

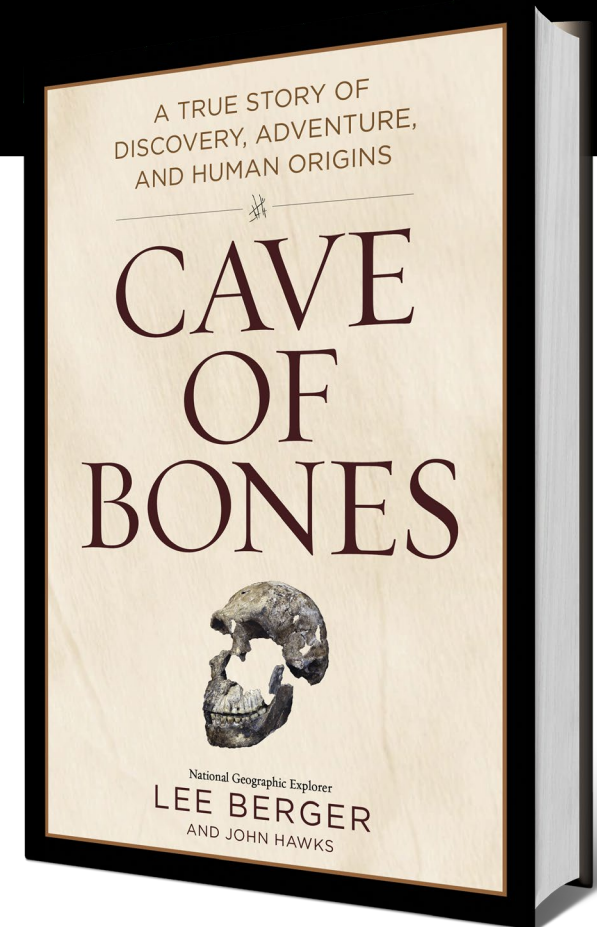
# I CAVE OF BONES

A TRUE STORY OF DISCOVERY, ADVENTURE, AND HUMAN ORIGINS

## OVERVIEW

A true-life scientific adventure story, this thrilling book takes readers deep into South African caves to discover fossil remains that compel a monumental reframing of the human family tree. Award-winning paleo archaeologist Lee Berger, who lost 50 pounds to squeeze through the cave opening, documents astonishing finds—evidence of burial practices and the use of stone tools and fire for cooking 250,000 years ago. This exclusive edge-of-your-seat story and imagery comprise the official public announcement of the remarkable Rising Star cave discoveries that prompt a rethinking of human evolution and pose provocative new questions even as it solves ancient mysteries.

The origin of humankind is a topic that fascinates audiences around the world. A feature film documenting the discovery will air on Netflix in the summer of 2023 and a *National Geographic* magazine story, and speaking events across the country.



ISBN: 978-1-4262-2388-4 (HC) | \$30.00/\$41.00 CAN  
6 X 9 | 240 pages

ON SALE: 8/8/2023

## TARGET MARKETS

### KEY AUDIENCES

Adventure lovers, anthropology and archaeology fans, science and discovery enthusiasts, National Geographic audiences

### MARKETING CONTACT:

Daneen Goodwin daneen.goodwin@natgeo.com

### PUBLICITY CONTACT:

Ann Day Ann.Day@Disney.com

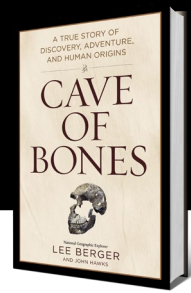


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## PUBLICITY

- National TV, radio, print, podcast, and online outreach
- Close collaboration with NGS which will be promoting Berger's scientific papers along with the book
- Article on NGS.org home page w/book cover & link
- Excerpt in July *National Geographic* magazine w/book cover
- NG Live! Events and donor dinners throughout Dec 31
- College of the Atlantic conference (July 31)

## ADVERTISING/PROMOTION

### CONSUMER MARKETING

- *National Geographic* print & digital ads (July dig, Aug intl ad & Aug US & UK sub wrap)
- *National Geographic* newsletter promotion
- *National Geographic History* magazine ad (Sept)
- National Geographic Society home page article w/book cover (live 6/23)
- American Anthropology Association website ROS ads (Aug) and July/Aug print ad
- Archaeology Magazine digital ads (July – Aug)
- Organic social media posts
- Social media paid ads
- Goodreads promotion & giveaway
- *BookBub Almost Human* ebook sale at pub
- Relevant bookazine and back ads

### TRADE/LIBRARY

- *Library Journal* ad with bonus distribution at ALA (June)
- Books-A-Million table display
- Feature title at ALA show w/ ARC distribution
- NetGalley & Edelweiss promotion

### ASSETS AVAILABLE

- Printed ARC
- Social media assets
- Sell Sheet

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