



# BLUEBEARD'S CASTLE

A NOVEL

BY ANNA BILLER

**FROM THE VISIONARY FILMMAKER OF THE LOVE WITCH, THIS IS A MODERN GOTHIC FEMINIST TAKE ON THE CLASSIC BLUEBEARD FOLKTALE.**

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## MARKETING PLANS

- Ingram and B&T galley mailing
- Publishers Weekly grab-a-galley promo
- ALA promo and galley giveaway
- Dedicated email campaign with Bookshop.org
- Digital ads on *LitHub*
- Full page ad in *The Drift* fall issue + newsletter ads
- Print ad in *n+1* fall issue
- Print ads in *Bookforum* fall issue + newsletters ads
- Print ad in *Foreword Reviews* November issue + newsletters ads
- Social media campaign and giveaways
- Influencer outreach
- Video interviews with author for YouTube, IG and TikTok

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## PUBLICITY

- The Washington Post: Profile
- Publishers Weekly: Review and roundup
- Crimereads: Review and excerpt
- The Millions: Most anticipated roundup
- Kirkus Reviews: Review
- We Are Cult: Review
- Bust: Review
- Fangoria: Review
- Screen Slate: Interview
- The Mary Sue: Interview
- New Internationalist: Review

Reviews or interviews anticipated in: The New Yorker, Reader's Digest , TIME, NPR, ELLE , Slate , VOX, Los Angeles Review of Books, Alfred Hitchcock's Mystery Magazine, LUX Magazine, Dissent, Bustle, Electric Literature, Full Stop, Slash Film, Film Stage, BookRiot, The Messenger, Feeld Blog, Air Mail, Garage, Horror Hound, City Book Review, The Creative Independent, Folklore

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## EVENTS

**Nitehawk Cinema; Brooklyn, NY** – Viva Screening / Galley Giveaway – Aug 17th

**Stories Books & Café (with Tosh Berman); Los Angeles, CA** – Sept. 19th

**Philosophical Research Society; Los Angeles, CA** – Oct 7th

**Nitehawk Cinema; Brooklyn, NY** – The Love Witch / Book Event – Oct 9th

**The Strand (with Alexandra Coburn); New York, NY** – October 12th

**Powerhouse Arena; Brooklyn, NY** – October 13th

**BookSoup; Los Angeles, CA** – Nov 3rd

**Powell's; Portland, OR** – Nov 14th

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