

2022 Nobel Prize Laureate Annie Ernaux

BACK IN STOCK



MEDIA COVERAGE

- 11/14 **New Yorker** runs story "Returns" by Annie Ernaux
- 11/20 **New Yorker** feature profile on Annie Ernaux by Alexandra Schwartz
- Early December **PBS News Hour Interview**
- Forthcoming **Oprah** magazine feature
- Additional stories and appreciations in local and long lead publications

MARKETING CAMPAIGN

- Digital display kit for booksellers and librarians features series shots, social media graphics, poster design, and shelf talker
- Bookmarks, shelf talker, and poster mailed to indie bookstores who will display set
- 10/7 & 11/27 **Bookshop.org** digital advertising
- 11/27 **Shelf Awareness** digital advertising
- 11/20 **New York Times Book Review** print advertising opposite the table of contents
- 11/20 **Washington Post Book World** advertising
- 12/9 **Washington Post** bookclub newsletter

All 12 Annie Ernaux titles from Seven Stories Press with redesigned covers will be back in stock on **November 21**

Nobel Prize in Literature 2022 Ceremony in Stockholm featuring Annie Ernaux's acceptance speech on **December 7th**

TITLE LIST

A Woman's Story — 9781583225752
A Man's Place — 9781609804039
Simple Passion — 9781583225745
A Frozen Woman — 9781888363388
Extérieurs — 9781644210970
Shame — 9781583220184
I Remain in Darkness — 9781583220528
Happening — 9781609809485
The Possession — 9781583228555
The Years — 9781609807870
A Girl's Story — 9781609809515
Getting Lost — 9781644212196



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