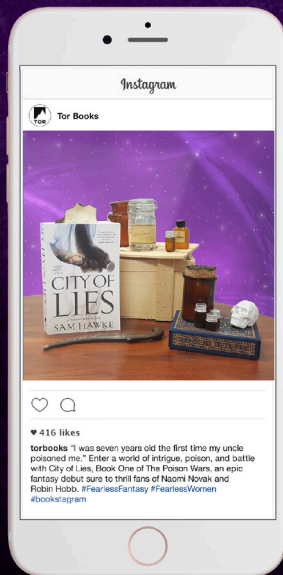
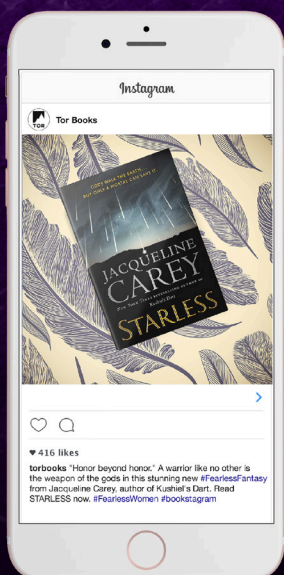


#FearlessWomen

CREATING BLOCKBUSTER NEW WORLDS

Major marketing promotions planned for all program titles*:

- **National print advertising** in genre publications announcing the **#FearlessWomen** titles
- **Social media promotion** targeting the extensive and active users on Twitter, Facebook, and Instagram with the **#FearlessWomen** hashtag sharing, quizzes, and animated covers
- **#FearlessWomen bookswap** and complete set sweepstakes through **@torbooks** social media and featured author accounts
- **Group publicity outreach** for program and individual titles, including a Reddit AMA with all authors and sponsored content on The Mary Sue
- **Book club outreach** with select online reading group guides
- **Bookstagrammer and BookTuber outreach** with unique packaging for galleys
- **Promotion and joint appearances** at ALA, Book Con, San Diego Comic-Con, and New York Comic Con



Fun facts about Tor's social media and women's engagement*:

Facebook (68K followers)

- Women make up 43% of Tor's organic Facebook audience, 24% of whom are between the ages of 25 and 44. However: 53% of the people who engage with our page are women, versus 45% of men

Twitter (280K followers)

- Women make up 51% of our organic audience on Twitter

Pinterest (29K followers)

- Women make up 71% of our audience

Instagram (14K followers)

- No audience data at this time

#FearlessWomen has a coordinated hashtag campaign planned across all social platforms, with particular focus on Facebook and Instagram.

Follow the **#FearlessWomen**, **#FearlessFantasy**, and **#FearlessSF** campaigns for sponsored giveaways, cosplay ideas, author book swap recommendations, and more!

TOR



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*Source: Pew Research Center, "Social Media Report 2016;"

Brandwatch; Google Analytics; Instagram

MEET THE #FearlessWomen

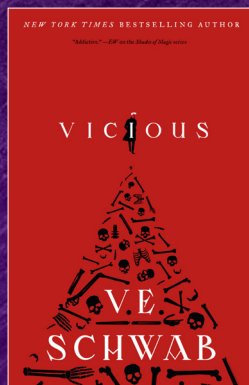
Dynasties battle for the crown in Gratton's debut adult epic fantasy, bringing to life a world that hums with ancient magic and characters as ruthless as the tides.

9780765392466 | Hardcover
\$26.99/ \$34.99
3.27.18



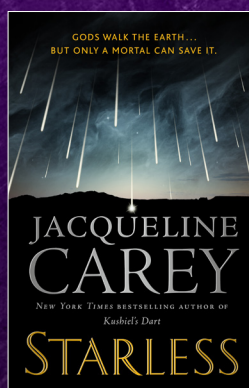
A hardcover repackage of *New York Times* bestseller V. E. Schwab's masterful tale of ambition, jealousy, and superpowers—now with a new cover and teasing the Fall 2018 follow-up, *Vengeful*.

9781250160263 | Hardcover
\$25.99/\$33.99
9781250183507 | Trade Paperback
\$16.99/\$22.50
5.29.18



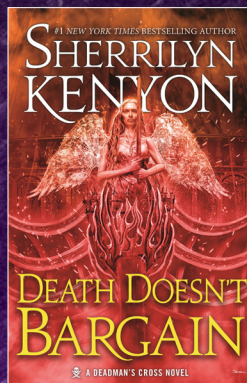
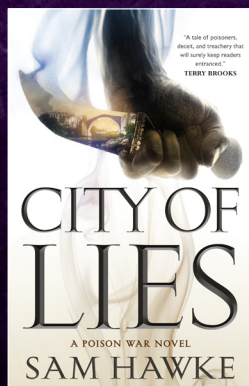
Gods walk the Earth and direct mortal plots in this new standalone epic fantasy from the *USA Today* bestselling author of *Kushiel's Dart*.

9780765386823 | Hardcover
\$25.99/\$33.99
6.12.18



A fabulous epic fantasy debut about poisons and secrets, sieges and spirits, perfect for fans of Robin Hobb and Scott Lynch.

9780765396891 | Trade Paperback
\$15.99/\$20.99
7.3.18



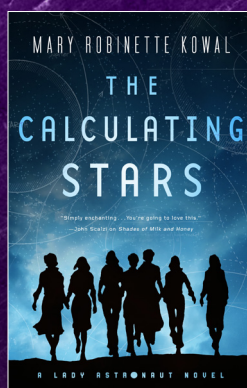
Return to the dangerous, epic world of the Deadman's Cross series in a new pirate adventure fantasy sure to appeal to the millions of Dark-Hunter fans worldwide.

9780765385710 | Hardcover
\$27.99/\$36.50
5.8.18



The rip-roaring sequel to the military airship fantasy *The Guns Above* that Patricia Briggs hails as "full of sass and terrific characters."

9780765388797 | Hardcover
\$25.99/\$33.99
5.15.18



Mary Robinette Kowal's science fiction debut explores the universe of her Hugo Award-winning novelette "Lady Astronaut of Mars." What would it take to get a woman to the moon in the 1950s, and what trials would she face along the way?

9780765378385 | Trade Paperback
\$15.99/\$20.99
7.3.18

#FearlessWomen...all year long!
Look for these titles in Fall 2018

VENGEFUL
V. E. Schwab
September 2018

ZERO SUM GAME
S. L. Huang
October 2018

THE PHOENIX EMPRESS
K Arsenault Rivera
October 2018

CITY OF BROKEN MAGIC
Mirah Bolender
November 2018