

NATIVE ADVERTISING

INTEGRATED CONTENT

PRINT

Spotlight On – Align your authors or services with *PW*'s must-read news and features. This exciting integrated advertising opportunity spotlights your author's latest book or your company services.

Spotlight On Nancy Bush
In her latest romantic thriller, Bush gets inside the mind of a game-obsessed serial killer

Spotlight On Fredrik Backman
The bestselling author's new novella tells a brief story readers will never forget

E-NEWSLETTER

PW Extra – This highly customizable approach dedicates content and advertising to your company by integrating your message in *PW*. This option allows you to choose *PW* newsletter demographic and craft your message, delivering results!

Children's Bookshelf
APRIL IS Wimpy Kid MONTH
CELEBRATE ALL MONTH LONG ALL WEEK

Wimpy Kid Month Is in Full Swing
Abrams/Amulet has declared April Wimpy Kid Month, and the publisher is celebrating Jeff Kinney's bestselling series with outreach to booksellers, librarians, teachers—and young readers themselves. Stated to become an annual event, the monthlong festivities will culminate in a live webcast with Kinney on April 26 at 9 a.m. EST. The 30-minute event will include a journey through all eight previously released Wimpy Kid books, an interactive quiz, a draw-along, sneak peeks at *Diary of a Wimpy Kid #10*, and the cover

Available with these *PW* e-newsletters:

- *PW* Daily
- Children's Bookshelf
- Tip Sheet
- Religion BookLine
- The Booklife Report
- *PW* Preview for Librarians

