

Meet Literary Legend
ISABEL ALLENDE
THE JAPANESE LOVER TOUR

11/04: San Francisco, CA

7:00 P.M.
BOOK PASSAGE
@ ANGELICO HALL,
DOMINICAN UNIVERSITY

11/05: San Francisco, CA

7:30 P.M.
CITY ARTS AND LECTURES
@ NOURSE THEATER

11/07: Seattle, WA

7:00 P.M.
ELLIOTT BAY, SEATTLE FIRST
BAPTIST CHURCH

11/09: New York, NY

7:00 P.M.
BARNES & NOBLE #2675
UNION SQUARE

11/11: Boston, MA

7:00 P.M.
HARVARD BOOKS,
FIRST PARISH CHURCH

11/12: Philadelphia, PA

7:30 P.M.
PHILADELPHIA FREE
LIBRARY

11/13: Washington, DC

7:00 P.M.
POLITICS & PROSE

11/16: Austin, TX

7:00 P.M.
BOOK PEOPLE

11/17: Kansas City, MO

7:00 P.M.
RAINY DAY BOOKS,
UNITY TEMPLE

11/19: Albuquerque, NM

7:00 P.M.
BOOKWORKS AT
THE KiMo THEATER

11/20: Phoenix, AZ

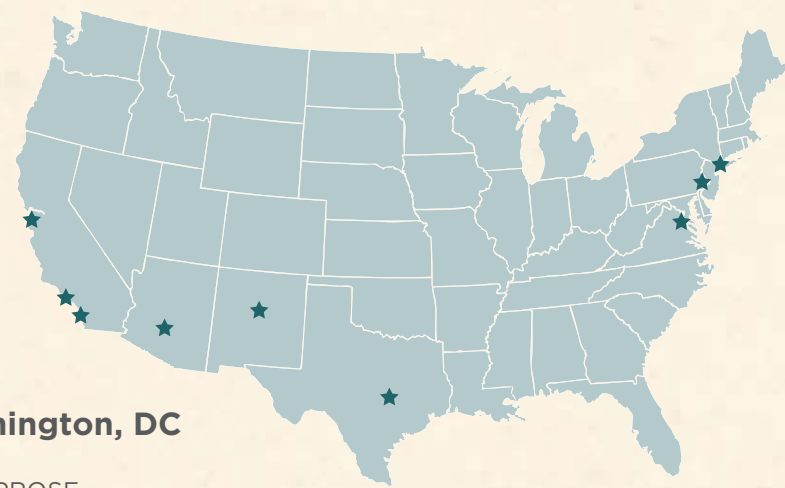
7:00 P.M.
CHANGING HANDS BOOKSTORE

11/30: San Diego, CA

12:00 P.M.
WARWICK'S/WORDS ALIVE
LUNCHEON

12/01: Los Angeles, CA

8:00 P.M.
BOOK SOUP @ SKIRBALL CENTER



ABOUT ISABEL ALLENDE

Born in Peru and raised in Chile, Isabel Allende is the author of a number of bestselling and critically acclaimed books, including *The House of the Spirits*, *Daughter of Fortune*, *Paula*, and *My Invented Country*. Her books have been translated into more than thirty-five languages and have sold more than 65 million copies worldwide. She lives in California. This is her first novel with Atria Books.



photo by Lori Barra



The JAPANESE LOVER

by Isabel Allende

Hardcover • 9781501116971 • \$28.00 (\$36.50 CAN) • On Sale 11/3/15

PROUDLY PUBLISHED BY ATRIA BOOKS

Atria-Books.com
AtriaBooks

Atria Books is proud to announce
the publication of

THE JAPANESE LOVER
by ISABEL ALLENDE

1939:

As the world goes to war, an unexpected love affair begins that will continue in secret for nearly seventy years.

2013:

A devoted care worker in a San Francisco nursing home holds tightly to a terrible secret, until a dying woman gives her the courage to face the truth.

In the gifted hands of Isabel Allende, these two stories come together to form a breathtaking tale of love, sacrifice, and redemption. Sweeping through time and spanning generations and continents, *The Japanese Lover* is Allende's most dazzling and unforgettable work since *The House of the Spirits*.

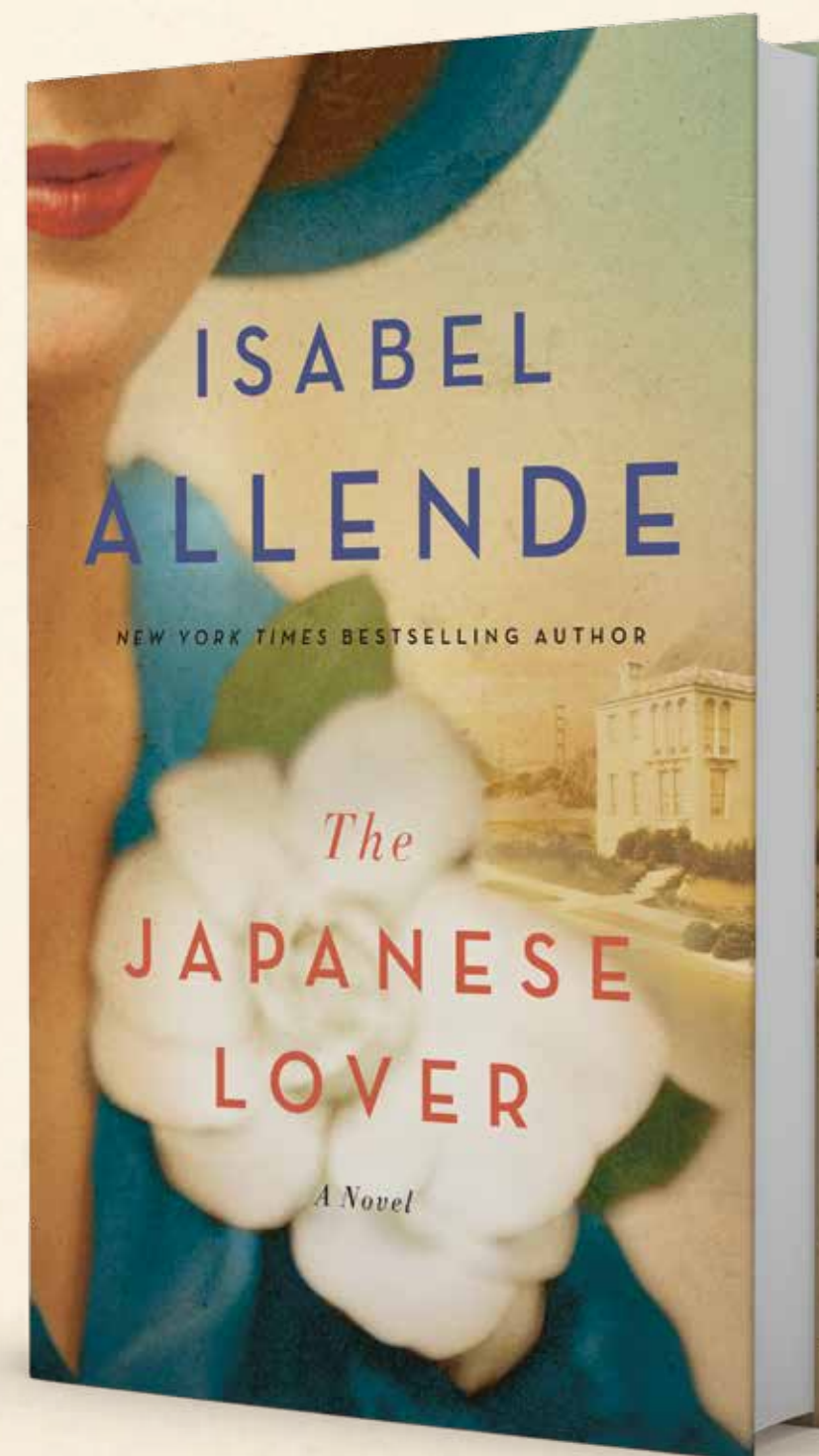
ON SALE NOVEMBER 3, 2015

Hardcover | 9781501116971 | \$28.00 (\$36.50 CAN)

Ebook | 9781501117008 | \$14.99 (\$17.99 CAN)

Audio | 97814423912391 | \$29.99 (\$39.99 CAN)



PROUDLY PUBLISHED BY ATRIA BOOKS



THE PUBLISHING EVENT OF THE FALL

PREPUBLICATION BUZZ CAMPAIGN JULY THROUGH OCTOBER

- Major Social Media Campaign launches

-  /IsabelAllende: 1.284 million likes*
-  @IsabelAllende: 79.4K followers*



*numbers as of 4/29/15

- Prepublication advertising begins

Goodreads Awareness Campaign begins



includes Buzz Building giveaways

- Advance Reader's Editions Available

Request your ARC!

Email Hillary.Tisman@SimonandSchuster.com for a copy

NOVEMBER 3—PUBLICATION DAY!

- **National Advertising Campaign (Total reach 3.5 million)**

-  **THE NEW YORKER** (circ: 1.2 million)

-  **Book Review** (circ: TBD)

- **OPRAH.COM ROS** advertising and eblast promotion (468K impressions, 830K newsletter subscribers)

- **goodreads ROS** advertising (401K impressions)

- National Author Tour Launches (see back for details)

- Author appearances:

Chicago, Kansas City, Los Angeles, Miami, Nashville, New York, Philadelphia, San Diego, San Francisco, Washington, DC

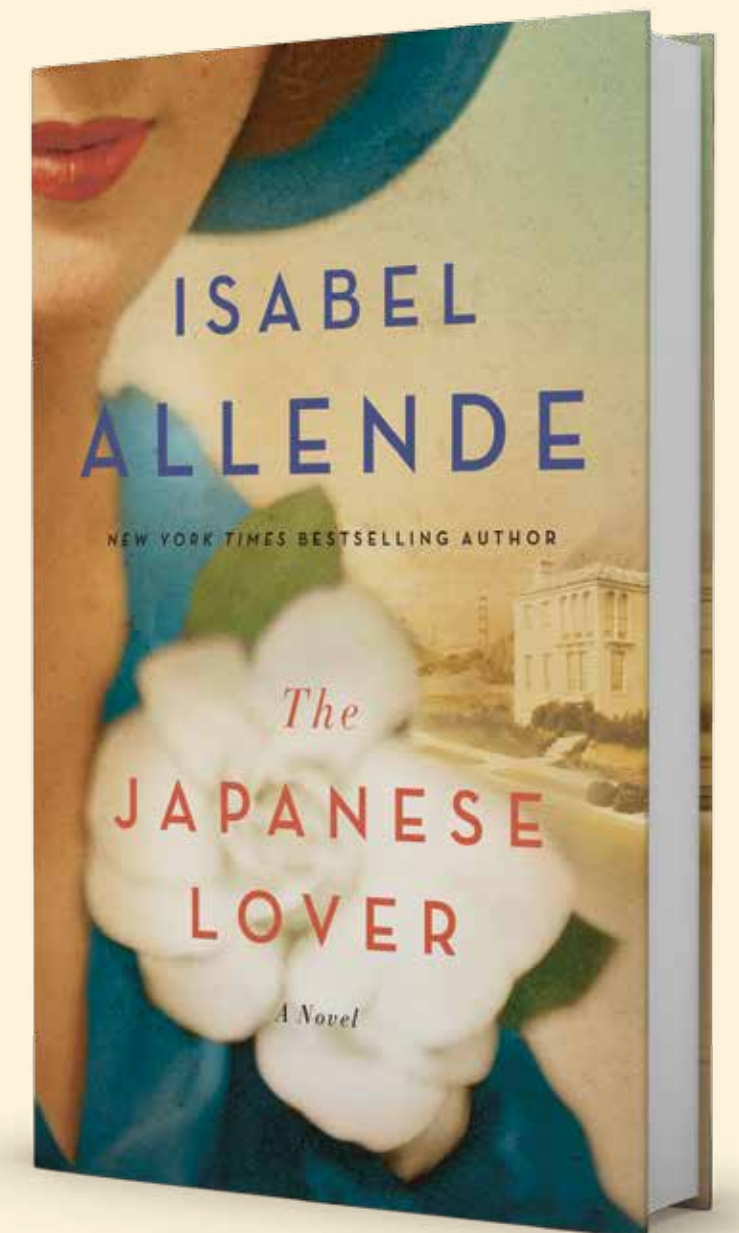
- Major Media Coverage and Reviews

- Major Online Marketing push, including dedicated eblasts

- Social Media Promotion: Facebook Q&A and Twitter chats

- Social Media Promotion

- Newsletter promotion including holiday gift guides



Hardcover | 9781501116971 | \$28.00 (\$36.50 CAN)