



Hooky Volume 2

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9780358693109 (hc)

Format: PB/HC Simul

Release Date: 8/10/22

On Sale Date: 9/6/22

AFP: 100,000 (pb); 40,000 (hc)

Price: \$12.99 (pb); 24.99 (hc)

Trim Size: 5 1/2 x 8

Page Count: 384

BISAC: JUVENILE FICTION / Comics & Graphic
Novels / Fantasy

Imprint: Etch/Clarion Books

Selling Points:

- *Hooky Volume 1* is off to a Super Strong Start
 - *New York Times* bestseller
 - Indie bestseller
 - 7K preorders going into week 1, 5K generated through publisher preorder form
- Star author
 - Built-in Webtoon fanbase (95 million views, 831K subscribers)
- Witches Are In!
- For fans of/top comp titles
 - *Snapdragon*
 - *The Hidden Witch: A Graphic Novel*

Top Marketing/Publicity Plans:

- Preorder campaign
- Digital regional, consumer, and social media ad campaign
- Instagram & TikTok influencer outreach campaign
- Print and digital assets including promotional video and custom graphics
- Promotion at consumer shows and comic cons

Regional Focus:

Author Residence:

Barcelona, Spain

Social



[@miriambonastre](#)

175k followers



[/miriambonastreat](#)

4.3k followers

Posting Date: posted

Selling Materials: digital
interiors + PDF sampler

Signed Carton:

