2015 Highlights
Social Media Growth

- YouTube
- Twitter
- Facebook
- Pinterest
cbcbooks.org Site Traffic
(Monthly Unique Visitors)
E-mail Distribution Growth

Contacts include major media, bookstores, parents/caregivers, teachers & librarians, authors & illustrators, partner literacy organizations.
E-mail Open And Click Rates

Our avg. open rate (40%) and click rate (15%) consistently outperform industry averages.
Popular, Wide-Ranging Reading Lists

CBC Diversity's Bookshelf

- **Wolf Mark**
  by Joseph Bruchac
  tagged: mythology and native-american-inuit

- **Tankborn**
  by Karen Sandler
  tagged: african-american, identity, and slavery

- **Galaxy Games: The Challengers**
  by Greg R. Fishbone
  tagged: asian-american and multicultural

- **Cat Girl’s Day Off**
  by Kimberly Pauley
  tagged: asian-american

- **Vodnik**
  by Bryce Moore
  tagged: folk-fairy-tale, european, and multicultural

**Hot off the Press | September 2014**
CBC Forum: Panels Of Experts Discussing Trends In Publishing

"Breaking Boundaries: New Genres, Formats, & Expectations"

- A 2014 Sales Retrospective
- The Changing Market of Picture Books
- The Rise of Illustrated Books
- October 17: The Intersection of YA and Adult (YA Crossovers). RSVP now! cbc.info@cbcbooks.org
BEA 2015

• Speed Dating
• Author Tea
• Diversity of Success Panel
Partnership on WNDB internship program

“7 Steps to Representative Reads” cards
  • Publishers
  • Teachers & Librarians

ALSC-CBC Day of Diversity at Midwinter

Virtual Career Fairs in April
CBCDIVERSITY

cbcdiversity.com

- Curated resources
- Personal journey stories
- Guest posts
- And more!
SUPPLY CHAIN 101

Sponsor: ECC Early Career Committee

ECC GAME NIGHT

Join the ECC for Board Games, Happy Hour Specials, and the Best Bar Food Around!

When
WEDNESDAY
March 25th
6-8pm

Where
McGEE'S PUB
240 West 55th Street,
Main Broadway and 9th Avenue

Get your game face on!

Who
YOU! And all your kid lit friends!

Check out the menu here:
http://mcgeespubny.com/

Click to RSVP

Thanks for playing!
~Your ECC

cbcbooks.org/ecc
Children’s Book Week 2015
Official Events in all 50 states!

2015: 115 official event sites (200+ events)
2014: 89
2013: 50
2012: 40
2011: 25
2010: 10
2009: 4
2008: 1
Children’s Book Week 2015

- Free Comic Book Day Kick-Off
- Literary Landmarks
- Bookstore Display Contest
Poster and Bookmark

Children's Book Week
May 4-10, 2015

Celebrating children's books and reading since 1919
To find out more, go to www.bookweekonline.com

Art & Concept by Roland Clarke

Draw the Elephants

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New CBW Activities Page
bookweekonline.com/activities

Includes event kits and activity sheets from our members, organized by age group and theme.
Children’s Choice Book Awards Votes

2015: 1,300,000 votes
2014: 1,261,000
2013: 1,138,675
2012: 915,000
2011: 500,000
2010: 115,000
2009: 220,000
2008: 55,000
CBW & CCBA Press Highlights

USA TODAY

msnbc

Entertainment Weekly

BUSTLE

Poptropica

School Library Journal

skype™

Family Fun

Publishers Weekly
cafepress.com/bookweek

Artwork by:

- Ian Falconer
- Jon J Muth
- Maurice Sendak
- Ezra Jack Keats
- Rosemary Wells
- Tomie dePaola
- Garth Williams
- Eric Carle
- Ellen Raskin
- and more!
In 2015, Kate DiCamillo connected with over 200,000 kids & teens, as well as their parents/caregivers, librarians, & teachers.

“Stories Connect Us”
- Kate DiCamillo
National Ambassador Press Highlights

npr

PBS

The New York Times

The Washington Post

THE HUFFINGTON POST

Parents