



# CLOWN TOWN *by* MICK HERRON

SOHO CRIME | HARDCOVER | SEPTEMBER 9, 2025  
\$29.95 US; \$39.95 CAN | ISBN: 978-1-64129-726-4

## Praise for The Slough House Series

“Confirms Mick Herron as the best spy novelist now working.”  
—NPR’s *Fresh Air*

## CONFIRMED PUBLICITY

**NPR’s *Weekend Edition*** – Interview – Air Date: 9/6 – **HIGH ALERT**  
***Vogue*** – Book Feature, September Issue – Date: 9/1 – **HIGH ALERT**  
***The Wall Street Journal*** – Series Retrospective with *Clown Town* Review – Date: 9/7 - **HIGH ALERT**  
***The New York Times Book Review*** – By the Book Feature – Date: 9/7 – **HIGH ALERT**  
***The Los Angeles Times*** – Review – Date: 9/12 – **HIGH ALERT**  
***The Globe and Mail*** – Interview – Date: 9/18 – **HIGH ALERT (CANADA)**  
**SoCal News Group** (11 regional newspapers) – Interview – Date: 9/12  
**Arts Fuse** – Review – Date: 9/7  
**AirMail** – Interview Feature – Date: 9/8  
**B&N Poured Over Podcast** – Interview Feature – Date: 9/9  
***Deadly Pleasures Mystery Magazine*** – Most Anticipated Mysteries – online now  
***Publishers Weekly*, *Starred Review*** – online now; ***Booklist*** – Review – online now; ***Kirkus Reviews*, *Starred Review***;  
**Big Books Fall Feature Q&A** – Date: 9/1

**MORE TO COME!**

## MASSIVE MARKETING CAMPAIGN (+\$150,000)

### Pre-Pub Marketing (March – August 2025)

- Book cover reveal blitz with paid social to consumers, paid trade ads, and pre-order call-to-action.
- Book trailer campaign delivered across YouTube, TikTok, Instagram, and retailer platforms, totaling 500K+ views and counting.
- Multi-stage paid social targeted ads to genre and comp authors, targeted pre-order impressions delivered via ad partners (Bookshop, *Kirkus*, *Publishers Weekly*, CrimeReads, Bookbub), sponsored search (Mar-Aug).
- Slough House Discovery Program: paid social targeted ads to genre and comp authors, paid influencer campaign, paid Goodreads + Storygraph giveaways, multiple targeted impressions delivered via ad partners, multiple first-in-series and full-series paperback giveaways, multi-beat ebook price promotion.
- Launch of Mick Herron monthly US fan newsletter (May) delivering exclusive content for Mick’s most diehard fans.
- B&N BOGO 50% windowed offer for Slough House paperbacks (July); B&N 25% discount pre-order offer (August).

### On-Sale Marketing (September 2025)

- Massive digital and print display campaign via agency partners, direct buys, and targeted programmatic including: *The New York Times*, *LA Times*, Goodreads, LiveIntent, BookPage, Murder&Mayhem, CrimeReads, *Harper’s* magazine (among others) and across all social channels.
- Sponsored video content delivered across YouTube, TikTok, Instagram, retailer platforms and via streaming platforms via programmatic partner MNTN.
- Social and newsletter content spotlight continues from pub through the new season of Apple TV+’s *Slow Horses* latest season, extending through late Oct.

### Holiday Marketing (October – December 2025)

- Targeted display banner program featuring *Slow Horses (Collector’s Edition)*.
- “A Very Jackson Lamb Holiday” campaign leveraging shareable Jackson Lamb quotes on digital greeting cards + *Slow Horses* gift pack giveaway supported via social, and via direct buy partnerships.
- Special edition of the Mick Herron fan newsletter delivered in Dec.

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