

# RANDOM HOUSE Premium Sales & Custom Publishing







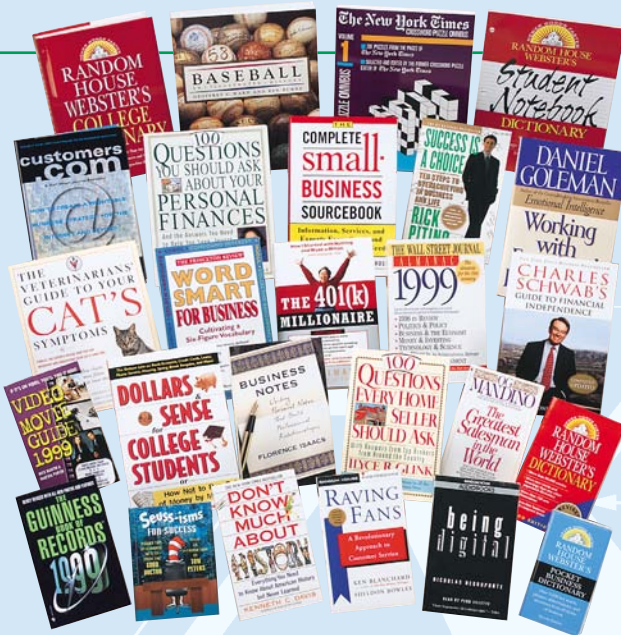
## Cooking & Lifestyle

Imagine a party with Julia Child, Martha Stewart, Jean-Georges, and Wolfgang Puck catering the affair. In our house, we have these and many more award winning chefs and designers to handle all the details of good living. We have helped appliance, housewares, and consumer goods accounts bundle these types of books with their products and implement gift-with-purchase programs.



## Business & Reference

What does managing your 401K plan, preparing for the SAT, and doing the Sunday crossword all have in common? You can find all the answers through our business/reference publishing imprints. Our readers get expert information from people like Tom Peters and Charles Schwab, and from premier organizations like The Princeton Review and The Discovery Channel. We also have the leading dictionary publishing program, featuring the Random House Webster's College Dictionary.



## Custom Publishing

We take great pride in the diversity of our customers. We've sold books to companies that make cereal, coffee makers, and sell insurance. What really makes us proud is when we create a new title for a client who uses it successfully in a promotion, while we distribute it to bookstores and other places where books are sold. Companies like Ocean Spray, Freixenet, Celestial Seasonings and Home Depot have all discovered the value of custom publishing.






# Travel

| CLIENT  | PRODUCT                        |
|---|--------------------------------|
| Calvin Klein  | Escape Fragrance               |
|  | Custom Fodor's Pocket Calendar |


Calvin Klein packaged a custom-made pocket Fodor's calendar with their Escape brand fragrance. The calendar and fragrance were then merchandised in a handsome gift box.



| CLIENT   | PRODUCT                          |
|--|----------------------------------|
| General Motors   | Cadillac                         |
|  | Fodor's Great American Vacations |


General Motor's Cadillac division offered *Great American Vacations* as a traffic builder to attract consumers to their dealers showcasing the Cadillac Deville.



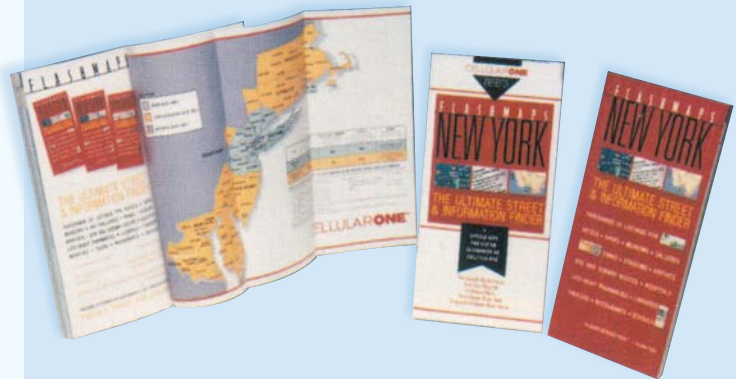
| CLIENT  | PRODUCT                                    |
|---|--|
| California Cheese Board   | California Cheese                          |
|  | Fodor's California's Best Bed & Breakfasts |

The California Cheese Board offered this Fodor's title to consumers who purchased cheese made in California. The book also contained coupons toward future purchases.



| CLIENT  | PRODUCT                         |
|---|---------------------------------|
| Cellular One  | Cellular Telephone Service      |
|  | Fodor's New York City Flashmaps |

Cellular One implemented a direct mail campaign to its subscriber base in an effort to retain subscriptions. Included was a free copy of a customized *NYC Flashmap*, which also contained a map highlighting Cellular One's calling region.



# Reference

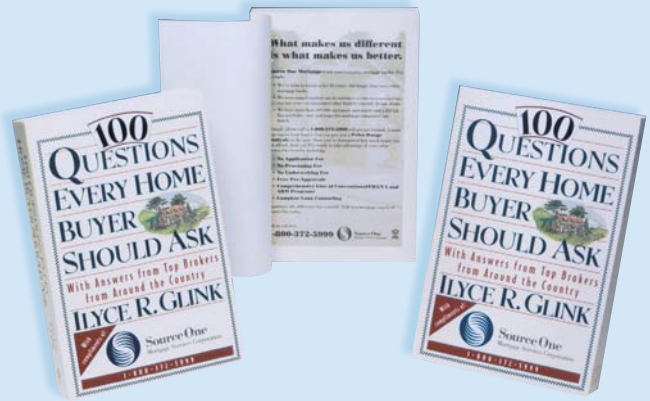
| CLIENT  | PRODUCT                      |
|---|------------------------------|
| Astra Merck & Ciba-Geigy  | Plendil & Lotrel             |
|  | Health & Medicine Dictionary |


Both of these pharmaceutical companies used the *Random House Health & Medicine Dictionary* as a door opener for their sales forces calling on physicians



| CLIENT   | PRODUCT                                  |
|--|--|
| Source One   | Mortgages                                |
|  | 100 Questions Every Homebuyer Should Ask |


Source One Mortgage gave away *100 Questions Every Homebuyer Should Ask* to applicants who received approval on their loans.



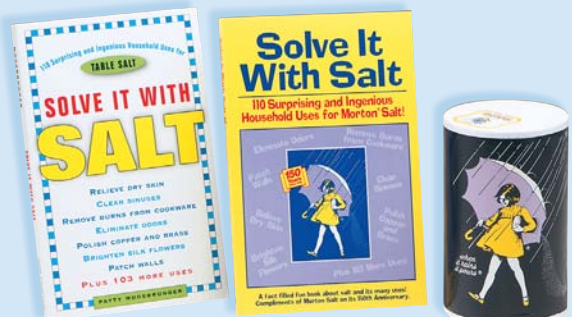
| CLIENT  | PRODUCT            |
|---|--------------------|
| Sunoco  | Petroleum          |
|  | Desk Reference Set |

Sunoco offered the *Random House Webster's Desk Reference Set* with purchase of their petroleum products. The slipcase was designed specifically for the promotion, and rebate coupons for Sunoco products were also packed in the set.



| CLIENT  | PRODUCT            |
|---|--------------------|
| Morton Salt   | Salt               |
|  | Solve it with Salt |

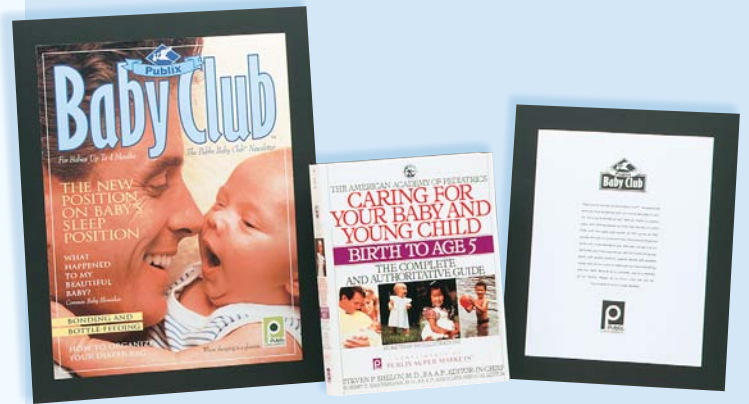
Morton Salt utilized *Solve it with Salt* throughout its 150th anniversary year by giving it away in their trade, as well as direct to consumers.




# Health & Well Being

| CLIENT  | PRODUCT                              |
|---|--------------------------------------|
| Publix  | Supermarkets                         |
|  | Caring For Your Baby and Young Child |


New parents who joined Publix' Baby Club received a complimentary copy of the book, as well as a newsletter with baby care tips and product information.



| CLIENT   | PRODUCT                    |
|--|----------------------------|
| Kids II  | Educational Toys           |
|  | How to Have a Smarter Baby |


The book, which contains proven ways to enhance a baby's natural development, was packaged with three soft blocks to stimulate the child's sense of sight, sound and touch.



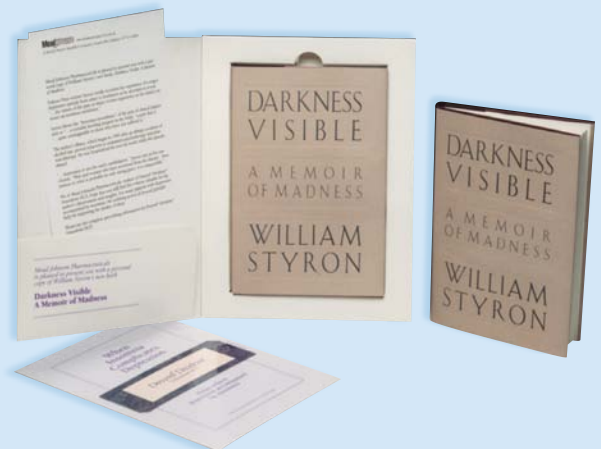
| CLIENT  | PRODUCT                        |
|---|--------------------------------|
| Blue Shield of California   | Health Insurance               |
|  | Doctor's Book of Home Remedies |

Books were given away to seniors who responded to Blue Shield's mailing called "65 Plus", a program designed to assist this age segment with a wide array of health issues.




| CLIENT  | PRODUCT          |
|---|------------------|
| Mead Johnson  | Desyrel Dividose |
|  | Darkness Visible |

William Styron's best-selling account of his battle with depression was packaged in a special gift box and distributed to psychiatrists nationally.






# Health & Well Being

| CLIENT  | PRODUCT                                       |
|---|---|
| Coca-Cola Foods   | Minute Maid Lemon Juice                       |
|  | Custom American Heart Association Recipe Book |


We created a 64-page book in which each recipe contained the brand name Minute Maid Lemon Juice. Books were used in a mail-in offer. Uncle Ben's Rice and Farmland Foods also utilized this format.



| CLIENT   | PRODUCT                                      |
|--|--|
| Nature's Own Water Softener  | Water Softener Crystals                      |
|  | American Heart Association Low-Salt Cookbook |


The key selling point for Nature's Own Water Softener Crystals is that they do not contain salt. *The American Heart Association Low-Salt Cookbook* was the perfect solution for a self-liquidating premium.



| CLIENT  | PRODUCT                                       |
|---|---|
| Quaker Oats   | Oatmeal Squares                               |
|  | American Heart Association Fitting in Fitness |

Quaker Oats used the back of the box to give the consumer a chance to take a fitness test. The book was then offered with proofs of purchase.



| CLIENT  | PRODUCT                                    |
|---|--|
| Bristol-Myers Squibb  | Monopril                                   |
|  | Custom American Heart Association Calendar |

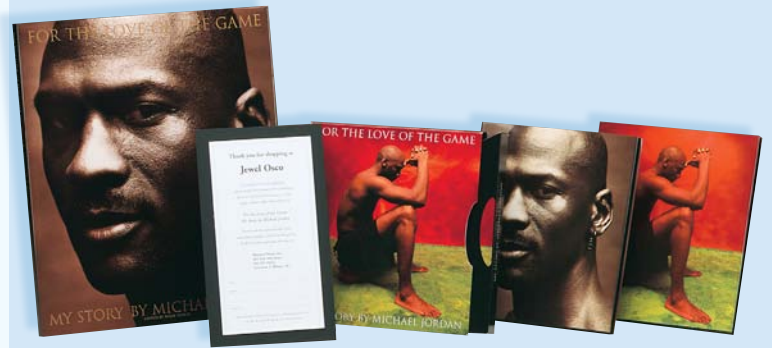
Utilizing photographs and recipes from the *American Heart Association Quick & Easy Cookbook*, we created a wall calendar for Bristol-Myers Squibb. Copies were distributed to physicians by the sales force and at medical conventions.




# Custom Publishing

| CLIENT  | PRODUCT                  |
|---|--------------------------|
| Jewel Osco Stores   | Supermarkets             |
|  | For the Love of the Game |

We took the best-selling Michael Jordan autobiography and made a smaller two-volume set that Jewel Osco offered to its customers.



| CLIENT   | PRODUCT          |
|--|------------------|
| Celestial Seasonings   | Teas             |
|  | Cooking With Tea |


This lavish full-color cookbook was distributed to booksellers nationally and was used by Celestial Seasonings to promote its full line of teas.



| CLIENT  | PRODUCT                  |
|---|--------------------------|
| Levi Strauss  | Clothing                 |
|  | Chic Simple Work Clothes |

The successful line of Chic Simple books led us to Levi Strauss where we produced an edition dedicated to casual dress in the workplace. Copies were sold by booksellers and given away by the client to human resource managers.



| CLIENT  | PRODUCT                      |
|---|------------------------------|
| Ocean Spray   | Cranberries & Juices         |
|  | A Favorite Recipe Collection |

Working with the test kitchens at Ocean Spray, we developed this hard-cover cookbook for distribution in bookstores. The client offered it to customers who called in on their toll-free line.






# Lifestyle

| CLIENT  | PRODUCT                              |
|---|--------------------------------------|
| Freixenet   | Sparkling Wine                       |
|  | Toasts and New Year's Eve Compendium |


Freixenet, in two separate programs, packaged books with two bottles of their sparkling wine. Both book covers were customized with their famous black & gold colors.



| CLIENT   | PRODUCT     |
|--|-------------|
| General Electric   | Light Bulbs |
|  | Fresh Start |


We took Julee Rosso's big hardcover cookbook and created a custom 64-page edition that General Electric bundled with its light bulbs. The book also contained cents-off coupons.



| CLIENT  | PRODUCT                               |
|---|---------------------------------------|
| Pillsbury   | Progresso Soups                       |
|  | Selection of Random House Audio Tapes |

Progresso offered a choice of four best-selling Random House audios free with multiple proofs of purchase on all of their soups. Audio packaging was customized with the client's message.



| CLIENT  | PRODUCT                       |
|---|-------------------------------|
| Johnnie Walker  | Scotch                        |
|  | The Gentleman's Guide to Life |

Johnnie Walker wanted to send a thank-you gift to people who participated in scotch tastings. We supplied a paperback edition of *The Gentleman's Guide to Life*, which was packed in a stylish gift box.




# Lifestyle & Children

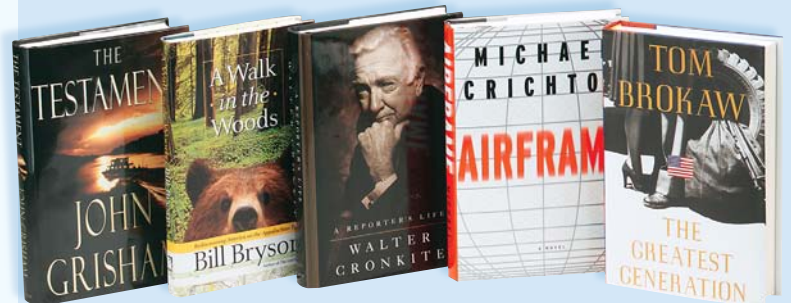
| CLIENT  | PRODUCT            |
|---|--------------------|
| Department 56   | Holiday Villages   |
|  | Great Expectations |


From the renowned Everyman's Library Collection of classics, *Great Expectations* became the cornerstone for the launch of Dept. 56's Dickens' Village.



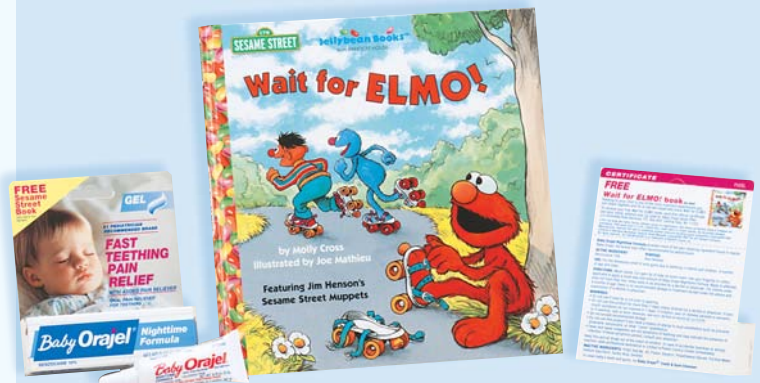
| CLIENT   | PRODUCT               |
|--|-----------------------|
| Cigna  | Insurance             |
|  | Hardcover Bestsellers |


Random House has been a proud supplier of fiction and non-fiction bestsellers to Cigna for many years. Each selection is used in a customer-loyalty program aimed at corporate accounts.



| CLIENT  | PRODUCT       |
|---|---------------|
| Del Laboratories  | Baby Orajel   |
|  | Wait for Elmo |

Baby Orajel offered the Sesame Street title *Wait for Elmo!* free with proofs of purchase. Offer was promoted on the package exclusively.



| CLIENT  | PRODUCT                               |
|---|---------------------------------------|
| Procter & Gamble  | Formula 44                            |
|  | The Berenstain Bears Go to the Doctor |

This is the perfect book for the pediatrician's waiting room. Procter & Gamble's sales force distributed copies of it to doctors nationwide.





# Children

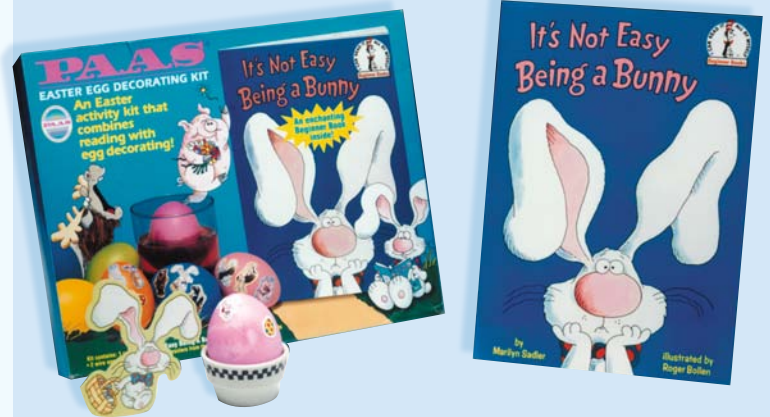
| CLIENT  | PRODUCT                  |
|---|--------------------------|
| General Mills   | Kix Cereal               |
|  | Richard Scarry Workbooks |


Kix has been a strong supporter of children's books. In this promotion, they offered a choice of 3 Richard Scarry Workbooks free with purchase.



| CLIENT   | PRODUCT                     |
|--|-----------------------------|
| Schering Plough  | PAAS Egg Decorating Kit     |
|  | It's Not Easy Being a Bunny |

PAAS developed an Easter egg decorating kit based on the character P.J. Funny Bunny. A paperback edition of *It's Not Easy Being a Bunny* was included as a free gift.



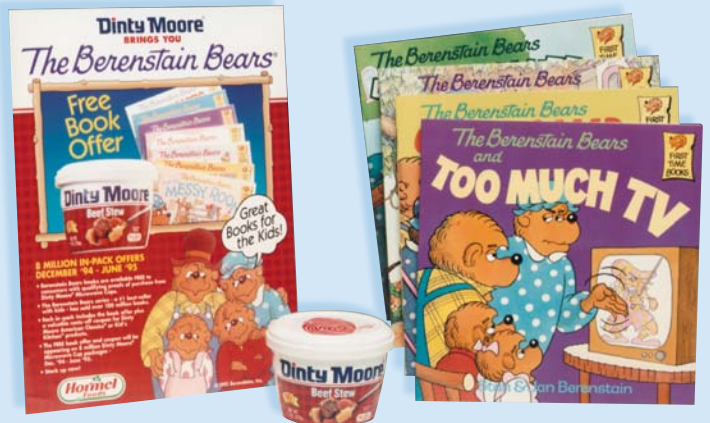
| CLIENT  | PRODUCT                   |
|---|---------------------------|
| Pepperidge Farm   | Goldfish                  |
|  | James and the Giant Peach |

This is an example of a well executed movie tie-in premium offer. Pepperidge Farm did a straightforward, self-liquidating program utilizing the book's wonderful art on-package.



| CLIENT  | PRODUCT                           |
|---|-----------------------------------|
| Hormel  | Dinty Moore                       |
|  | Berenstain Bears First Time Books |

These books were offered free with proofs of purchase. Each package also included cents-off coupons for other Hormel food products.





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E-mail us at [specialmarkets@randomhouse.com](mailto:specialmarkets@randomhouse.com).

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