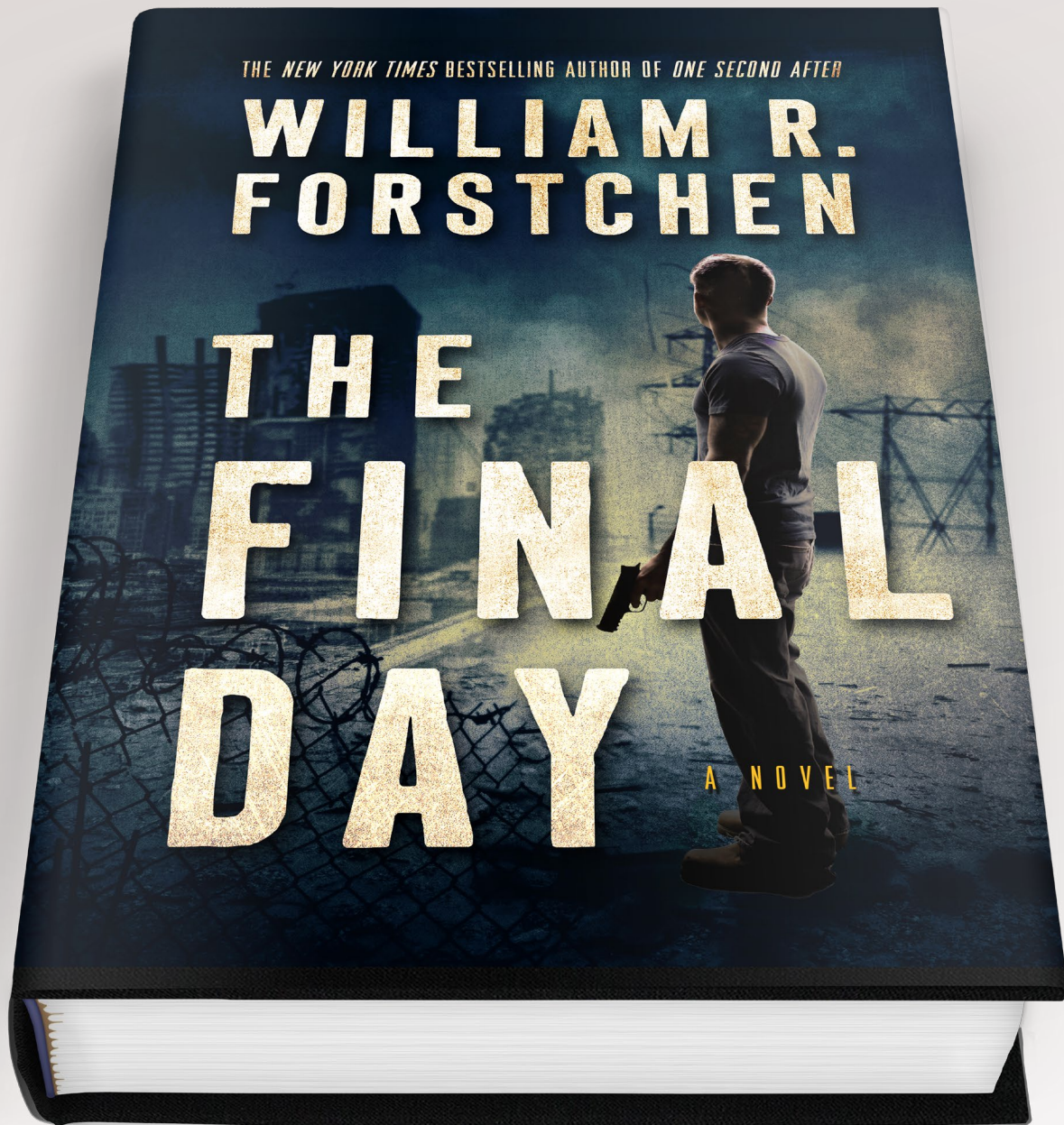


THE DIRECT SEQUEL TO THE NEW YORK TIMES BESTSELLING  
**ONE YEAR AFTER AND ONE SECOND AFTER**

*“Forstchen is the prophet of a new Dark Age.  
The wise will listen.”* —Stephen Coonts



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OVER FOR MARKETING PLAN DETAILS →



# THE FINAL DAY

BY WILLIAM R. FORSTCHEN

## MASSIVE MARKETING PLAN

120 million estimated impressions targeting the huge, vocal audience of *One Second After* and *One Year After*. Over the course of 9 months and across various online and traditional platforms, **this campaign will more than triple our 2015 effort on *One Year After***, which was a phenomenal success, and that book continues to strongly backlist.

### KEY DETAILS

- **NATIONALLY BESTSELLING SERIES:** *One Second After* and *One Year After* were *New York Times* bestsellers; *The Final Day*, a stand-alone novel, continues the story
- **COMPREHENSIVE MARKETING & PROMOTION:** Drawing on the lessons learned from our extensive *One Year After* campaign, we plan to build Forstchen's audience for this third book by reaching additional, highly targeted markets for his brand of current events-conscious fiction
- **STELLAR BACKLIST TRACK:** *One Second After*, a perennial backlist favorite, has sold over 750,000 copies in North America to date
- **MOVIE INTEREST:** Film rights to *One Second After* have been optioned by Warner Bros
- **AUTHOR COMMITTED TO PROMOTION:** Forstchen has spoken at many events on topics that attract significant interest in traditional and social media concerning national security and the political and economic concerns of American communities
- **POLITICAL AND TOPICAL:** *One Second After* addresses a security issue so important it has become the subject of a congressional debate and a *National Geographic* special

**THE FINAL DAY** John Matherson and his community have returned their attention to restoring their technology and social order when the government announces that it's ceding large portions of the country to China and Mexico. The Constitution is no longer in effect, and what's left of the US Army has been deployed to suppress rebellion in the remaining states. When news breaks that members of the federal government knew an EMP attack was coming long before it hit, the government might get exactly what it fears: revolution.

**ABOUT THE AUTHOR** WILLIAM R. FORSTCHEN is the *New York Times* bestselling author of *One Second After*. He holds a PhD in history from Purdue University, with specializations in military history and the history of technology. Forstchen is currently a faculty fellow and professor of history at Montreat College, near Asheville, North Carolina.



**ONE SECOND AFTER** by William R. Forstchen is available now  
9780765356864; \$9.99/\$11.99; Mass Market

**ONE YEAR AFTER** by William R. Forstchen is on sale 6/28/16  
9780765376718; \$9.99/\$13.99; Mass Market

**THE FINAL DAY** by William R. Forstchen is on sale 1/3/17  
9780765376732; \$25.99/\$36.99; Hardcover

To order, contact your Macmillan sales representative or call 1-888-330-8477

### National Pre-Publication 2016 JUN – DEC

- Facebook ads (2 wks) for *One Year After* mm (o/s 6/28/2016)
- Facebook ads (8 wks) for *The Final Day*: mid-Nov thru end of Dec
- Highly targeted website ads (1 wk) leading to *The Final Day* on-sale
- Extensive galley mailing to magazines, top newspapers, book reviewers, news outlets, and trades
- Bound-book mailing to reviewers and features editors
- In-book promotion (excerpt and ad-card update) for *The Final Day* in *One Year After* ebook
- In-book promotion (excerpt and ad-card update) for *The Final Day* in *One Year After* mm (6/28/2016)
- Robust microsite update: onesecondafternovel.com
- Seven monthly online promotions (Jun-Dec) including: excerpts, email sign up sweepstakes, quote cards, and more!

### National On-Sale 2017 JAN – FEB

- Extensive advertising plan on websites, social networks, and in print, reaching a highly targeted audience including: the politically-minded, forward thinkers, fans of like-authors, and *One Second After* and *One Year After* readers
  - FoxNews.com
  - GlennBeck.com
  - WeeklyStandard.com
  - WorldNetDaily.com
  - Newsmax.com
  - Facebook
  - Americanpreppersnetwork.com
  - The Weekly Standard Magazine
  - Newsmax Magazine
  - National Review Magazine
  - The New York Times Book Review
  - Townhall.com
  - TheBlaze.com
  - CoasttoCoastAM.com
- Review copy mailing to national print, broadcast, and online outlets
- Extensive national broadcast campaign to include radio satellite tour
- Off-the-book-page features in daily newspaper and weekly news magazines
- Online publicity campaign
- Twitter, Tumblr, Instagram, Facebook promotion, and Tor/Forge blog features and Forge newsletter promotion