

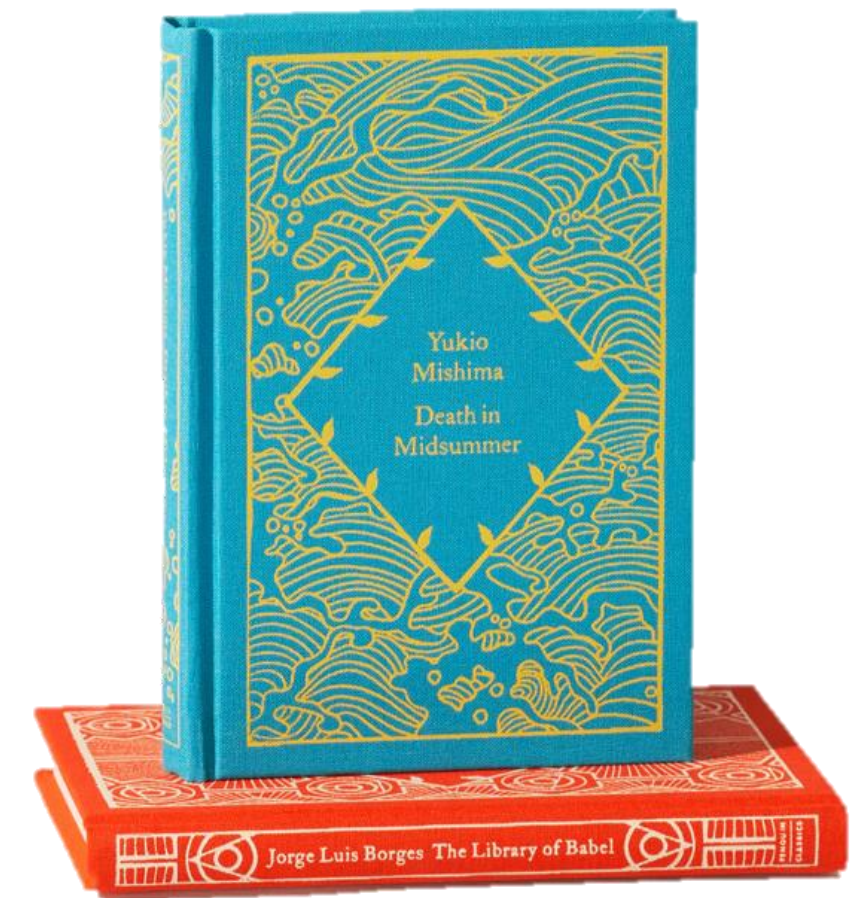
# Penguin Partnerships

## Books for promotions



We make  
books for  
everyone  
because a book  
can change  
anyone

Penguin Random House is the world's leading trade book publisher. We are comprised of nearly 320 imprints and brands on five continents, publishing more than 17,000 new titles annually, and selling 670 million print, audio and e-books every year.



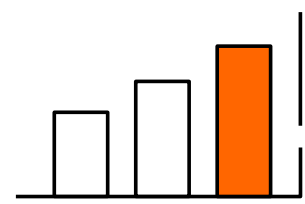
We're home to the most celebrated authors, from Yotam Ottolenghi, Charlie Mackesy, Barack Obama and Steven Bartlett to Dolly Alderton, Richard Osman, Bonnie Garmus and Lee Child.



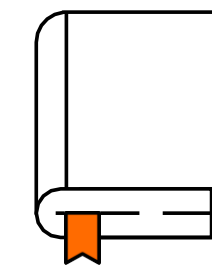
# Facts worth reading



80% of book buyers said they are aware of the Penguin brand



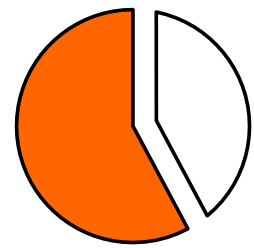
The UK book market is consistently up in both value and volume



£1.81 billion was spent on physical books in the UK in 2022



7 books were sold every second in the UK in 2022



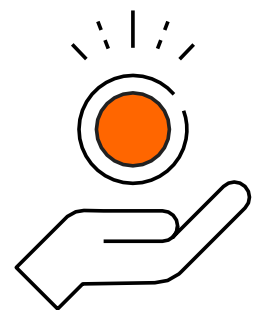
Women buy a higher proportion of adult fiction books than men



The UK's physical book market grew by £144 million from 2019 to 2022



Penguin Random House published 5 of the top 10 bestselling books in the UK in 2022



£11 was spent every second on physical Penguin Random House books in the UK in 2022



Penguin Random House globally publishes around 17,000 titles annually under 320 imprints

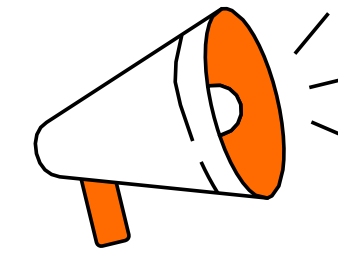


# How can brands use books?

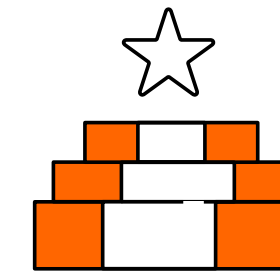
As a dedicated, creative sales team, we work with brands and partners on a wide variety of briefs, specialising in bespoke publishing and retail exclusives, brand awareness, media partnerships, customer loyalty schemes and corporate entertainment. We'll work with you to hit your brief and budget.

Through forward-thinking partnerships, you'll have access to the most important stories and biggest names in the world. Our books will help you steal a march on the competition, drive sales and gain market share.

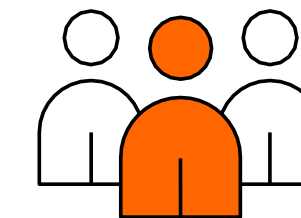
We're always looking for creative and innovative ways to collaborate with new partners. Read on for a few of the ways we can help you tell your story.



Marketing tools



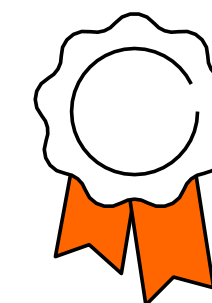
Incentives



Membership schemes



Free-to-consumer offers



Customer and employee rewards



# How it works



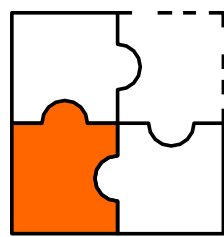
## Start from scratch

We can adapt your content, working closely with our expert editorial teams to create a book shaped around your brand



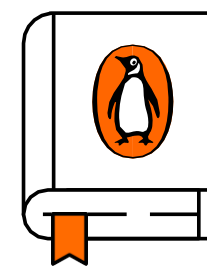
## Brand a book

We can customise the look of a book, amending the cover or blurb, and printing copies with your brand's logo and promotional copy



## Adapt a book

We can take content from a book or books we publish already and tailor it as per your needs into a new book



## Gift a book

We can supply copies from stock of an existing book, at a discount for you to use as you please





Instant Pot



DIOR

The Guardian



SELFRIDGES & CO



Case Studies

NEOM  
ORGANICS • LONDON



murphy richards



GUCCI

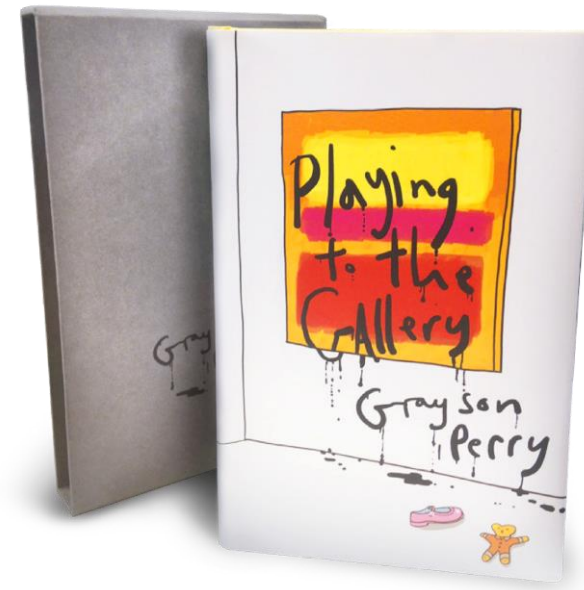


HENDRICK'S  
DISTILLED and BOTTLED IN SCOTLAND  
GIN



We worked closely with Coutts to produce a limited run of 600 slipcased editions of Grayson Perry's guide to art *Playing to the Gallery*.

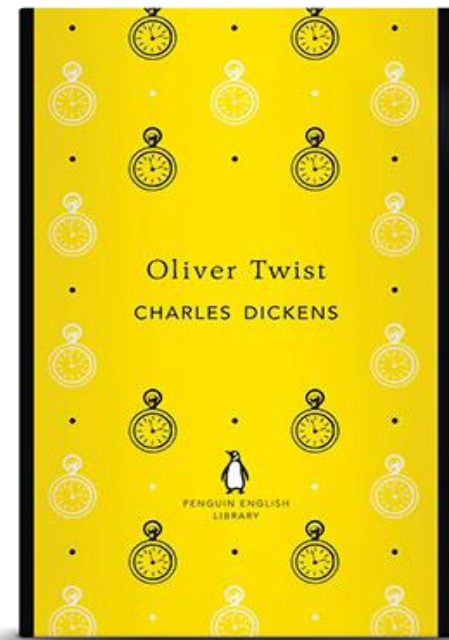
The bespoke slipcase featured the artist's signature and was embossed with Coutts' logo in gold foil to celebrate the company's support of the Grayson Perry exhibition at the National Portrait Gallery, and the ongoing partnership between the gallery and Coutts.



## SELFRIDGES & CO

Penguin Random House designed and produced two limited editions of *The Time Machine* and *Oliver Twist* exclusively for Selfridges, re-imagined in Selfridges' signature Pantone 109 Yellow.

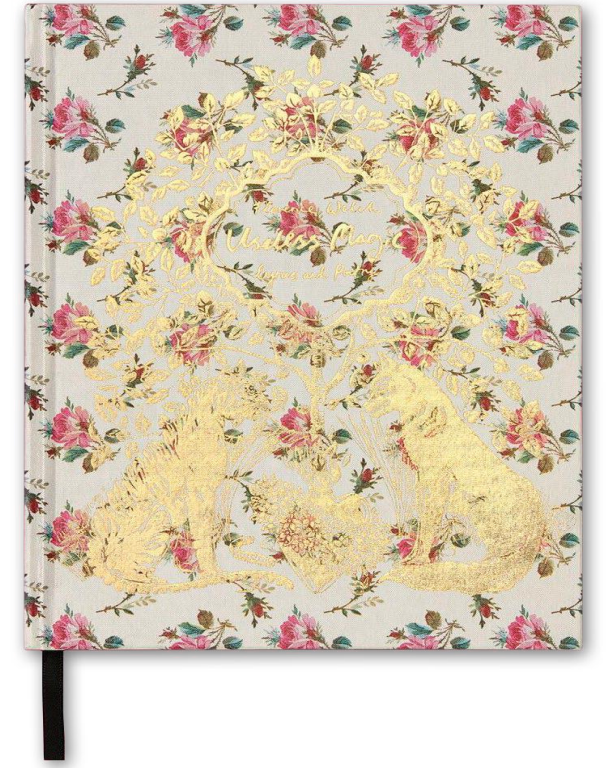
Featured for a limited time as bespoke products for the iconic department store, the books were also displayed within a 15,000-book pop-up library.



## GUCCI

We partnered with Gucci and Florence Welch's management team to create a special edition of her autobiography *Useless Magic*, with a bespoke clothbound cover designed by Gucci, gold gilded pages and a signed bookplate. Gucci were involved through Florence's link as a Gucci brand ambassador.

Gucci and Florence's management team bought 1,200 units for use at a Gucci event and for re-sale through selected Gucci stores and on Florence's fan site.



## PET SHOP BOYS

We created a very special edition slipcase for The Pet Shop Boys, housing 2 classic books, *Pet Shop Boys Vs America* and *Pet Shop Boys, Literally*. The special limited edition was sold exclusively on the band's online store and sold out in record time.

We worked closely with the band's design team, Farrow, to come up with a striking Wibalin 4 colour slipcase with foiling on the spine and cover plus inside colour printing. Extra material by the band was provided too to create a special object for fans.





We have partnered with the People's Postcode Lottery since 2019, offering books as part of the prize offering in their draws, with winners able to choose a book in place of a monetary prize. We produce bespoke editions and exclusive sets of a selection of key fiction and non-fiction titles, resizing each to ensure that they can fit through winners' letterboxes.

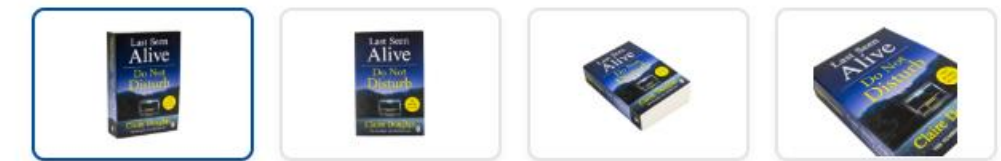
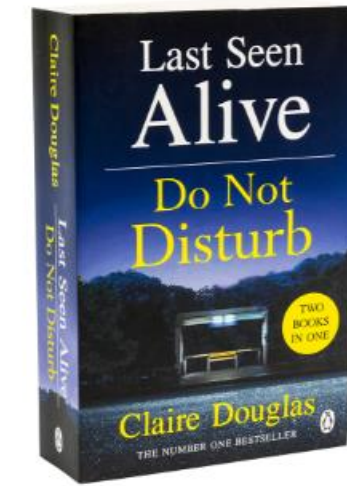
Our partnership with PPL has enabled us to broaden the sales market for our authors by getting their books into more people's hands, and to raise money for charity.



We have been working with Kingston University on their award-winning shared reading scheme The Big Read since 2015, supplying copies of *Hello World* by Hannah Fry, *Airhead* by Emily Maitlis, *The Unlikely Pilgrimage of Harold Fry* and more.

As part of the project we print three special branded editions of the chosen book for each of the three participating universities. These special editions have the university logo on the cover, a letter from their chancellor printed at the front and book club questions in the back. 18,000 new students across the three universities then receive a free copy to read over the summer, fostering a shared sense of community for incoming students.

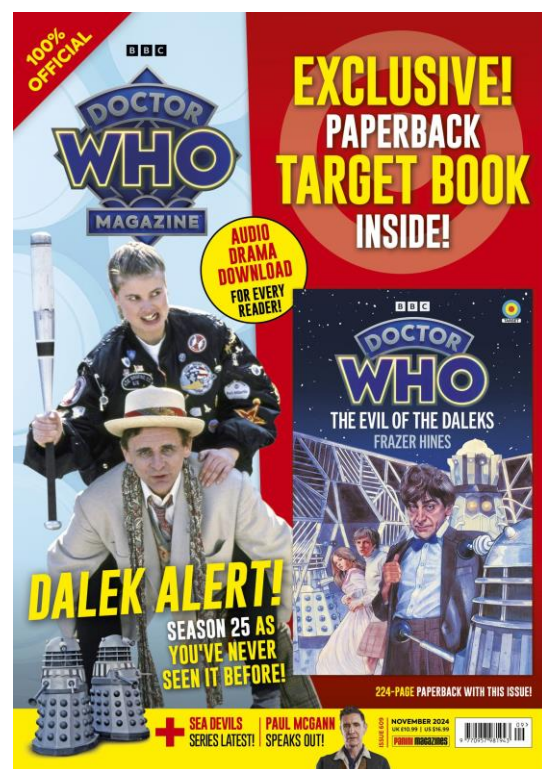
This initiative has been rolled out to other universities and we have since collaborated in a similar way with the University of Leicester (supplying special editions of Naomi Alderman's *The Power*) and with Sheffield Hallam University (supplying copies of *My Name is Leon* by Kit de Waal).







We created a special edition of *The Evil of the Daleks* for Doctor Who Magazine, reducing the format and converting it into paperback so that it could be included as a covermount on all copies of the magazine for that month. Doctor Who Magazine ordered 24,000 copies.



British skincare brand Bulldog teamed up with us to create their very own “classic reads” skincare and book set. Launched exclusively in Waitrose stores, the four books with customised covers were paired with various Bulldog products. The collaboration drew attention from the design press and national media, with praise for the sets appearing in Bazaar, The Grocer, Shortlist and Sport Magazine.



Welcome home

We teamed up with DKB Household Limited, the company behind Ken Hom's woks, to create an exclusive wok and book pack, featuring Ken Hom's *My Kitchen Table: 100 Quick Stir Fry Recipes*.



The books carried the brand's logo and were sold in-pack with Ken Hom's branded woks through the trade and at Ken Hom's cookery demonstrations and presentations.



We worked with Lyons Tea on an on-pack promotion with our bestselling author Marian Keyes. We created a beautiful bespoke pack-sized edition of Marian Keyes' cookbook *Saved by Cake* featuring special Lyons Tea recipes. It was sold as a value-added exclusive gift for customers purchasing their 160-bag boxes in Dunnes Stores across Ireland.

This long-term promotion enabled Lyons to gain a strong shelf presence amongst their competitors.

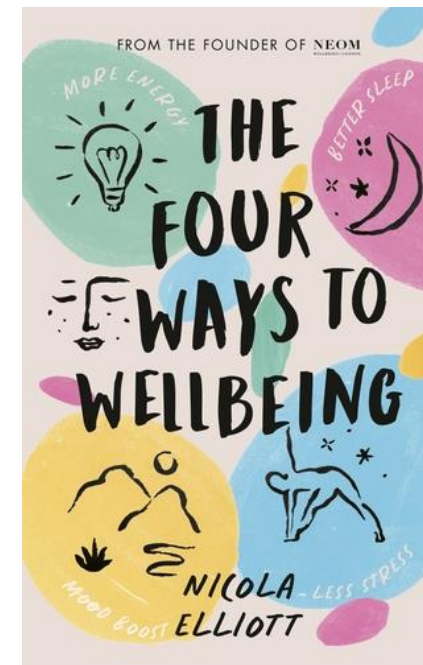


# NEOM

ORGANICS • LONDON

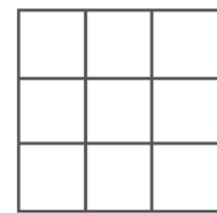
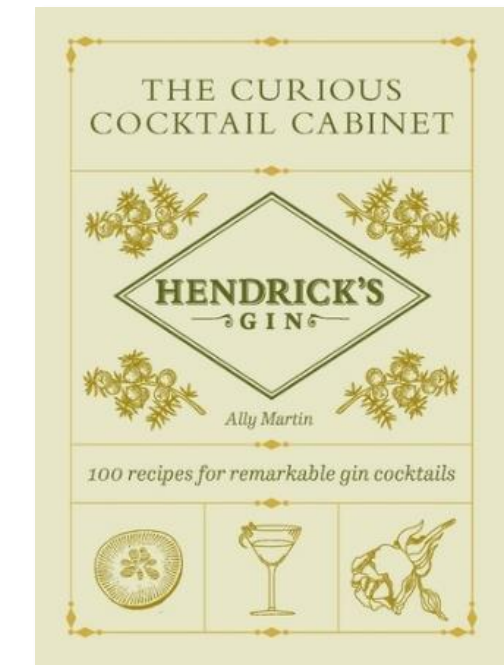
We partnered with Nicola Elliott, founder of award-winning wellness brand NEOM, to create an illustrated wellness book. *The Four Ways to Wellbeing* outlines four pillars of wellbeing to help change your life.

NEOM bought back 5k copies of this book to sell online and in-stores.



We partnered with craft gin brand Hendrick's Gin to create a cocktail handbook of 100 recipes for remarkable gin cocktails.

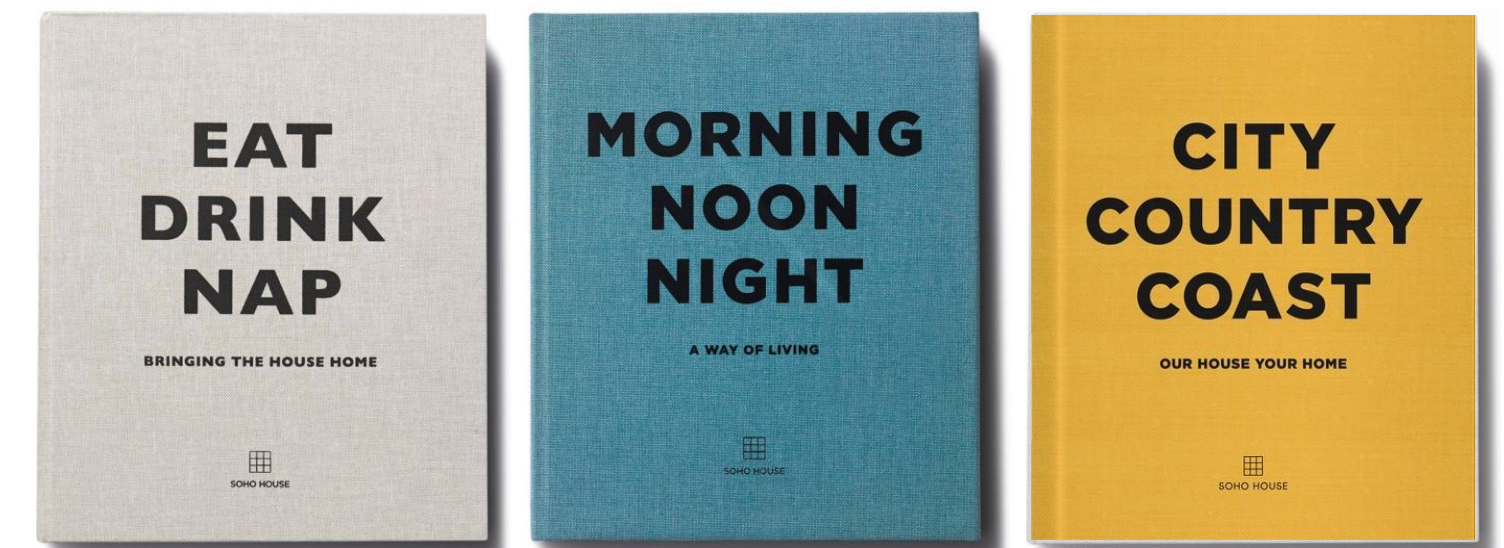
The book sold widely into the trade market, and Hendricks bought back 5k copies to sell at their distillery in Girvan, Scotland.



## SOHO HOUSE

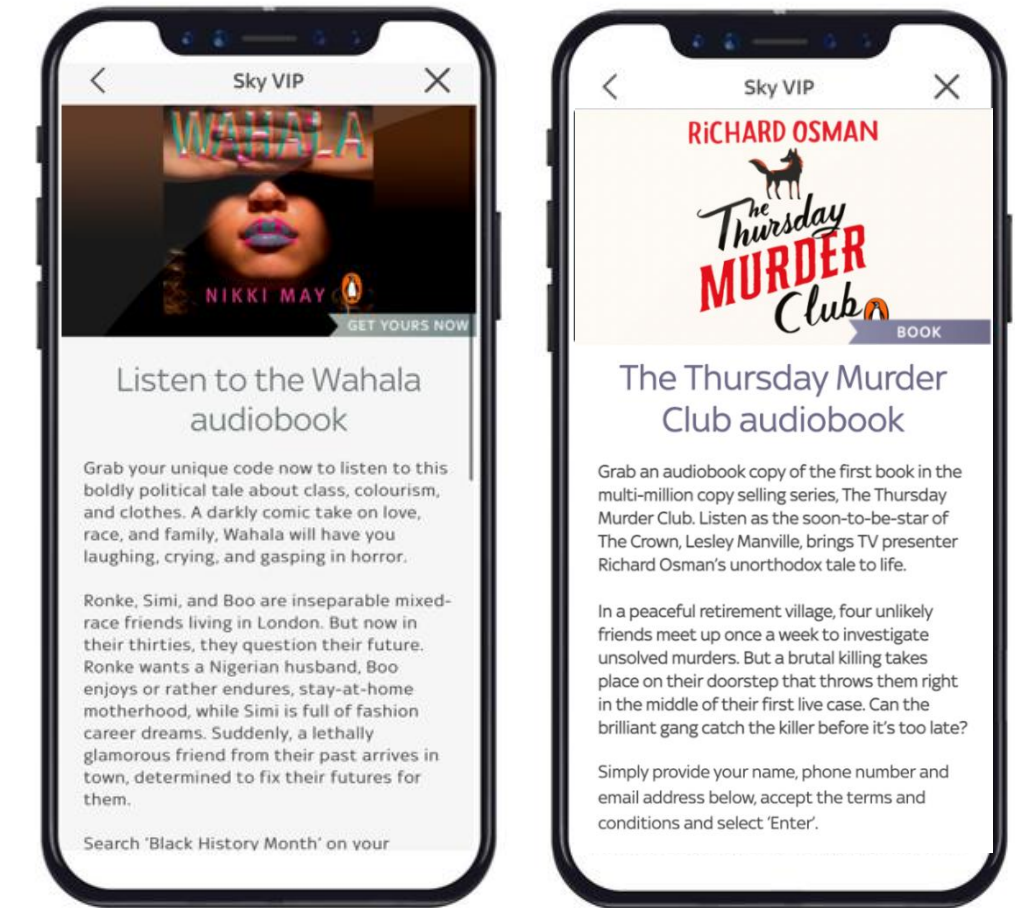
We have worked closely with Soho House, the world's leading members' club, to create three beautiful, highly illustrated clothbound books – all perfectly reflecting the club's brand values and ethos.

Soho House bought back copies of all three titles to gift to members and sell through their various properties worldwide. They were given a three-month exclusivity period before the books were released into the general book trade.

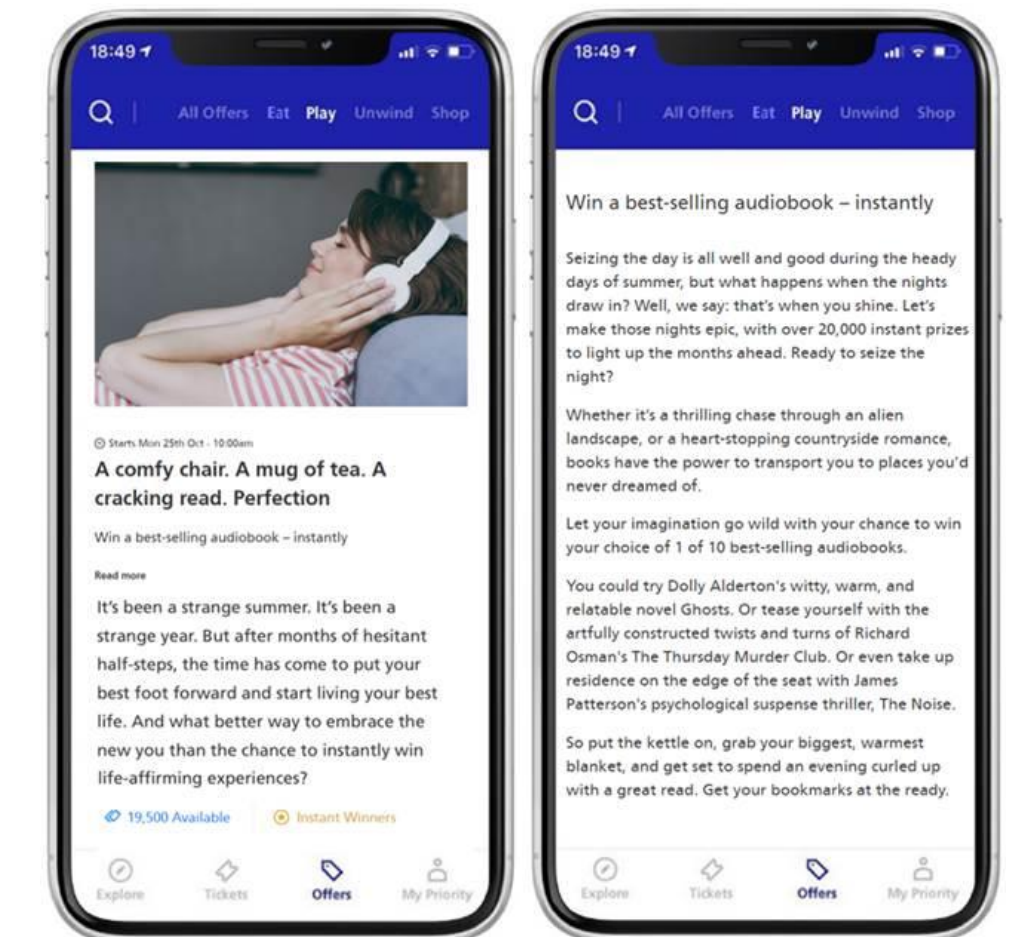




We have worked with Sky for a number of years to provide audiobook codes as rewards for customers who use their loyalty programme, the Sky VIP app. Successful customers are given a unique code for the relevant audiobook, which enables them to download a free copy that they can listen to via the Google Play app. The promotion serves as a great opportunity for Sky to offer a unique reward to their most valued customers as well as to cross-promote TV shows or celebrity appearances coming up on Sky channels.



We worked with O2 Priority to provide audiobooks for their 'Instant Winners' campaign. O2 chose a broad range of titles to appeal to their various audience segments, from 'Social Sports Fans' and 'Average Joes' to 'Frazzled Families' and 'Ambitious Idealists' and bought a total of 17,500 audiobook codes across 9 adult titles.



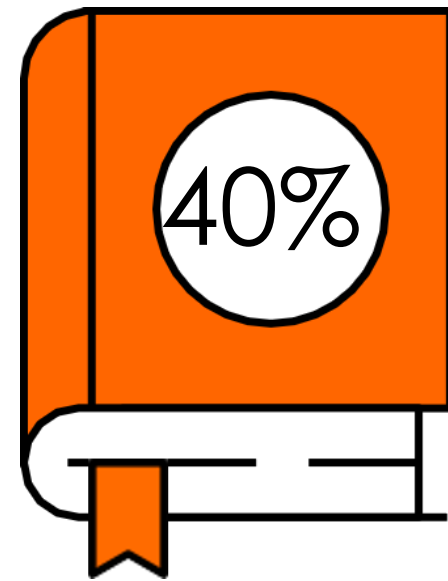
# How it Works



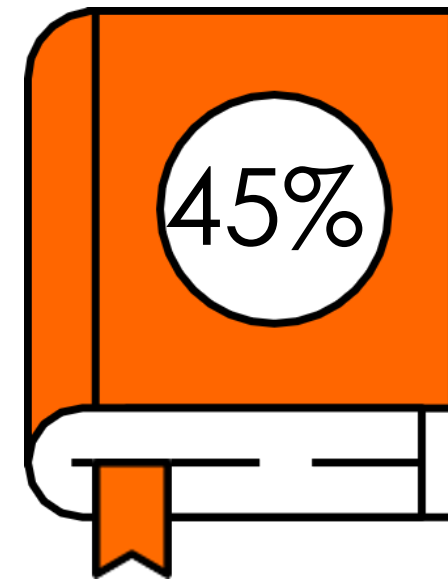
# Stock Orders

We can offer competitive discounts off the RRP for bulk orders. We sell the copies firm sale with delivery in one drop to one UK location included.

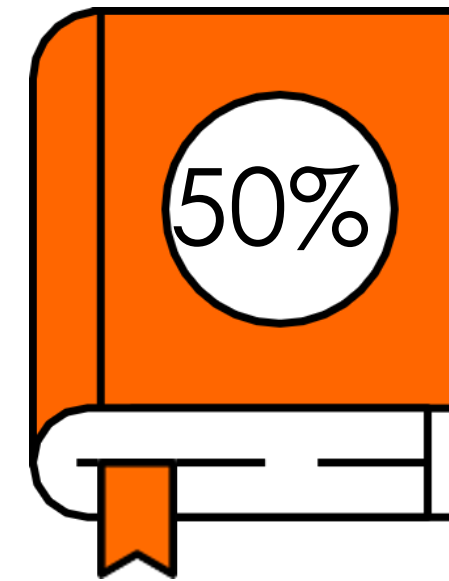
Offers are subject to stock availability and approval. RRP's are correct at the time of publication but are subject to change.



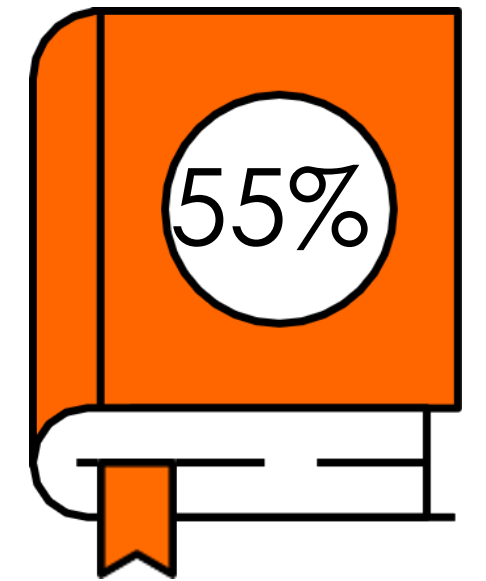
For orders of 100 copies or less per title



For orders of 101-500 copies per title



For orders of 501-1000 copies per title



For orders of over 1000 copies per title



# Custom Project Pricing

Want to create customised books?

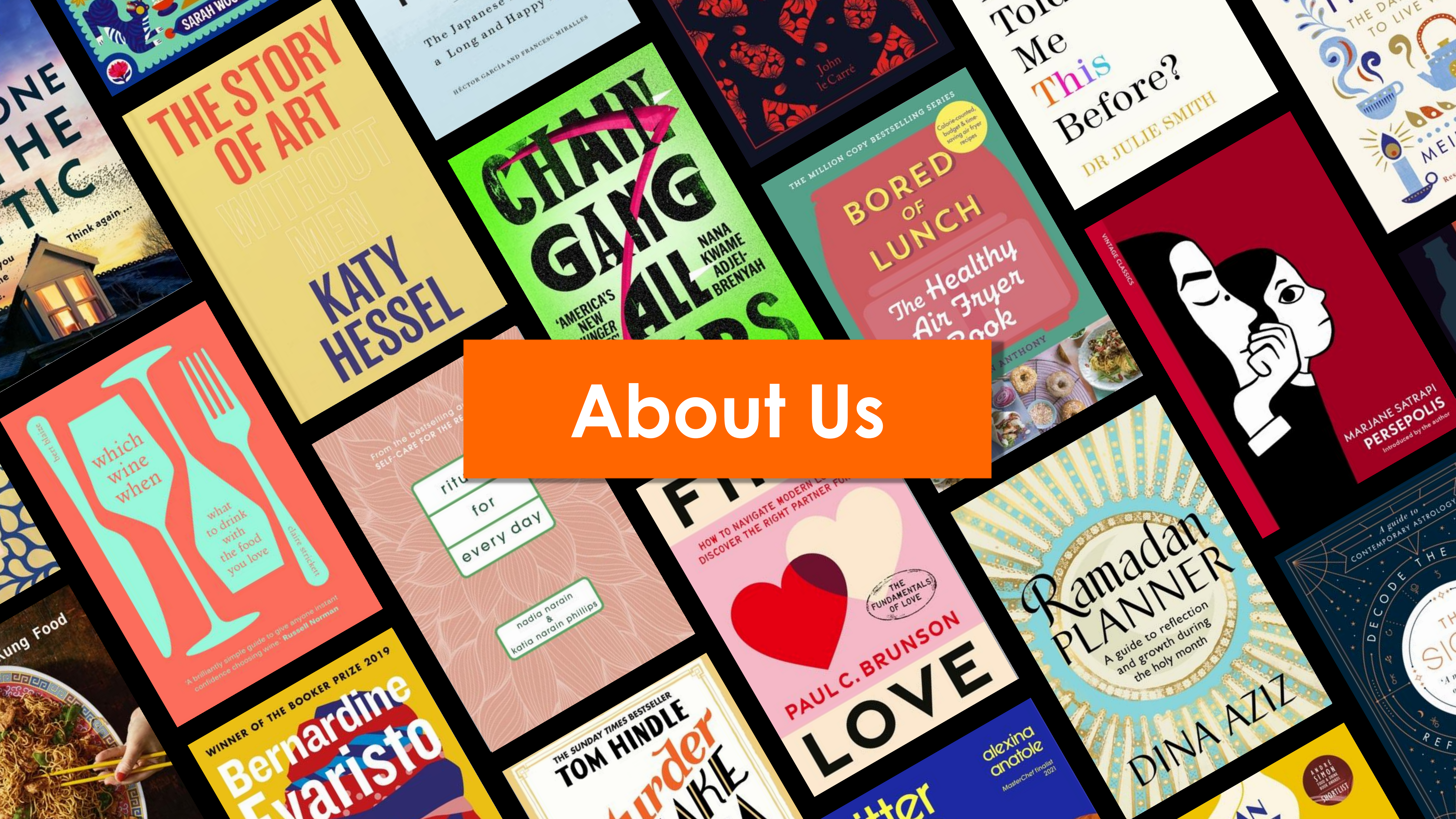
We are happy to discuss ways to personalise books to best suit your needs. Costs will vary for each custom project, dependent on the brief. This allows us to ensure we are meeting your requirements.

Choose your own set of titles, mix and match across topics, add your logo to the cover or insert a letter inside...

The opportunities are endless and we'd love to hear your ideas!



# About Us



# Expertise in every field

## Content

As the world's leading publisher, we have access to a wealth of first-rate content that we can adapt to your needs. We regularly deliver creative partnerships across physical, e and audio formats, depending on the project brief and budget.

## Editorial

Our expert editorial teams will work with you to shape a book for your brand, managing the editorial work to deliver a flawless finished product.

## Sales

Our experienced sales team will consult with you to select, create and deliver the perfect titles to suit your requirements.

## Publicity & Marketing Communications

You will have a marketing and publicity team dedicated to you from day one. We will listen to your passion and vision to build an unmissable campaign that is both creative and collaborative. Together, we will take your existing fans on the journey with you, to feel part of your growing success, but also reach new fans, to spread the word to new audiences who we know will love you as much as we do.

## Production

Our dedicated team of in-house producers and designers help us create books to fit any specification, from high-end and luxury products, to inexpensive quality books, always created in line with our award-winning sustainability policy.







# Creative responsibility

As a publisher, one of the most important roles we can play is through the books we publish and their power to change minds and influence behaviour. Creativity has the power to change the world, but not everyone has an equal opportunity to meet their creative potential. As the largest publisher in the UK, we have a unique opportunity to help close this 'creativity gap'. We have pledged to do so in the following ways:

**READING:** Helping every child in the UK to read well by the age of 11

**COMMUNITY:** Supporting creative communities on our doorstep and beyond

**DIVERSITY:** Championing diverse voices in our employees, authors and books

**SUSTAINABILITY:** Sourcing sustainable raw materials and reducing our environmental impact, to help tackle the inequalities that cause the creativity gap



# Sustainability

At Penguin Random House, we are committed to protecting and respecting our planet. Sustainability is a key pillar of our creative responsibility programme, which is why we have implemented the three following priorities:

**PRIORITY 1: Journey to zero**

Become climate-neutral in our global value chain by 2030 and maintain climate neutrality in our direct operations

**PRIORITY 2: Design for the future**

Ensure that 100% of our paper and other core materials are ethically and sustainably sourced

**PRIORITY 3: Content**

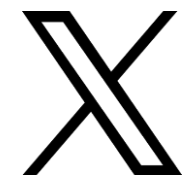
Use the power of our brand, books and authors to amplify the climate emergency and encourage positive behaviour change



# Our reach



Over 3 million  
visits per year across  
Penguin websites



Over 1.8M  
followers  
@PenguinUKBooks



Over 640K  
likes  
@PenguinUKBooks



Over 590K  
followers  
@PenguinUKBooks



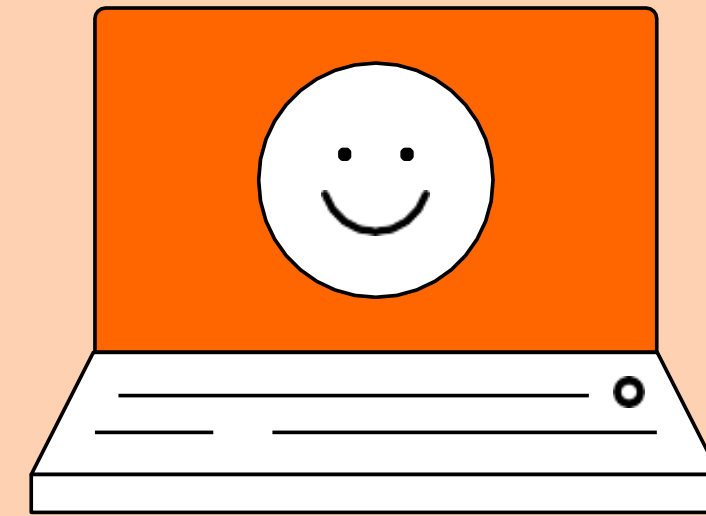
Over 460K  
reach  
across Penguin  
newsletters



# Get in touch

Feeling inspired? Please email us at the address here, and we'll be very happy to help find the perfect book to suit your needs.

Embassy Gardens  
One Embassy Gardens, 8 Viaduct Gardens,  
London, SW11 7BW Tel:+44 (0)20 7139 3000



**Sales Enquiries Inbox**  
[salesenquiries@penguinrandomhouse.co.uk](mailto:salesenquiries@penguinrandomhouse.co.uk)



Thank  
you!