

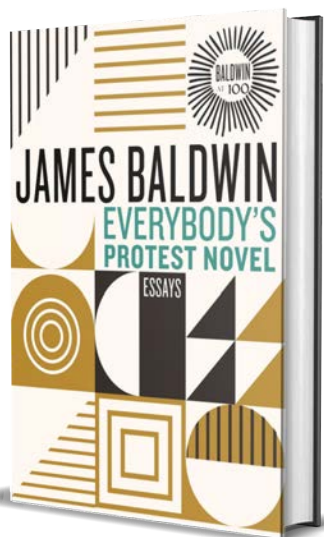
IN CELEBRATION OF JAMES BALDWIN'S 100TH BIRTHDAY

AUGUST 2, 2024



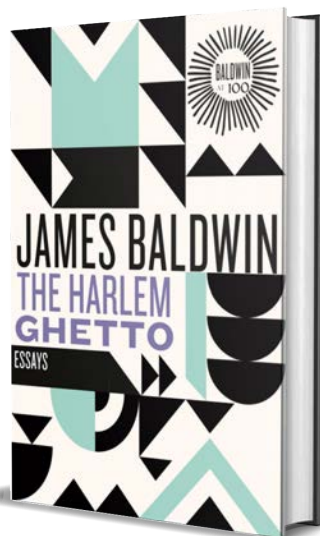
Three New Collectible Gift Editions

Featuring unique collections of critical essays commemorating Baldwin's legacy as an artist, an activist, a social critic, and a gifted writer



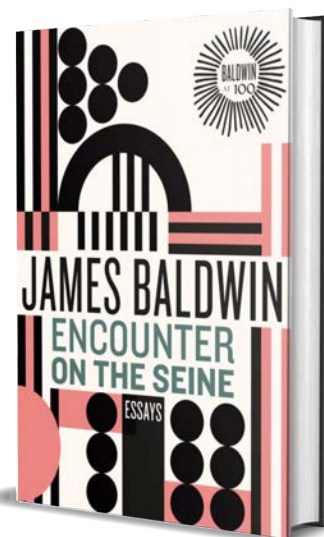
EVERYBODY'S PROTEST NOVEL: ESSAYS

ISBN: 978-080701694-7
HARDCOVER | 5 X 7 IN
ON SALE 6/4/2024
\$20.00



THE HARLEM GHETTO: ESSAYS

ISBN: 978-080701865-1
HARDCOVER | 5 X 7 IN
ON SALE 7/2/2024
\$20.00



ENCOUNTER ON THE SEINE: ESSAYS

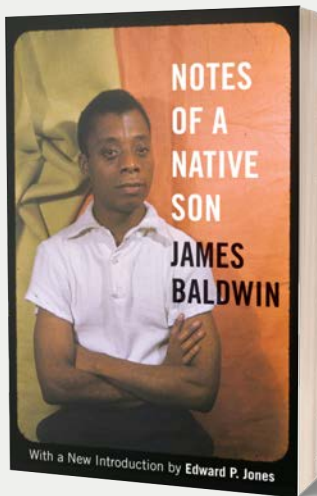
ISBN: 978-080701867-5
HARDCOVER | 5 X 7 IN
ON SALE 8/6/2024
\$20.00



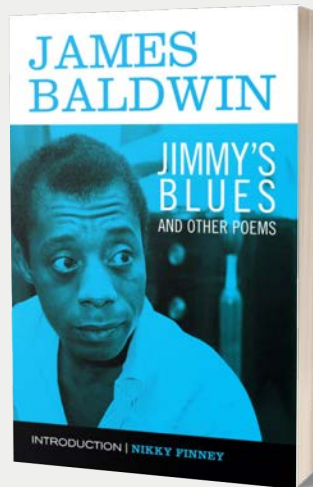


“As Baldwin once said, reading allows us to recognize each other...It makes everything seem possible. May we find hope in his brilliant words.”
—Imani Perry

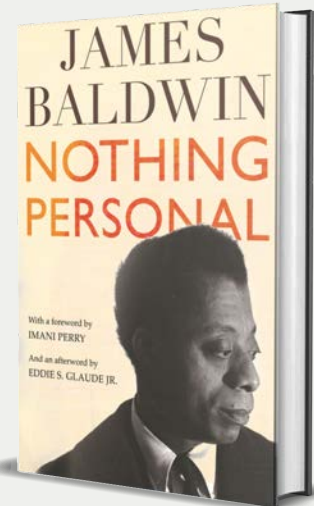
Essential Classic Backlist



ISBN: 9780807006238



ISBN: 9780807084861



ISBN: 9780807006429

Marketing and Publicity

February 2024

- Press release about the 3 books
- Flyer with the three books featured to all reps and store buyers
- Feature *Nothing Personal* in eBook Promotions
- Share a Baldwin quote every week #Baldwin100

March 2024

- Giveaway with new Baldwin tote
- Send key indie stores a Year of Reading Baldwin package (totes, stickers, bookmarks)
- Begin outreach to major review, literary, and cultural outlets
- Targeted outreach to Black, LGBTQ+, progressive, and historical outlets
- Cover reveal rollout on social media



April 2024

- *Shelf Awareness Pro* ad with all Beacon Baldwin titles (April 8)
- Promote at PLA conference
- Promote *Jimmy's Blues* for Poetry Month
- Feature *Jimmy's Blues* in eBook promotions
- Dedicated Baldwin newsletters to general audiences

May 2024

- Dedicated Baldwin newsletter to booksellers
- Dedicated Baldwin newsletter to librarians
- Feature *Nothing Personal* in eBook and audiobook promotions

June 2024

- Potential partnership with Boston Public Library to celebrate Baldwin throughout the summer
- *Jimmy's Blues* poem broadside giveaway
- Advertising campaign
- Pride Month media hook
- Father's Day gift roundups

July 2024

- Promote at ALA

August 2024

- Potential partnership with The Village Trip
- Potential in-person/online event with authors like Imani Perri and Eddie Glaude
- Potential Haymarket Live event
- Merchandising with major and indie retailers
- Advertising on Amazon
- Dedicated Baldwin newsletter to educators
- Dedicated print features for Baldwin's birthday month

Ongoing Campaign efforts:

- Regular Baldwin features on Beacon socials like TikTok and Instagram
- Regular features on beacon.org and on the Beacon blog
- Amazon search advertising
- Baldwin print features
- Media outreach to major outlets
- Vendor aligned ads on Facebook

