

C. S. LEWIS

NEW WINTER 17 TITLES

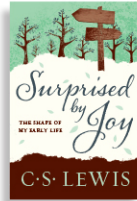
C. S. LEWIS WINTER 17 RELEASES



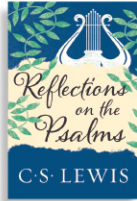
210,763 SOLD



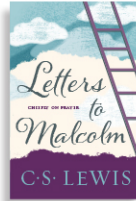
145,565 SOLD



72,257 SOLD



35,512 SOLD



10,763 SOLD



EASTER
40-DAY DEVOTIONAL
GIFT EDITION

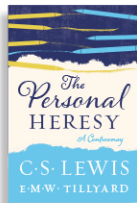
TIER 1 LEAD TITLES ▲



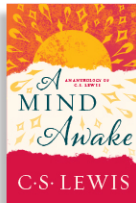
#1 - TIER 2



#2 - TIER 2



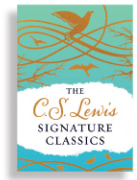
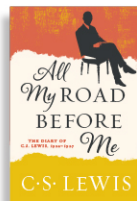
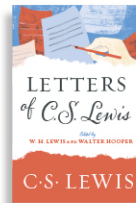
#3 - TIER 2



#4 - TIER 2



#5 - TIER 2



TIER 2 TITLES ▲

TIER 3 TITLES ▲

BOXED SET & ONE-VOLUME ANTHOLOGIES ▲

Updated and Repackaged

MARKETING

- Promotion on C. S. Lewis platform (HarperOne owned- over 2.5 million followers/visitors):
 - Facebook: 1.5 million
 - Twitter: 644k
 - Google+: 340k
 - Instagram: 134 (NEW!)
 - CSLewis.com
 - C. S. Lewis newsletter (~4k)
- Promotion to Bible Gateway's Lewis Daily Devotional email list (~40k)
- Display ad campaign targeting visitors of CSLewis.com (~600k list)
- Video
- E-card for accounts
- Broadsides (978006) & Easelbacks (978006)
- Back of book ads in bestselling Lewis backlist

SUMMARY

With the release of the above 18 paperback C. S. Lewis titles, HarperOne will become the sole publisher of C. S. Lewis. This is an exciting opportunity to promote these previously under-published books at retail to an audience who will be eager to learn (or re-hear) about them.

- **18 paperbacks (lead titles noted above)**
- **1 brand new paper-over-board Easter devotional**
- **1 updated Classics box set, Classics hardcover anthology, and Classics paperback anthology**

Format: 18 PB'S, 1 PAPER-OVER-BOARD DEVOTIONAL, 1 BOX SET ANTHOLOGY, 1 HC ANTHOLOGY, 1 PB ANTHOLOGY
ISBN 13: Various
Release: 1/25/17
On Sale: 2/14/17
Pub: 2/1/17