

Sourcebooks Creates 48% Growth in the First Half of 2021

Entrepreneurial Publisher Thriving with Innovation and Adaptability

August 12, 2021 (CHICAGO) — Sourcebooks, the innovative Midwest-based entrepreneurial publisher and largest woman-owned book publisher in America, reported 48% growth in net revenue in the first half of 2021, coming off the company's previous best first half results in 2020.

"We saw how much books made a difference in people's lives during the last year, and we believe the demand for books that inform, entertain, and connect with readers is only going to continue into the future," said Dominique Raccah, Sourcebooks publisher and CEO. "The remarkable growth we created in the first half of the year was led by several factors, including dynamic new partnerships with our authors and retailers, strong sales in the international market, and delightful and heartwarming new books in the children's fiction space."

Sourcebooks made headlines this spring with the launch of its Bloom Books imprint and partnership with global bestselling author E L James, whose new book, *Freed*, was an instant #1 *New York Times* bestseller this summer.

"With the addition of Bloom Books for entrepreneurial authors, Sourcebooks has been able to leverage our strength as a leading midsize publisher to expand our market share in the adult fiction category," said Molly Waxman, executive director of marketing, fiction. "Our second half will be just as exciting with our latest Bloom Books acquisition, Scarlett St. Clair, as we publish her forthcoming *King of Battle and Blood* in November and make her Touch of Darkness series available in all channels. With these new ventures, we have emerged as a flexible option between conglomerate and self-publishing, while our agility and responsiveness to the marketplace continue to allow us to serve readers and authors in totally new ways."

Sales of adult fiction have more than doubled in the mass-market channel in the first half of the year, while young adult fiction has grown 60%. Sourcebooks welcomed Brian Grogan, formerly senior vice president of sales at HarperCollins Publishers, as senior director of mass market sales last month to continue to build momentum.

"I am thrilled to join Sourcebooks, working once again with our friends at ReaderLink and all of our retail partners," Grogan said. "We are enjoying sustained double-digit growth throughout the channel and are excited to sustain and accelerate our representation in the market."

Sourcebooks is also reporting ten straight weeks of record-setting Canadian sales, with three titles hitting Canadian national bestseller lists this year. The international team also launched a new sales and distribution partnership with DK in the UK, with business up 10% in the first half. Rights sales have increased 37% this year, with two film-and-TV options secured.

"Our international business continues to grow substantially, doubling last year's first-half sales with continued and sustained growth across key territories—despite continued economic effects from the pandemic and supply chain disruptions," said Shawn Abraham, director of Sourcebooks International. "We remain focused on expanding Sourcebooks's entrepreneurial approach around the world."

Juvenile fiction reported robust performance in the first half at 17% growth, with all three fiction imprints—Wonderland, Jabberwocky, and Young Readers—experiencing growth.

"After last year's extraordinary growth in our picture and board books, we're thrilled to see the continued double-digit growth in our most successful lines, including *How to Catch*, *Welcome Little One*, and *Punderland*," said Karen Shapiro, publishing manager, Wonderland. "*How to Catch a Unicorn* again broke 100,000 units sold in the first half of the year, and Father's Day sales were up 119% year-over-year, driven largely by *Why a Daughter Needs a Dad* and *Why a Son Needs a Dad*, both of which hit the *New York Times* bestseller list in June."

Sourcebooks Kids also saw impressive performance out of seasonal titles (+23% YTD), while all top-performing authors and brands are seeing double-digit growth this year, including Marianne Richmond, Sandra Magsamen, Sesame Workshop, and Bill Cotter.

"We are excited to work with our retail and author partners to create more success in the second half of the year and are optimistic that we will see a strong holiday season in the fourth quarter," Raccah said.



About Sourcebooks:

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in the most dynamic, data-driven ways. We create books that transcend categories and defy odds, and we have been honored with hundreds of national bestsellers and awards. We are a company of enthusiastic book-lovers passionate about connecting books to readers in new and innovative ways. Story by story, book by book, we have touched over 100 million lives. Join us as we change 100 million more. Visit sourcebooks.com for more information.

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