

#1 NEW YORK TIMES BESTSELLING AUTHOR

ISA JEWELL

launches the brand new Marvel Crime program with an original story of Jessica Jones.

BREAKING

THE

DARK

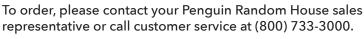
KEY MARKETING AND PUBLICITY BEATS

- Bookseller advertising campaign, including Publishers Weekly and Shelf Awareness
- Major consumer advertising campaign, including Reddit, 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: 301M

Lisa Jewell print books sold in the past year in the US!

More than 337k 9781368090124 I ON SALE JULY 2, 2024 HYPERION AVENUE





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