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Childcare and Parenting Titles, 2002

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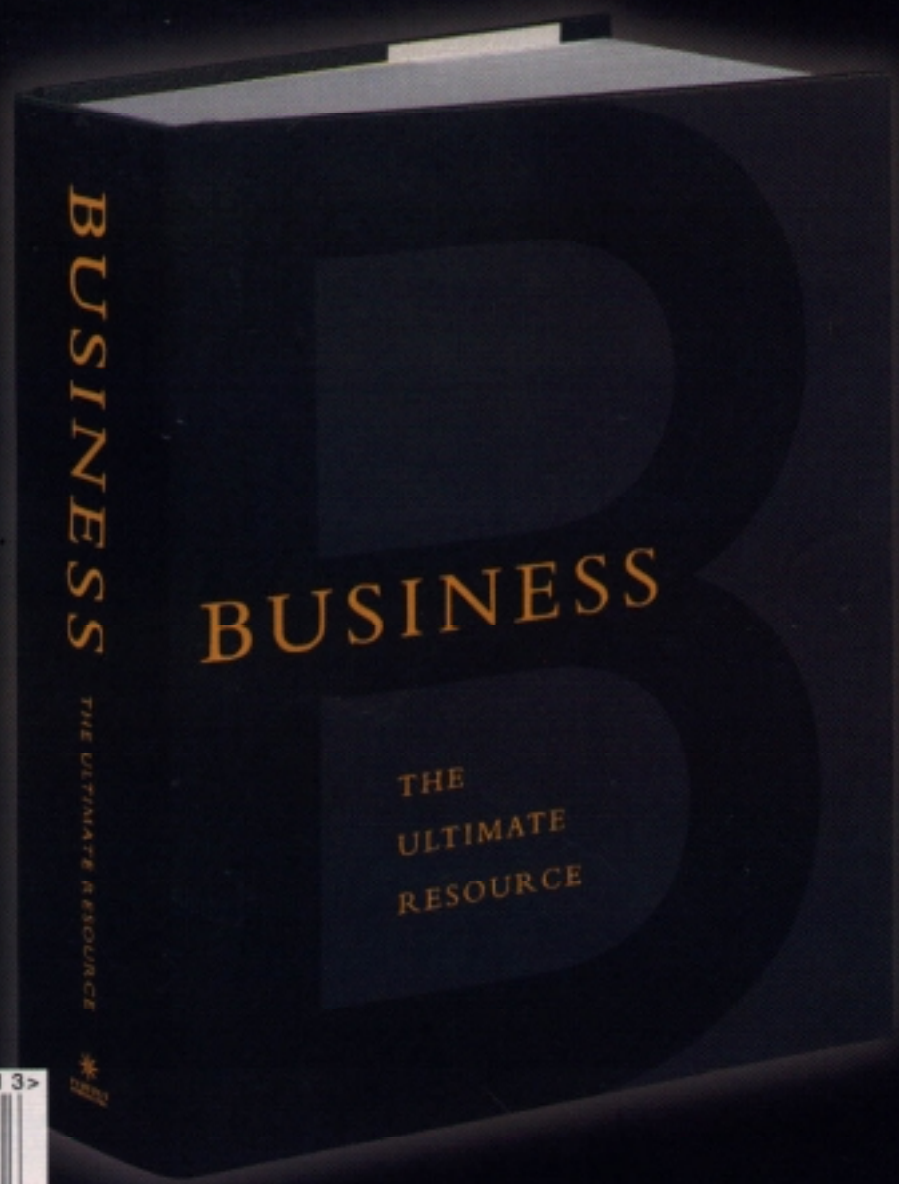
Poetry in Abundance
for April

Reader's Digest Buys
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A Look at Multnomah

A Talk with Daniel Silva

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sion since 1991, along with the authors' *What to Expect Pregnancy Planner*. And Workman recently contracted for three new books in the series: two parenting books that apply the same format to children five to 10 and then teens, and a handbook for babysitters, nannies and other caregivers. The series has sold 20 million copies to date.

Debuting at just about the same time—and going head-to-head with them—are the latest in Perseus's Your Pregnancy Week by Week series: *Bouncing Back After Your Pregnancy: What You Need to Know About Recovering from Labor and Delivery and Caring for Your New Family* (Apr.) by Glade Curtis and Judith Schuler, and *Your Pregnancy Journal Week by Week* (May). The books will be heavily promoted with a dedicated series Web site, direct-mail campaign to physicians, a major online campaign, national print advertising and point-of-sale material. Sales for the series are up to two million total.

Hearing from Smaller Presses

At the more grassroots end of the spectrum, the California-based EquiLibrium Press is about to publish the first in a series of step-parent guides, *The Stepmom's Guide to Simplifying Life* by Karon Phillips Goodman (May). (Next up, *The Stepmom's Guide to the Ex-Wife*.) "Until I received the proposal, I had not been aware of the unique issues and stresses that stepfamilies face," says publisher Susan D. Goland. "This is an enormous and underserved audience—nearly one in three new marriages, according to a recent Census Bureau report. Many new stepmothers don't realize what they're getting into until they find themselves overwhelmed by the relationships, pressures and scheduling conflicts they must grapple with every day." EquiLibrium, which is dedicated to books that "inspire and inform" in the women's niche, will concentrate on Internet marketing initially, Goland says. "As a micro press, our promotion budget is relatively limited, so we will utilize the author's online presence in the stepparenting field." Then, in a model favored by other publishers, they will reach out to family therapists, social workers, clergy and other professionals who deal with divorced and remarried couples as well as to stepparenting organizations like the Stepfamily Association of America, which has local chapters all over

the country. One further promotion plan involves a grassroots campaign "commissioned" from the 27 contributors to the first-person stories sprinkled throughout the text. "The idea is to harness their enthusiasm into word-of-mouth promotion," Goland says.

Built-in constituencies are also the mainstay of the publicity campaign planned by attorney-activist Pete Wright and psychotherapist Pam Wright, whose latest book, *Wrightslaw: From Emotions to Advocacy—The Special Education Survival Guide* (Harbor House Law Press, May), addresses the problems that confront the nearly seven million disabled children in the U.S. who receive special education services. The Wrights launched the book with a cruise whose participants included parents, advocates and attorneys, each of whom received an advance copy of the book at the on-ship seminars. The Wrights' first book, *Wrightslaw: Special Education Law*, sold more than 20,000 copies via the Virginia-based house.

Special Sales Opportunities

Big or small, nearly every publisher mentions the important role special sales play in this category.

"Educational catalogues, school catalogues—we depend on these," says Newmarket publisher Esther Margolis, who last year began branding Newmarket's parenting titles under the cover logo "A Newmarket Parenting Guide." Newmarket made its mark with Lynda Madaras's *What's Happening to My Body* series (more than a million copies in print and more titles in the works, including, in 2003, a *What's Happening to My Body* for the next age group down, i.e., third and fourth graders). Margolis says she looks for "distinctive titles that offer unique guidance and a point of view," and then explores every opportunity to sell them. One such book, *Kids and Sports: Everything You and Your Child Need to Know About Sports, Physical Activity and Good Health: A Doctor's Guide for Parents* (Aug.) by Eric Small, a pediatric sports doctor, will be pitched to the many corporations that are involved with sports markets. Another, a new edition of *The Totally Awesome Money Book for Kids (And Their Parents)* by Adriane G. Berg and Arthur Berg Bochner, first published nearly 10 years ago, will be angled toward financial institutions.

"Banks have used the money book, which is aimed at 10- to 15-year-olds, as a premium and to get kids to open bank accounts," Margolis tells PW. "When it first came out not many schools were teaching money education. It was ahead of its time. There is more interest now in practical things for parents and young kids."

At the Minnesota-based Book Peddlers, a niche childcare press run by *Family Circle* columnist Vicki Lansky, no opportunity for special sales or promotions is overlooked. *Period: A Girl's Guide* by JoAnn Loulan and Bonnie Worthen, is licensed to pediatric nurse practitioners. Lansky's *Koko Bear's Big Earache: Preparing Your Child for Ear Tube Surgery*, is marketed to ENTs who do that kind of surgery. Because divorce education is mandated by the courts, Lansky sends a mailer for her book *Vicki Lansky's Divorce Book for Parents: Helping Children Cope with Divorce and Its Aftermath* to lawyers, mediators, court services and therapists, making sure they're aware as well of the companion book for children, *It's Not Your Fault, Koko Bear* (and its Spanish-language edition, *Koko Oso, No Es Tu Culpa*). For *Welcoming Your Second Baby* and its companion book for kids, *Koko Bear's House*, both by Lansky, she stays in close contact with organizations that sponsor childbirth classes. *Dear Babysitter Handbook*, just out in a revised edition, sells into babysitting classes. "Thanks to PGW, we always have a bookstore market," Lansky says, "but one half of our business depends on special markets. And fortunately," she adds, "having babies is a continuing trend."

So, happily, is buying books. "When people buy a book," says Krebs at Adams Media, "they feel they are accomplishing something. They feel as though their problem's solved, even if they never read the book, but just take it home. By virtue of doing nothing, they feel better. It's a very subtle thing: 'Look what I've done. I've bought the book!' This is particularly true about childcare books, because parents today are so busy they don't have time for major counseling or rethinking their entire lives, and they hope perhaps a book can solve their problems fast."

See if that helps the crying baby. ■

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