

THE SLOUGH HOUSE SERIES

by MICK HERRON

“THE BEST SPY NOVELIST NOW WORKING.”—NPR’S FRESH AIR



SERIES WIDE & STANDALONE SYNERGIZED MARKETING PLAN — \$100,000 CAMPAIGN

US AIRPORT ACTIVATION NATIONWIDE: Nationwide Hudson News bookstore locations leveraging Apple TV+-supplied show assets featured all books in the Slough House series. Major display co-op placement for Book 1 - *Slow Horses* (9/3 – 10/1).

NEW YORK TIMES “BOOKS BRIEFING” NEWSLETTER DISPLAY AD SPONSORSHIP: Will feature ad spots for both *The Secret Hours* paperback and the Slough House series.

TARGETED DISPLAY AND NATIVE AD CAMPAIGN: Partnering w/ an agency to promote both series and standalone in conjunction with an Apple TV+ co-branded display ad campaign. Targets include **high-value placements** in *The New York Times*, *Washington Post*, NPR, *USA Today*, AV Club, *The Guardian*, *GQ*, *Los Angeles Times*, *Rolling Stone*, etc; Mystery/Thriller readers, Mick Herron fans, fans of comp/blurb authors, Barnes & Noble shoppers, frequent book buyers; British television fans, Apple TV+ viewers, crime television programming enthusiasts. Deploying across social, on-site, and email via direct partnerships with content publishers and agencies partners include: LivelIntent, Goodreads, Meta, Open Road Media, Bookshop, and Amazon.

GOODREADS: Display banner and native campaign targeting fans of comp authors and genres.

ROLLING: Keyword search ads across multiple platforms; features across all Soho Press monthly newsletters.

KEY SELLING POINTS

WIDE AUDIENCE: Part thriller, part sly political humor—imagine if John Oliver wrote spy fiction—this series is a unique take on the spy novel. Perfect for fans of John le Carré, Daniel Silva, and Lauren Wilkinson.

EMMY NOMINATED TV ADAPTATION: The Apple+ Original series starring Gary Oldman and Kristin Scott Thomas has received **nine** Emmy nominations. Watch the trailer here: <https://youtu.be/O9ZJChzPn0U>. Season 4, based on the fourth-in-series, *Spook Street*, will **premiere on 9/4/2024**. Book 5 has been optioned and is in the process of adaptation. This is the perfect time to garner new fans!

STANDALONE PAPERBACK: *The Secret Hours* is a dazzling entry point to the spy world of Mick Herron. Fans of the Slough House series will find major easter eggs. **Paperback goes on sale 8/27/2024.**



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