

Who is....

**Terry  
Pratchett**

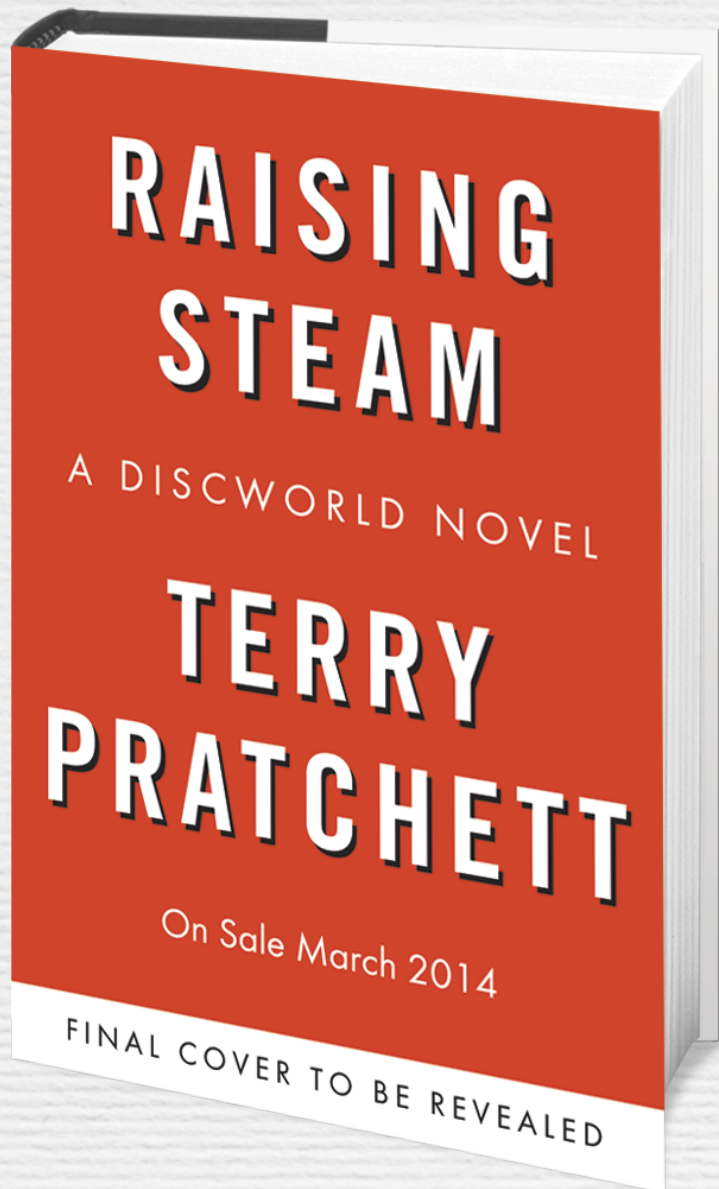


# How many books has he sold?

**75 MILLION COPIES  
AROUND THE WORLD**

**PUBLISHED IN 38  
LANGUAGES**





**First Print**  
200,000

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**On Sale**  
March 25



**THE FOLKLORE  
OF  
DISCWORLD**

Legends, Myths, and Customs from the  
Discworld with Helpful Hints from Planet Earth

Also by  
**TERRY PRATCHETT**

**First Print: 25,000  
On Sale: March 25**



# DISCWORLD IS...

LIKE HARRY POTTER BUT  
**SMARTER**

LIKE NEIL GAIMAN BUT  
**FUNNIER**

LIKE *GAME OF THRONES* BUT  
**MORE ADDICTIVE**



**Doubleday and Anchor will embark on  
a 10-book publishing program with  
Terry Pratchett, beginning in 2014  
and continuing through 2015**



2014

**RAISING STEAM** *Doubleday HC Mar. '14 / Anchor TR Jan '15.*  
The 40<sup>th</sup> novel in the Discworld series.

**THE FOLKLORE OF DISCWORLD** *Anchor TR Mar '14*  
**with Jacqueline Simpson.** A guide to the mythical, mystical peoples and places that make up the Discworld universe.

**THE SCIENCE OF DISCWORLD** *Anchor TR Jun '14*  
**with Ian Stewart and Jack Cohen.** The Discworld wizards explore the creation and evolution of our universe—Roundworld—in this hybrid of science writing and original stories.

**THE COMPLEAT ANKH-MORPORK** *Doubleday HC only Dec '14.* A full color, illustrated guide, including a pull-out map, to the Discworld metropolis of Ankh-Morpork.

**THE GLOBE: THE SCIENCE OF DISCWORLD II** *Anchor TR Dec '14*  
**with Ian Stewart and Jack Cohen.** The Discworld wizards delve into the development of creativity and imagination in Roundworld.



2015

**A BLINK OF THE SCREEN** *Doubleday HC Mar '15 / Anchor TR Dec '15*. A collection of short fiction from Pratchett's 30-year career. With an introduction by A. S. Byatt and b&w and full-color illustrations.

**DARWIN'S WATCH: THE SCIENCE OF DISCWORLD III** *Anchor TR Jun '15 with Ian Stewart and Jack Cohen*. The wizards discover that Charles Darwin's publication of a creationist manifesto has set Roundworld science back a hundred years.

**A SLIP OF THE KEYBOARD** *Doubleday HC Sep '15 / Anchor TR May '16*. The collected short nonfiction of Terry Pratchett.

**THE WORLD OF POO** *Doubleday HC only, Oct '15*. A picture book for adult readers. Illustrated with b&w line drawings.

**JUDGEMENT DAY: THE SCIENCE OF DISCWORLD IV** *Anchor TR Dec '15 with Ian Stewart and Jack Cohen*. An unusual legal team investigates the godlike powers of Discworld's wizards, exploring questions of science and philosophy.







## TARGET CONSUMER

- Start with the devoted Terry Pratchett fans of all ages and types who have led to 75 million in worldwide sales
- Men and women, 18+, with an emphasis on suburban, high-income, and 45+ readers, his strongest groups
- Readers of popular sci-fi and fantasy, including books by Neil Gaiman, Douglas Adams, Lev Grossman, and Susanna Clarke
- Find fans of shows like *Dr. Who*, *Sherlock*, and *Game of Thrones*
- Heavy consumers of arts and science news online, especially those who read using mobile devices
- Introduce Terry to YA readers who like adventure, satire, and amazing, ridiculous characters





## MARKETING

- ARCs, with giveaways through Facebook, Goodreads, and E-mail Newsletters
- Coordination with global Facebook campaign to rollout U.S. edition with new packaging concept
- Targeted Facebook advertising, Facebook-only excerpt reveal
- Pub date Twitter advertising blitz along with special Twitter giveaway
- Prominent presence on Terry Pratchett's website
- Online ads targeting comic and geek news fan sites, such as Dr. Who, Star Trek, and blockbuster comic book movie franchises





## MARKETING

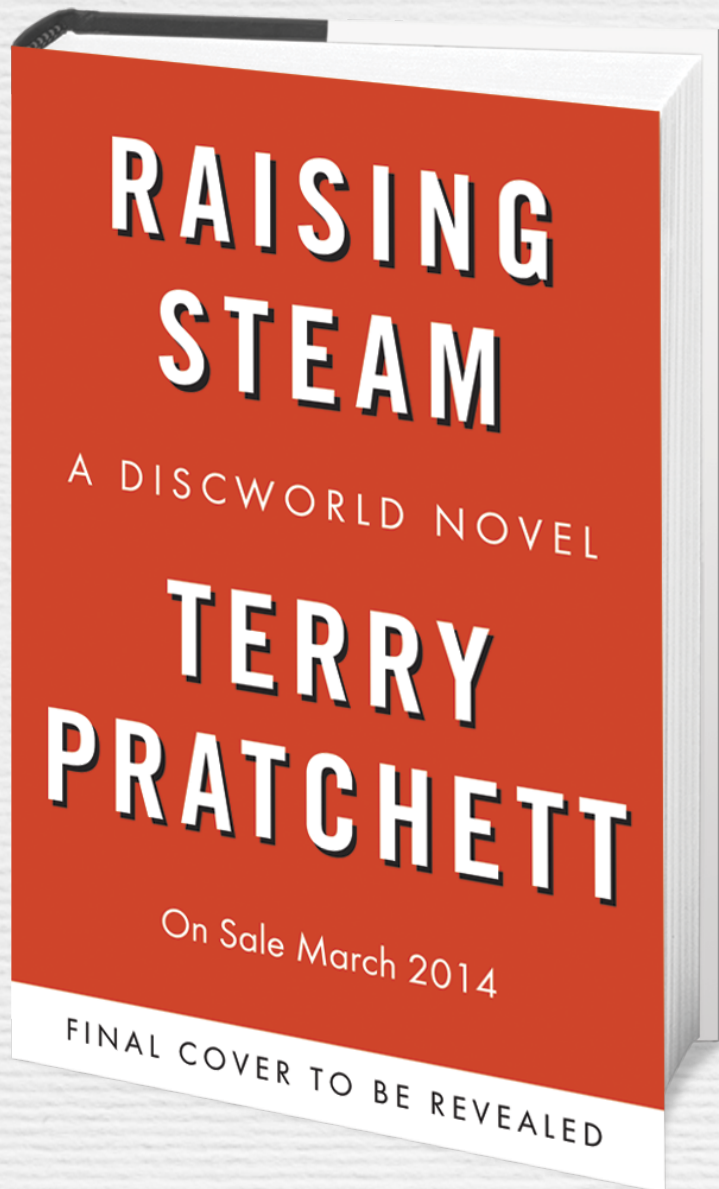
- Creation of special artwork to be packaged with pre-ordered books and made available to booksellers
- Tour of “The Artifacts of Moist Von Lipwig” a set of objects including a portrait, accessories and costume items belonging to Raising Steam’s hero that will be displayed at bookstores, conventions, and other relevant locations.
- National Print advertising in the *New York Times Book Review*
- Fantasy, sci-fi, and YA blogger outreach
- Major book club and bookseller pushes





- National Media Appearances
- National Print Features





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# DOUBLEDAY

Spring 2014

