

Raincoast Books

THE

SPRING 2021



LIBRARY

*Sometimes books
stop you in your tracks.*

KIT



TABLE OF CONTENTS

Seasonal Materials	3
Read Canada	4
Introducing the Indie Bank	5
BookExpress	6
Newsletters	7
Social Media	8
Superleads	9-10
Harry Potter Book Night 2021	11
Introducing Brass Monkey x Galison	12
Explore Your Own Backyard Sell Sheet	13

SEASONAL MATERIALS

CATALOGUES

Find these on BookManager, CataList, and Raincoast.com

- Print catalogue lists on BookManager: [link](#)
- Print catalogue lists on CataList
Raincoast distribution: [link](#)
Macmillan: [link](#)
- PDF catalogues on Raincoast.com: [link](#)

MONTHLY “BOOKS TO LOOK FOR” LISTS

Find these on BookManager and Catalist

- Key releases to order for next month (key sales points, marketing, and publicity hits are loaded onto BookManager and Catalist for each title)

DROP-INS

Find these on BookManager and CataList

- Monthly lists are updated as titles are dropped in
- Major call-out titles have key sales points posted on BookManager and Catalist

USING YOUR CO-OP

Great ways to use your co-op

- Window displays
- Gift guides
- End caps
- Ads

THEMATIC LISTS

These are curated lists made just for booksellers—find them on BookManager and Catalist

• Superleads	BookManager List #: 353083	BookManager: link	CataList: link
• Leads	BookManager List #: 353084	BookManager: link	CataList: link
• C-Formats	BookManager List #: 353085	BookManager: link	CataList: link
• Signed Editions	BookManager List #: 353086	BookManager: link	CataList: link
• Mother’s Day	BookManager List #: 353091	BookManager: link	CataList: link
• Father’s Day	BookManager List #: 353093	BookManager: link	CataList: link
• Graduation	BookManager List #: 353094	BookManager: link	CataList: link
• BIPOC	BookManager List #: 353096	BookManager: link	CataList: link
• Explore Your Own Backyard	BookManager List #: 353097	BookManager: link	CataList: link
• Adult Puzzles	BookManager List #: 353098	BookManager: link	CataList: link
• Kids Puzzles	BookManager List #: 353099	BookManager: link	CataList: link
• Movie Tie-Ins	BookManager List #: 353100	BookManager: link	CataList: link
• LGBTQ	BookManager List #: 353104	BookManager: link	CataList: link
• Harry Potter	BookManager List #: 353105	BookManager: link	CataList: link
• Special Value Paperbacks	BookManager List #: 353107	BookManager: link	CataList: link

READ CANADA LIRE LE CANADA

Funded by the Government of Canada
Financé par le gouvernement du Canada

Canada

Raincoast Distribution Group: Raincoast Books, Publishers Group Canada, and BookExpress are pleased to extend a Department of Heritage-funded 20% extra discount to Canadian retailers and library wholesalers on Canadian-authored titles published by Canadian publishers.

Lists of eligible titles are available from your rep or Raincoast Customer Service and will be posted on BookManager and Catalist.

No promo codes need to be applied or can be combined with this promotion: the special discount will apply to all orders that do not have promo codes on them. This Department of Canadian Heritage discount will last as long as funds allow and we expect that to extend into the first quarter of 2021.

In addition to the extra discount, we have designated DCH funding to help you promote Canadian-published Canadian authors.

Please contact your local sales rep or Customer Service with any questions.

Raincoast Distribution Group



Contact us for credit assistance and customer service that is proudly Canadian and here to help.
Order desk hours: Mon-Fri 7am-4:30pm PST • 1 (800) 663-5714 • customerservice@raincoast.com
Conditions apply. For full details, ask your rep or visit services.raincoast.com

RAINCOAST BOOKS & PUBLISHERS GROUP CANADA INTRODUCE THE INDIE BANK

Independent bookstores have always mattered to us. That is why we have built you a bank! We understand that having the right stock at the right time is crucial to keeping your community loyal. As you continue to evolve and transform your business in these unprecedented times, the Indie Bank is another tool to help you meet that challenge.

The Indie Bank is an important new Raincoast program designed to support community bookstores. When big books begin to move and you need to resupply quickly, Raincoast has designated stock in our warehouse reserved for independent bookstore orders. We know that you can only sell a book if you have it on your shelves or in stock for your website.

What is it?

The Indie Bank is an internal Raincoast software system that reserves a minimum stock of over 200 lead and in-demand titles each season exclusively for indie orders. We usually set the minimum quantity at 500 copies per title but this quantity can fluctuate.

How does it work?

Work on managing the Indie Bank is all on the Raincoast side—you don't need to do anything differently. If you see a frontlist book listed as lead in our catalogue lists, you can know that title is waiting for you in our bank.

Raincoast's lead list on BookManager: [list #353084, click here](#)
Raincoast's lead list on Catalyst: [click here](#)

How will it help us?

The Indie Bank won't solve all supply issues. We know that there will be unexpected hits that will cause all customers, big and small, to go temporarily out of stock and there will be reprint issues. But we think the Indie Bank helps level the playing field so all customers get a chance to sell the fastest turning titles on the Raincoast and PGC lists.

Contact your local rep, Terri Harker, Raincoast's Field Sales Manager at terri@raincoast.com, or Lori Richardson, PGC's Sales Director at lori@pgcbooks.ca, if you have any questions or if you have candidates for fast-selling titles to add to the Bank.

*Contact us for credit assistance and customer service that is proudly Canadian and here to help.
Order desk hours: Mon-Fri 7am-4:30pm PST • 1 (800) 663-5714 • customerservice@raincoast.com
Conditions apply. For full details, ask your rep or visit services.raincoast.com*



Raincoast Books



Publishers Group
Canada

BOOKEXPRESS

BookExpress, the wholesale division of Raincoast Distribution Group, is your one-stop source for everything under the sun, from children's classics to cookbooks, from fiction to history, from biographies to political science. They've got what you need, when you need it.

- stocking 4,000 bestselling titles from more than 50 publishers
- orders in by 11am ship same day
- combine BookExpress titles with Raincoast and PGC on one order to reach shipping and free freight minimums quickly
- see BookExpress's website for a full list of titles and **sign up for our newsletter** to get all of the most up-to-date information on bestsellers and new releases
- configure your website to show titles available to order from BookExpress/Raincoast/PGC; get in touch with BookManager for more information



Don't take our word for it... hear from some of our happy customers!

"Deb's experience and finesse means we can count on BookExpress having the right books at the right time! She is responsive and open to suggestions of books to stock. Their shipping is consistent and books arrive well-packed and in perfect condition. We couldn't do what we do without them!"

—Sarah Klassen, Mosaic Books

"BookExpress is the best, amazingly fast and excellent service. Helping keep me alive for 33 years, thank you all you hard-working people at Raincoast and BookExpress."

—Bev Shaw, Talewind Books

"I consider Debra and BookExpress to be part of our team. The more I keep her in the loop with our business, the better she is able to help us. And help us they do in a huge way! Cash flow is king and buying frequently in smaller quantities from BookExpress improves our turns and ensures we are able to manage cash flow. Deb often has great tips about titles and she is always willing to look at bringing in new titles."

—Phyllis Simon, Kidsbooks

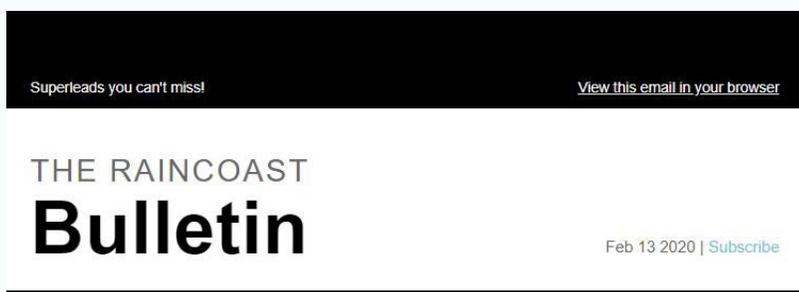


RAINCOAST BOOKS' NEWSLETTERS

Stay up-to-date on Raincoast's biggest book news!

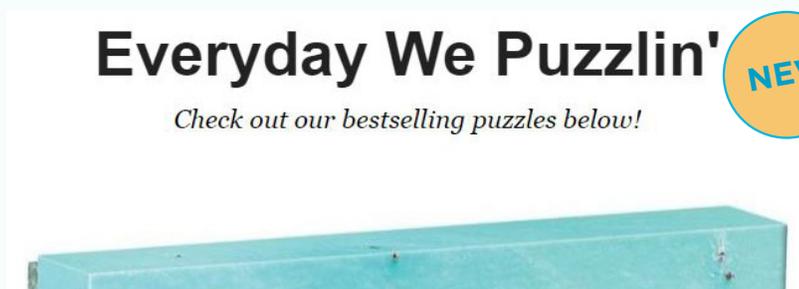
Our newsletters are your one-stop shop to learn about our most anticipated upcoming releases, biggest bestsellers, trending titles, digital materials, and more!

Learn more about our four newsletters and sign up now!



The Raincoast Bookseller Bulletin

- A weekly round-up of the biggest buzz books, news, and titles to stock up on
 - great for booksellers and librarians
 - to subscribe, visit raincoast.com/newsletters



The Raincoast Gift Bulletin

- A monthly highlight of the hottest gift products your customers will love
 - great for bookstores selling gift product
 - to subscribe, visit raincoast.com/newsletters



Under the Umbrella School & Library Newsletter

- A bi-monthly round-up of the best in picture books and middle grade fiction
 - great for librarians and bloggers
 - to subscribe, visit raincoast.com/newsletters

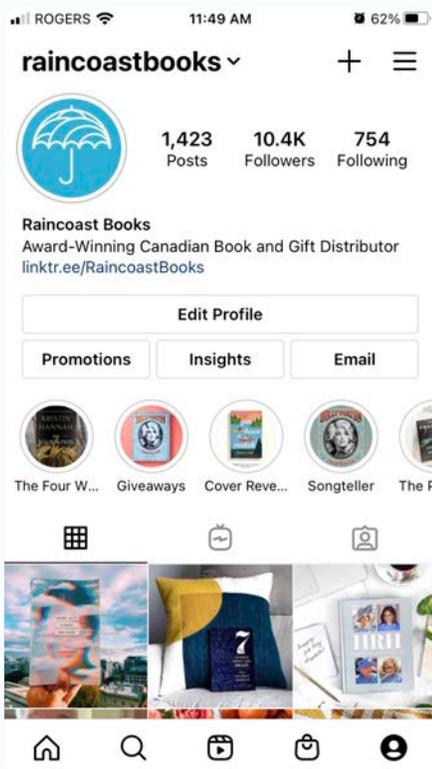


The YA Newsletter

- A bi-monthly round-up of the YA titles available for ARC requests and reviews
- great for YA bloggers, booksellers, and librarians
 - to subscribe, visit raincoast.com/newsletters



RAINCOAST BOOKS' SOCIAL MEDIA



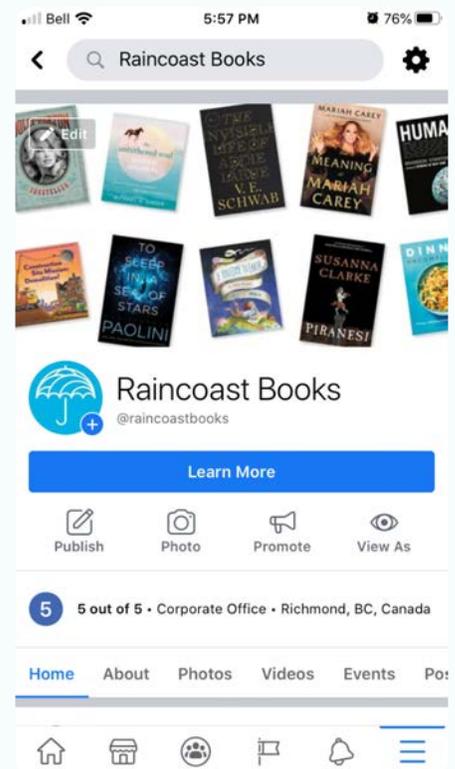
 **Instagram**
@raincoastbooks

- 10.4k followers
- daily posts and stories
- the book-based community on Instagram is called “bookstagram” and users are called “bookstagrammers”



 **Twitter**
@RaincoastBooks

- 16.2k followers
- 3 posts a day on weekdays; 2 posts on weekends
- publishing and book-based content is sometimes referred to as “Literary Twitter” or “Book Twitter”



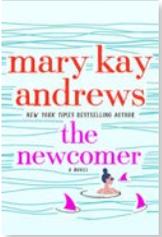
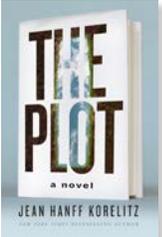
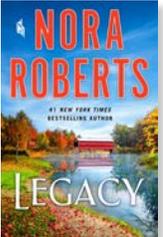
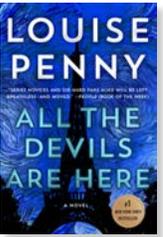
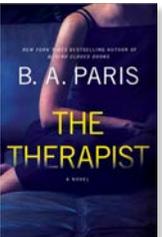
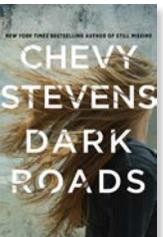
 **Facebook**
@raincoastbooks

- 4.1k followers
- 2 posts a day (same posts as Twitter)

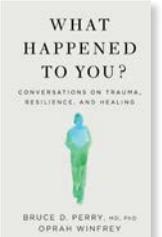
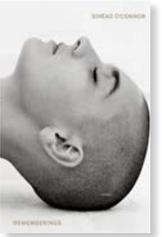
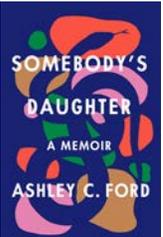
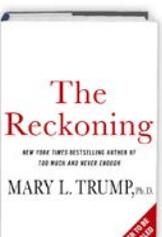
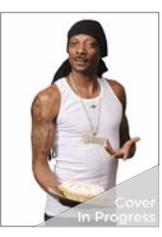
*Be sure to tag us!
@RaincoastBooks*

SPRING 2021 SUPERLEADS

ADULT FICTION

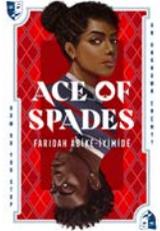
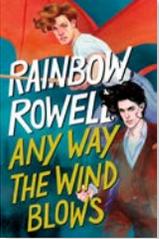
<p>(Strict on Sale) MAY 4</p>  <p>The Newcomer Mary Kay Andrews St. Martin's Press 9781250277855 \$22.99 pb (C-format)</p> <ul style="list-style-type: none"> • the NYT bestselling author and "Queen of the Beach Reads" • <i>Hello, Summer</i> has sold 7k copies in Canada since May • 300k print run 	<p>MAY 11</p>  <p>The Plot Jean Hanff Korelitz Celadon Books 9781250790767 \$38.00 cl</p> <ul style="list-style-type: none"> • from the author of <i>You Should Have Known</i>, which was adapted to the HBO series <i>The Undoing</i> starring Nicole Kidman • 200k print run 	<p>(Strict on Sale) MAY 25</p>  <p>Legacy Nora Roberts St. Martin's Press 9781250272935 \$38.99 cl</p> <ul style="list-style-type: none"> • #1 NYT bestselling author of 200+ novels • <i>Hideaway</i> has sold over 13k copies in Canada in hardcover since May • 1 million print run
<p>(Strict on Sale) JUNE 1</p>  <p>The Maidens Alex Michaelides Celadon Books 9781250792969 \$24.99 pb (C-format)</p> <ul style="list-style-type: none"> • NYT bestselling author of <i>The Silent Patient</i>, over a year on the list, and over 65k copies sold in Canada • 1 million print run 	<p>(Strict on Sale) JUNE 1</p>  <p>One Last Stop Casey McQuiston St. Martin's Press 9781250244499 \$22.99 pb</p> <ul style="list-style-type: none"> • author of the breakout hit <i>Red, White & Royal Blue</i>, which was a NYT bestseller and sold 12k copies in Canada • 250k print run 	<p>JUNE 29</p>  <p>All the Devils Are Here 🍁 Louise Penny Minotaur 9781250145246 \$24.99 pb (new in pb)</p> <ul style="list-style-type: none"> • an instant #1 NYT bestseller and has sold over 37k copies in Canada in hardcover since September • 150k print run
<p>(Strict on Sale) JULY 13</p>  <p>The Adventure Zone: The Crystal Kingdom Clint McElroy and Carey Pietsch First Second 9781250232656 \$26.99 pb</p> <ul style="list-style-type: none"> • #1 NYT bestselling graphic novel series which has sold over 18k copies in Canada • 300k print run 	<p>JULY 13</p>  <p>The Therapist B. A. Paris St. Martin's Press 9781250277640 \$24.99 pb (C-format)</p> <ul style="list-style-type: none"> • multimillion-copy NYT bestselling author • her last novel, <i>The Dilemma</i>, has sold 6k copies in Canada since June • 350k print run 	<p>AUG 3</p>  <p>Dark Roads 🍁 Chevy Stevens St. Martin's Press 9781250277879 \$24.99 pb (C-format)</p> <ul style="list-style-type: none"> • NYT bestselling author of <i>Still Missing</i>, which won her the International Thriller Writers Award for Best First Novel • 100k print run

ADULT NON-FICTION

<p>APR 27</p>  <p>What Happened To You? Oprah Winfrey and Bruce Perry, M.D., Ph.D. Flatiron Books 9781250223180 \$36.99 cl</p> <ul style="list-style-type: none"> • Oprah Winfrey partners with renowned brain development and trauma expert • 250k print run 	<p>JUNE 1</p>  <p>Rememberings Sinéad O'Connor Houghton Mifflin Harcourt 9780358423881 \$40.00 cl</p> <ul style="list-style-type: none"> • a revelatory memoir from the acclaimed, controversial singer-songwriter • rights have been sold in multiple countries 	<p>JUNE 1</p>  <p>Somebody's Daughter Ashley C. Ford Flatiron Books: An Oprah Book 9781250305978 \$37.99 cl</p> <ul style="list-style-type: none"> • an extraordinary memoir from a writer who has a large fanbase and network of influential supporters • 300k print run
<p>JULY 20</p>  <p>The Reckoning Mary L. Trump St. Martin's Press 9781250278456 \$38.50 cl</p> <ul style="list-style-type: none"> • the follow-up to Mary Trump's bestselling book <i>Too Much and Never Enough</i>, which sold over 117k copies in Canada • 500k print run 	<p>JULY 29</p>  <p>Untitled Snoop Cookbook 2 Snoop Dogg Chronicle Books 9781797213712 \$35.95 cl</p> <ul style="list-style-type: none"> • the follow-up to Snoop Dogg's <i>From Crook to Cook</i>, which sold over 11k copies in Canada • 50k print run 	

SPRING 2021 SUPERLEADS

CHILDREN'S

<p style="text-align: right;">(Strict on Sale) MAY 4</p>  <p>The One and Only Sparkella Channing Tatum, illustrated by Kim Barnes Feiwei and Friends 9781250750754 \$25.99 cl Ages 4-6</p> <ul style="list-style-type: none"> • an ode to self-esteem and the picture book debut from the superstar actor • 150k print run 	<p style="text-align: right;">MAY 4</p>  <p>Uncomfortable Conversations with a Black Boy Emmanuel Acho Roaring Brook 9781250801067 \$24.50 cl Ages 10-14</p> <ul style="list-style-type: none"> • an engaging children's book written by the host of the viral video series • 250k print run 	<p style="text-align: right;">MAY 25</p>  <p>Tokyo Ever After Emiko Jean Flatiron Books 9781250766601 \$25.99 cl Ages 12-18</p> <ul style="list-style-type: none"> • <i>The Princess Diaries</i> meets <i>Crazy Rich Asians</i> • bought for 7 figures in a 10-house auction and has been optioned for TV • 250k print run
<p style="text-align: right;">JUNE 1</p>  <p>Ace of Spades Faridah Abike-Iyimide Feiwei and Friends 9781250800817 \$25.99 cl Ages 14-18</p> <ul style="list-style-type: none"> • <i>Gossip Girl</i> meets <i>Get Out</i> in this breakout debut • a high-octane thriller mixed with social commentary • 250k print run 	<p style="text-align: right;">JUNE 29</p>  <p>Time for School, Little Blue Truck Alice Schertle, illustrated by Jill McElmurry Houghton Mifflin Harcourt 9780358412243 \$26.99 cl Ages 4-7</p> <ul style="list-style-type: none"> • #1 NYT bestselling series • the last hardcover sold over 13k copies in Canada • 350k print run 	<p style="text-align: right;">(Strict on Sale) JULY 6</p>  <p>Any Way the Wind Blows Rainbow Rowell St. Martin's Press 9781250254337 \$26.99 cl Ages 16+</p> <ul style="list-style-type: none"> • #1 NYT bestselling series • <i>Carry On</i>, the first in the series, has sold 30k copies in Canada • 500k print run
<p style="text-align: right;">JULY 6</p>  <p>Clash Kayla Miller Houghton Mifflin Harcourt 9780358242192 \$18.99 pb Ages 8-12</p> <ul style="list-style-type: none"> • NYT bestselling graphic novel series, which has sold over 16k copies in Canada • 100k print run 		

GIFT

FEB 23



Michael Storrings A Day at the Bookstore 1000 Piece Puzzle
Galison Mudpuppy
9780735367081
\$24.99 pz

- Storrings is an award-winning designer, illustrator, and creative director
- book-themed gifts are a perennial favourite

HARRY POTTER BOOK NIGHT

DIAGON ALLEY

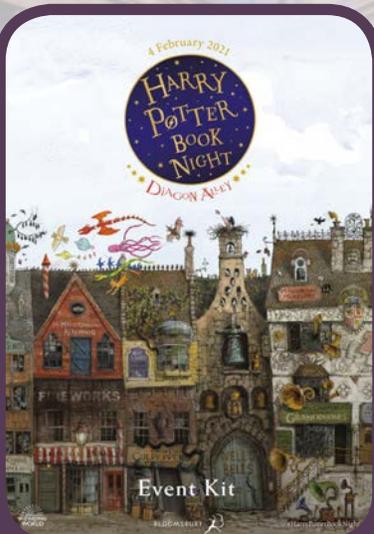
FEBRUARY 4TH, 2021

HARRY
POTTER
BOOK
NIGHT

We are very excited to announce that “**Diagon Alley**” is the theme for Harry Potter Book Night 2021. Follow in Harry’s footsteps as you stroll through Diagon Alley, where you’ll find many of the wizarding world’s most famous establishments. Dine at the Leaky Cauldron, choose your wand at Ollivanders, and visit the towering Gringotts Bank to deposit your gold.

Wizards, witches and Muggles of all ages are welcome!

Make a date in your diary for **Thursday, February 4th, 2021** when fans young and old will be able to celebrate J.K. Rowling’s wonderful series—and it’s a chance to pass the magic on to new readers who haven’t yet discovered these unforgettable books.



Download your
Harry Potter Book Night
Event Kit here!

There is a brand new event kit available with activities, event ideas, and practical resources easily adaptable for any group size or virtual event. So please do accept this as your official invitation to join the fun and start your own planning. You can download your event kit below or request the files from your local Raincoast sales rep.

We love seeing your ideas and how your events are taking shape so share your ideas and photos for Harry Potter Book Night on Twitter, Facebook, and Instagram, tagging us @RaincoastBooks, @BloomsburyPublishing, and using the hashtag **#HarryPotterBookNight!**

Check out the event website to download your event kit and fun digital assets like invitations, posters, and more: harrypotter.bloomsbury.com/uk/event-kit-assets-for-book-night-2021/



Raincoast Books



Brass Monkey

x Galison

*Vintage
-inspired -
Smartassery*

There's a world between roadside souvenirs and fine china, and that's where you'll find Brass Monkey—a new line that has joined forces with Galison and Raincoast—creating well-designed products that just happen to have a sense of humour. Check out the full list on [BookManager](#) and [Catalist](#).
Launching March 2021.

Games



Puzzles



Homeware



... and more!

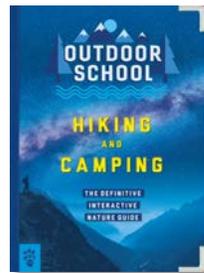


Explore Your Own Backyard

Explore new sights while staying local! Whether it's a staycation, armchair travel, or getting out into the great outdoors, we've got all the books to scratch your travel itch. Check out some highlights below and our full list on [BookManager](#) and [Catalist](#).



Adventure Journal: 50 Things to Try When Camping
Gibbs Smith
9781423657071
\$19.99 • jn
Ages 6-10
Coming March 2021



Outdoor School: Hiking and Camping
Odd Dot
9781250230843
\$20.50 • pb
Ages 10-14
Coming April 2021



Armchair Explorer
Lonely Planet
9781838694487
\$52.99 • cl
Coming July 2021



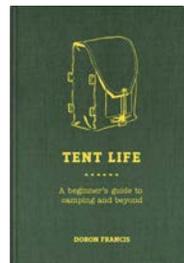
The Art of Being a Tourist at Home
Jenny Herbert
Hardie Grant
9781741177107
\$24.99 • cl
Coming April 2021



Detours
Chronicle Books
9781452183060
\$29.95 • dc
Coming March 2021



Little Observers: In the Park
Gibbs Smith
9781423657095
\$14.99 • bd
Ages 0-3
Coming July 2021



Tent Life
Hardie Grant
9781741177213
\$28.99 • pb
Coming March 2021



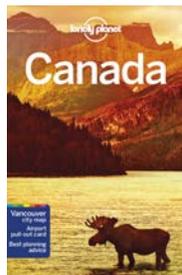
Everyday Adventures
Lonely Planet
9781787013582
\$25.99 • pb



Backyard Explorer
Lonely Planet
9781786573193
\$18.99 • jn
Ages 6-8



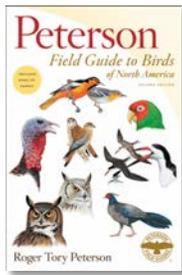
Explore Every Day
Lonely Planet
9781788686358
\$21.50 • pb



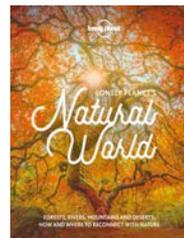
Canada 🍁
Lonely Planet
9781787013636
\$39.99 • pb



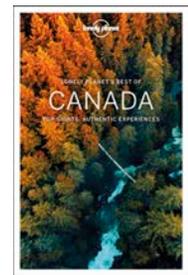
Canada's Best Trips 🍁
Lonely Planet
9781788683340
\$35.99 • pb



Peterson Field Guide to Birds of North America, 2nd ed.
Houghton Mifflin Harcourt
9781328771445
\$42.99 • pb



Lonely Planet's Natural World
Lonely Planet
9781788689397
\$50.00 • cl



Best of Canada 🍁
Lonely Planet
9781787014046
\$35.99 • pb

