

THE BLUE ZONES SECRETS FOR LIVING LONGER

OVERVIEW

Timed to the worldwide debut of his highly anticipated Netflix series (8/30), *NYT* best-selling author and the creator of National Geographic's popular Blue Zones franchise, brings readers a beautifully illustrated and informative guide to the Blue Zones.

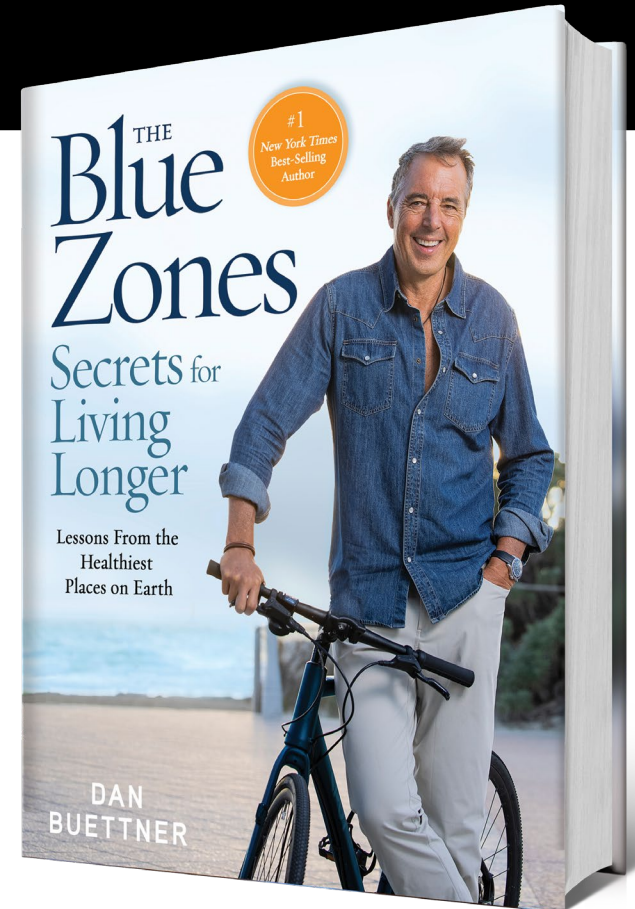
TARGET MARKETS

KEY AUDIENCES

- Fans of the Blue Zones project
- Residents of the 90 Blue Zones cities
- Healthy lifestyle consumers
- Viewers of the Netflix show

AUTHOR REACH

- Instagram: 140K
- TikTok: 117K
- Facebook: 5K



ISBN: 978-1-4262-2347-1 (POB) | \$32.50/\$40.50 CAN
7 1/2 X 9 1/8 | 304 pages

ON SALE: 8/29/2023

MARKETING CONTACT:

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PUBLICITY CONTACT:

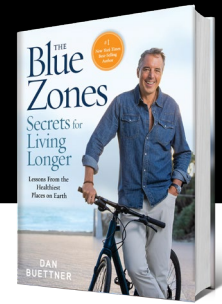
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PUBLICITY

- GMA3 (8/30) unveiling new longevity hotspot
- Radio & TV satellite tour (8/31)
- NY Post, Wash Post, CNN Chasing Life w/ Sanja Goupa (all confirmed)
- Maria Shriver's Sunday Paper (9/1)
- Pitches to book clubs, lifestyle blogs and newsletters
- Collaborate with Netflix on book inclusion
- Collaborate with NGM on feature opportunity
- Influencer mailing box to 100 A-list celebs & Dan's contact list
- Media mailing box
- Possible BZ Kitchen Food events
- Gift guides

SOCIAL MEDIA

- Co-promotion with author's social media platforms (265K+) incl. FB/Insta. Live interviews with top influencers
- Paid ads on social media
- Adventist Blue Zones social media (340K+)

ADVERTISING/PROMOTION

CONSUMER MARKETING

- Pre-pub push
- Print and digital ads in *National Geographic* (Aug intl, Sept & Nov)
- National Geographic e-newsletter promo (1-2 mill)
- Consumer ads to healthy lifestyle consumers & Netflix BZ series (8/29-9/29)
- Big Honcho influencer box mailing to 100 with 3 backlist titles plus goodies (Aug/Sept)
- Doctor office videos for franchise (Oct/Nov)
- Healthy habits advertorial (Jan)
- Amazon vine, Amazon+ page & Amazon ads
- Goodreads giveaway & promotion
- Cross promote with Adventist BZ cities email, website & social media
- Cross promote with BZ Kitchen Food

POTENTIAL PARTNERSHIPS/ SPECIAL SALES

- Whole Foods
- Town & Country (10-12 stores Seattle area)

TRADE/LIBRARY

- *Publishers' Weekly* ads
- *Booklist* ads (Apr 15)
- *Library Journal* ads (April & August)
- Ingram holiday gift book catalog
- *Bookpage* franchise ads (Apr & Sept)
- Feature title at TLA & ALA
- Edelweiss & NetGalley promotion

ASSETS AVAILABLE

- Social media assets
- Digital review copy
- Edelweiss Blue Zones catalog
- Franchise sell sheet

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