



Buffy the Vampire Slayer

Kim Smith | 9781683690696 | HC | 9/4/2018 | IN | \$18.99 \$19.99 | Quirk Books; Quirk Books



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ON SALE 9/4/2018
Announced 1st Print: 50,000

QUIRK BOOKS
HC: 9781683690696 / \$18.99/\$19.99
BISAC 1: Juvenile Fiction - Monsters
BISAC 2: Juvenile Fiction - Media Tie-In
BISAC 3: Juvenile Fiction - Humorous Stories
Page Count: 40 **Trim Size:** 9 x 11
Carton Count: 30
Age: 4-8 years **Grade:** Preschool - 3

Publicity and Marketing

- Six market author tour (cities TBD)
- National and regional print outreach
- Online outreach via parenting websites, blogs, and instagrammers
- Trade advertising.
- Promotion at Emerald City Comic Con, C2E2, Book Con, San Diego Comic Con, and New York Comic Con
- Possible book trailer
- Inclusion in Quirk's consumer, bookseller, and librarian newsletters.
- Promotion on QuirkBooks.com
- Extensive online advertising via social media and more TBD.
- Partner with Fox for promotion.

Buffy the Vampire Slayer

Series/Series #: Pop Classics

Reading Line: Based on the series by Joss Whedon

Illustrated by Kim Smith

TARGET CONSUMER: Primary: Parents of children ages 4-8 who also are fans of the TV show
Secondary: Girls, ages 4-8, who like reading about other strong female characters.
Other: Buffy the Vampire Slayer fans (as a self-purchase)/ Gift Givers

This charming *POP Classic* picture book will introduce everyone's favorite vampire slayer to a new generation of fans!

What's that strange sound coming from inside the closet? Buffy, Xander, and Willow are determined to find out! The campy, cult-classic '90s TV show is now a charming picture book for fans who are still a little too young for slaying. Join little Buffy and her friends as they investigate the mysterious noise, consult Giles, the school librarian, and encounter all your favorite Buffyverse monsters. This sweet, silly, and not-so-scary book makes a perfect bedtime story, and is ideal for parents introducing the next generation to *Buffy* and fans looking to experience it in a whole new way. With eye-catching illustrations by Kim Smith, this newest addition to the *POP Classics* series is a must-have for the shelves of *Buffy* fans everywhere.

- *Buffy* already has a massive fan base, so the picture book is a way for *Buffy* fans to introduce the series to the next generation in an age-appropriate way
- All of the most iconic Buffyverse monsters are rendered in Kim Smith's charming illustrations
- *Buffy's* 20th anniversary was celebrated in 2017, and nostalgia for the series is reaching a peak
- The girl-power themes of *Buffy* will be attractive to young girls and their parents

Series Overview: The films and TV shows that families love are reimagined as lively, colorful picture books featuring the iconic moments and characters of the original. Simple words are paired with a kid-friendly storybook format that's perfect for bedtime or storytime, plus all-new illustrations done in classic picture book style to make this series a great way for parents to share their pop culture favorites with a new generation. Though the movie and TV versions came first, you'll wonder if they weren't adaptations of these books, instead of the other way around!

Author Bio: Kim Smith illustrated this storybook adaptation of *Buffy the Vampire Slayer*. She's also the artist behind *Home Alone: The Classic Illustrated Storybook* (Quirk, 2015), *The X-Files: Earth Children Are Weird* (Quirk, 2017), *E.T. the Extra-Terrestrial: The Classic Illustrated Storybook* (Quirk, 2017), and *Back to the Future* (Quirk, 2018).

She graduated from the Alberta College of Art and Design. Kim lives in Alberta, Canada.

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