

Katherine Center is poised to take her place alongside Emily Henry, Abby Jimenez, and Ali Hazelwood as **ONE OF THE BIGGEST VOICES IN ROM-COMS!**



FEATURING GORGEOUS SPRAYED EDGES AND DESIGNED END PAPERS, *THE LOVE HATERS* WILL BE A MUST-BUY FOR EVERY KATHERINE CENTER FAN!

A RISING STAR IN ROMANTIC COMEDY—WITH THE SALES TO PROVE IT! The sales for *The Rom-Commers* prove that Katherine Center is must-buy for thousands of readers, and with a campaign designed to draw in new readers and evangelize her core audience, we're poised to make *The Love Haters* her bestselling book to date!

A CAMPAIGN DESIGNED TO MAKE READERS FALL IN LOVE!

A national tour and publicity campaign to connect with romance readers all over the country!

- A 3-week long tour with stops in Chicago, Dallas, Houston, Indianapolis, St. Louis, and more!
- Appearances at Texas Library Association's Annual Conference.
- Outreach to Broadcast Book Clubs, national newspapers, NPR, and more.

Coast-to-Coast Bookseller Outreach!

- Early ARC distribution to the over 50 independent booksellers who've blurbed Katherine Center backlist
- National account mailings
- Digital review copy promotion on Edelweiss & NetGalley

Wall-to-Wall Early Reads!

- Included in the SMPG Early Reader Program, boasting over 6,000 members
- Digital review copies sent to over 5,000 Katherine Center "Super Fans"
- Exclusive Early ARC outreach to key members of the Early Reader program, top tier Super Fans, and bookish big mouths on TikTok & Instagram
- Waves of Goodreads giveaways

Major Backlist Promotions!

- eBook downprices on key Katherine Center backlist, including *The Bodyguard*, supported with BookBub promotions and email marketing

Dynamic Author Promotions!

- Major amplified cover reveal in partnership with a social media powerhouse
- Promotions in Katherine's newsletter, boasting over 30k subscribers—6,000 new subscribers in just one year!
- Consistent promotion on Katherine's Instagram, with over 40k highly engaged followers, including reels, ARC giveaways, quote square promotions, and more!

Major Advertising!

Bold 10MM impression advertising outreach across Social Media, Sites, Apps, and Emails, targeting passionate Katherine Center fans and fans of the brightest stars in contemporary romance, from Emily Henry to Abby Jimenez to Ali Hazelwood and beyond:

Social Media across Meta and TikTok:

- **Pre-order campaign:** Targeting fans of the author, and expanding the readership by targeting fans of contemporary romance. **1.5MM impressions**
- **Launch campaign:** Using optimized Meta targets and messaging from the pre-order campaign as well as layering in TikTok will power sales and reader engagement deep into spring; includes retargeting. **3MM impressions**

Goodreads Advertising:

- We will target fans of Katherine Center who have rated her previous novel 4-stars and above and expand that circle to reach contemporary romance readers across the platform in native and display ads, as well as email. **1MM impressions**

Display and Search Advertising:

- At launch, we will target readers in-market for the bestselling rom-coms of the season through search and display campaigns; ads will appear on sites and apps such as *People*, *Entertainment Weekly*, *The New York Times*, *Washington Post*, and more. Includes retargeting Social Media and Email campaigns. **3.5MM impressions**

Email Advertising:

- We will deliver ads to hardcover romance buyers in the emails they subscribe to from top Entertainment and News media such *People*, *Entertainment Weekly*, *The New York Times*, *Bustle*, *PureWow*, and more; includes retargeting Social Media and Display campaigns. **1MM impressions**

Social Media + Email Marketing!

- **Lead card campaign:** Sweepstakes offering readers the chance to both win an early copy of *The Love Haters* and gain exclusive access to Katherine Center's author alert list. The campaign will be supported by both organic and paid placement, targeting readers of comp contemporary romance authors.
- **Organic social media campaign:** Posts across our St. Martin's Press (280k+ followers) and SMP Romance (67k+ followers) accounts will celebrate *The Love Haters*, with potential to partner with Katherine Center's and Macmillan USA's audience.
- **Sparking & boosting:** We'll hunt for enthusiastic content from creators about *The Love Haters* that we can boost and Spark to reach the widest audience. This will put authentic creator content at the front of the For You Page and Explore pages.

A FAVORITE WITH BESTSELLING AUTHORS, BOOKSELLERS, AND READERS ACROSS THE US!

“For a good cry, many laughs and a big hit of dopamine, read *The Rom-Commers*, a story about an aspiring screenwriter looking for real-life love. I’m a massive Katherine Center fan, and **THIS BOOK IS HER BEST YET.**” —**EMILY GIFFIN**

“**GREAT ROLLICKING FUN!**” —**HELEN HOANG**, on *The Bodyguard*

“**ABSOLUTELY, UNEQUIVOCALLY DELIGHTFUL!**” —**JODI PICOULT**, on *The Bodyguard*

“Center is one of the best in the business and **MY PERSONAL FAVORITE CONTEMPORARY ROMANCE AUTHOR.**”
—**TERRY GILMAN**, *Creating Conversations* (Redondo Beach, CA)

“**THERE IS NOTHING KATHERINE CENTER CAN’T DO.** Somehow her stories only continue to become more perfect with each new year.”
—**STEPHANIE SKEES**, *The Novel Neighbor* (Webster Groves, MO)

“*The Rom-Commers* hits on every note... What A **PERFECT BOOK TO MAKE YOU BELIEVE IN LOVE!**” —**SIERRA HOLLABAUGH**, *The Bookery Cincy* (Cincinnati, OH)

“**[THE ROM-COMMERS] IS PURE JOY IN INK AND PAPER!**”
—**CARA DYNE-GORES**, *The Bookshelf* (Cincinnati, OH)

“Katherine Center’s characters shimmer on the page. Her witty dialogue makes her books a joy to read, and *The Rom-Commers* is no exception. **IT IS A DELIGHT!**” —**KELLI MCDONALD**, *The Novel Neighbor* (Webster Groves, MO)

“**EMOTIONALLY ASTUTE AND FULL OF HEART.**” —**REAL SIMPLE**

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