

Your wildest dreams have come true.

Get a close-up look at Taylor Swift's life and achievements in this pocket-sized collectible book for Swifties of all ages. Are you ready for it?

100+ stunning photos and clued-in commentary explore the power of Taylor's music and influence – and why she'll never go out of style.



**STOCK UP
FOR
SWIFT-MAS!**

FOR TAYLOR SWIFT FANS OF ALL AGES

53% of adults identify as Taylor Swift fans and she appeals equally to younger generations.

PERFECT GIFT

A gorgeous package with an embellished cover at an affordable price. Special printing effects for this edition to be announced soon! It's just the right size for a delightful stocking stuffer.

CLUED-IN COMMENTARY

Noted contributors deliver smart commentary on why Taylor, why now; the significance of her music, and why fans adore her.

YEAR-ROUND SELLING OPPORTUNITIES

Taylor is everywhere! Her new album releases on April 19 and the US leg of the Eras tour continues on October 18.

EXCITING MARKETING CAMPAIGN

Hearst audiences are Swifties. Hearst Home will promote the book in print and on digital and social, where fans are incredibly active.

- Preorder Marketing launch with Cosmopolitan
- Buzzy cover reveal on social
- Web story amplified on social media and syndicated to Apple News, Yahoo, and other platforms
- Touts in relevant celebrity or Taylor stories on Cosmo
- Inclusion in gift guides
- Social posts at publication
- Print and newsletter placements
- Edit coverage/integration in Hearst magazines
- E-commerce links on related stories on Hearst websites
- Ads in Hearst publications
- Email campaigns to 30M subscribers

TAYLOR SWIFT

Contributors: Beatrice Foreman, Maureen Johnston, Scott Raab, Annie Zaleski

ON SALE 10/1/2024

Announced 1st Printing: 150,000

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EL: 9781958395097

\$9.99 USA / \$12.99 CAN

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BISAC 2: Biography & Autobiography - Music

BISAC 3: Biography & Autobiography - Entertainment & Performing Arts

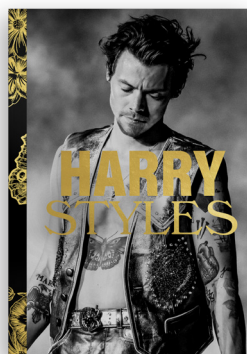
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