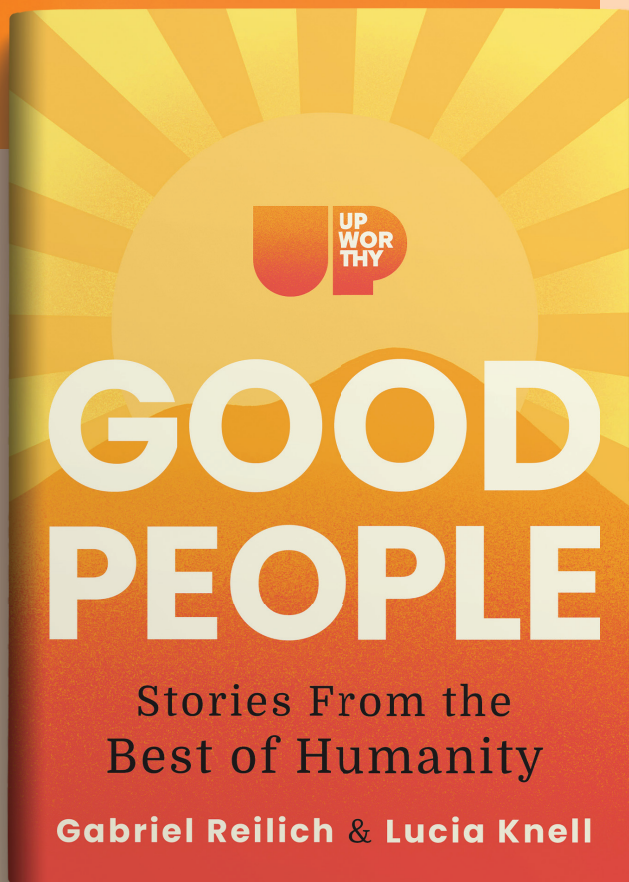


ON SALE
9/3/2024



ISBN: 978-1-4262-2346-4 (HC) | \$24.00 U.S./\$32.00 CAN
6" X 8-1/2" | 320 pages

UPWORTHY'S GOOD PEOPLE

For anyone who could use proof that the world is full of good people, this beautifully illustrated book features 101 stories of human decency from Upworthy, the beloved social media brand that reaches more than 100 million people per month.

PUBLICITY

- National TV, radio, print and online outreach
- Pitch excerpts (US & UK)
- TV & Radio satellite tour
- Celebrity influencer mailing
- Possible LA bookstore event
- Gift guide pitches

CONSUMER MARKETING

- Pre-order campaign starting January 17
- *National Geographic* print & digital ads
- Division-D behavioral ads targeting fans, self-help readers, and optimists
- Advertorial (800+ sites, 200 mill impressions)
- Goodreads promotion & giveaway
- Cross-promotion with Upworthy on social, email, online and thru their book club
- Social media campaign with paid ads

TRADE/LIBRARY

- *Bookpage* ads
- B&N galley mailing
- B&N sweepstakes
- ABA galley mailing (750 in March)
- Bookshop.org ads
- Porchlight bulk order site
- *Publishers' Weekly* cover wrap, ads & promotion
- Ingram and Baker & Taylor ads
- Feature title at TLA and ALA shows
- Bookbuzz title
- NetGalley eblast (May)
- Edelweiss banner

TO ORDER, PLEASE CONTACT YOUR PENGUIN RANDOM HOUSE SALES
REPRESENTATIVE OR CALL CUSTOMER SERVICE AT (800) 733-3000.

 NATIONAL
GEOGRAPHIC

© 2024 National Geographic Partners, LLC