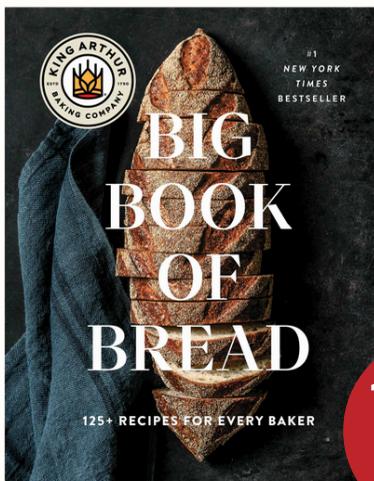


# BIG BOOK PROMOTIONS

## for the **BIG BOOK OF BREAD!**



**125K+**  
COPIES  
SOLD!

**f 1.2 M** **@ 349K**  
**📷 968K** **🎵 126K**  
**📺 328K**

KING ARTHUR BAKING BRANDED  
MEDIA CAMPAIGN: **REACHING**  
**7.7 MILLION KING ARTHUR FANS!**

Confirmed inclusion in:

- **SIX email newsletters** (reaching **2.2 MILLION** subscribers)
- **THREE holiday print catalogues** (reaching **3.1 MILLION** homes across the United States!)
- **Spotlight in newsletter campaigns** for the children's cookbook, *Sweet & Salty!*
- **Dedicated social media content** posts across King Arthur Baking's network of **2.4 MILLION followers!**

### NEW THIS YEAR!

#### VIP PROMOTION IN NEW KING ARTHUR PLATFORMS:

- Featured in the **NEW King Arthur podcast** (100K+ downloads per ep!), including a sponsored episode + custom ad read
- Featured in the **NEW King Arthur Holiday YouTube mini-series** (3–5 festive episodes)
- Gift-wrapped **social campaign and influencer mailer** hitting top brand contacts in December—positioned as the ultimate holiday gift!

#### KING ARTHUR PUBLICITY OUTREACH AND WEST COAST TOUR

- Publicity outreach to **Holiday Gift Guide Roundups** & feature coverage
- **3-City West Coast Book Tour** in October 2025 with Martin Phillip (Denver, San Francisco, Los Angeles)

#### YEAR-LONG SIMON ELEMENT MARKETING PLAN CONTINUES

- **Priority title** in multiple **fall and holiday advertising** campaigns, including **Meta, search, and seasonal gifting**
- Dedicated **social media content**, including **NEW** original videos featuring David Tamarkin, and features in **corporate marketing gift campaigns**