

• new year, new you • multicultural • things that go • love is in the air •

January - June 2004 Promotional Calendar



Backlist Bonanza 2004!

Your planner for 6 months of creative promotions

the possibilities are endless

• presidents & history • play ball! • dig in • cartography •

• barbie™ • at the movies • father's day • graduation •

• picture this • mother & child • easter • eye wonder • mother's day •



Learn more...

the possibilities are endless

Backlist Bonanza 2004!

Throughout 2004 DK Publishing will be offering several key monthly backlist promotions available to all accounts—Retail, RDC, and Wholesale—to maximize your sales of DK’s incredible title selection for adults and children. Each month DK will offer accounts an additional 5% discount on select top selling backlist titles or a “Buy 2 Get 1 Free” consumer promotion to encourage your customers to buy more DK books. With outstanding promotions each month DK has something for each of your customers.

The Backlist Bonanza 2004 is supported by a **\$1.5 million national consumer marketing campaign** featuring full-color ads in national and regional print media, as well as e-mail blasts to more than 40,000 www.dk.com subscribers linking to monthly features highlighting the promoted titles.

Use this calendar for your daily planning and to remind yourself of these great promotional opportunities. And remember—this is just the beginning—another incredible calendar with more great offers is only months away....



National Geographic Kids (c. 1,025,000); People (c. 1,468,000*); Working Mother (c. 765,000); Regional Parenting papers (430,000+**).

January

National Geographic Kids
Working Mother
Regional Parenting papers

On Sale Date

1/6/04
1/13/04
1/1/04

Promotion^F

History & Multicultural
New Year, New You
Things that Go

April

National Geographic Kids
Working Mother
Regional Parenting papers

On Sale Date

4/6/04
4/13/04
4/1/04

Promotion^F

Eye Wonder
Mother & Child
Religion, Easter & Passover

February

People
Working Mother

2/6/04
2/17/04

Valentine's Day
Baseball

May

People
National Geographic Kids
Regional Parenting papers

4/30/04
5/4/04
5/1/04

Mother's Day & Graduation
At the Movies
Barbie

March

National Geographic Kids
People

3/2/04
3/12/04

Encyclopedias & Dictionaries
Dig In & Picture This

June

National Geographic Kids
Working Mother

6/1/04
5/25/04

DK Readers & DK Sticker Books
Father's Day

* Top 10 Markets New York (including Hartford & New Haven), Los Angeles, San Francisco (including Sacramento), Chicago, Boston, Philadelphia, Washington D.C. (including Baltimore), Detroit (including Grand Rapids), Atlanta/Augusta, Minneapolis/St. Paul

** New York, Chicago, Los Angeles, San Francisco, Boston