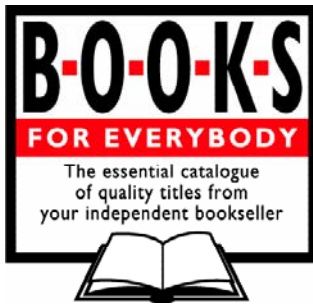
\$1,185.00

1/8 page – *Books For Everybody*

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

(ad concept attached; also see www.canadianfamily.ca)

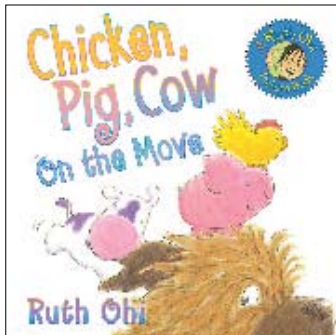




It's Storytime!

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.



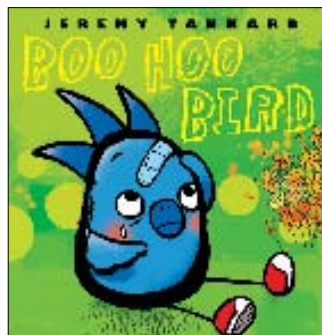
Chicken, Pig, Cow On the Move

Ruth Ohi

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 ♦

colour illus. 32 pp. 978-1-55451-194-5 hc;
978-1-55451-193-8 pb (Annick Press)

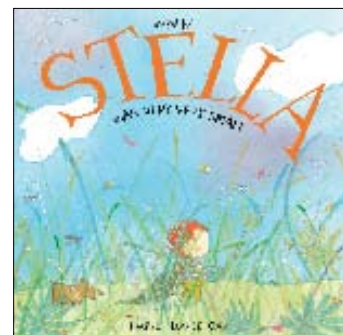


Boo Hoo Bird

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 ♦

colour illus. 32 pp. 978-0-545-06570-2
(Scholastic Canada)

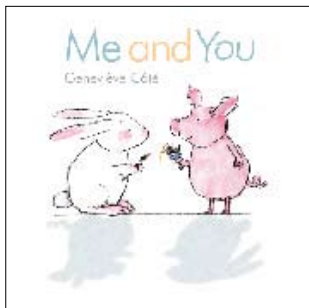


When Stella Was Very, Very Small

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 ♦

colour illus. 32 pp. 978-0-88899-906-1
(Groundwood Books)



Me and You

Geneviève 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 ♦

colour illus. 32 pp.
978-1-55453-446-3 (Kids Can Press)

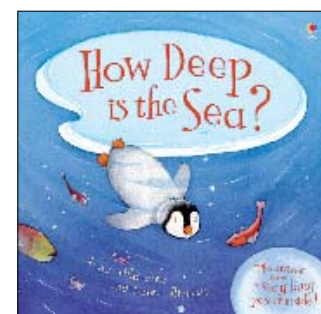


The Paper Bag Princess Board Book

Robert Munsch; Michael Martchenko, 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 bb ♦

colour illus. 26 pp. 978-1-55451-211-9 (Annick Press)

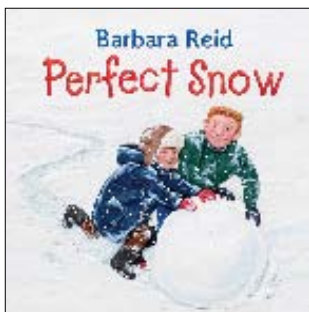


How Deep is the Sea?

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

colour illus. 24 pp. 978-0-7460-9608-6
(Usborne Publishing/RWP)



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)

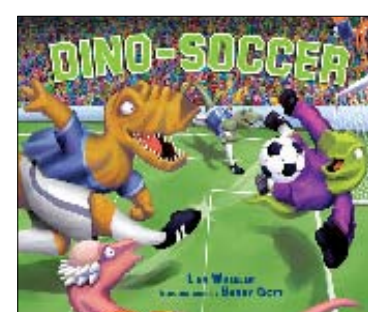


Snowy Sports: Ready, Set, Play!

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 ♦

colour illus. 24 pp. 978-1-55337-367-4 (Kids Can Press)



Dino-Soccer

Lisa Wheeler

When veggie-nibbling Grazers and meat-munching Biters 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

colour illus. 32 pp. 978-0-8225-9028-6 (Monarch Books)