



MARVEL
**JESSICA
JONES**

**#1 NEW YORK TIMES
BESTSELLING AUTHOR LISA JEWELL**
launches the brand new Marvel Crime program
with an original story of Jessica Jones.

KEY MARKETING AND PUBLICITY BEATS

- Bookseller advertising campaign, including *Publishers Weekly* and Shelf Awareness
- Major consumer advertising campaign, including Goodreads, social media, placements at Walt Disney World and Disneyland Resort, podcasts, and more
- National print, television, radio, podcast, and online media pitching, including review mailings
- Pre-publication campaign across Marvel and author social media accounts and *Marvel.com*, including excerpt release, posts timed to key dates, and more
- Disney and Marvel email messaging campaign
- San Diego Comic Con, D23: The Ultimate Disney Fan Event, and New York Comic Con activations and promotion
- Holiday advertising and gift guide pitches
- Select author events and appearances with book signings
- Library marketing and outreach, including NetGalley, Library Reads, book buzzes, webinars, and more

SOCIAL MEDIA REACH:
Lisa Jewell: 132.2k
Marvel: 120.4M

**More than 337k Lisa Jewell
print books sold in the past
year in the US!**

To order, please contact your Penguin Random House sales representative or call customer service at (800) 733-3000.

LISA JEWELL

#1 NEW YORK TIMES BESTSELLING AUTHOR

MARVEL

BREAKING THE DARK

**A JESSICA JONES
MARVEL CRIME NOVEL**

COVER
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AVENUE

MARVEL

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