

## OVERVIEW OF QUIRK BOOKS

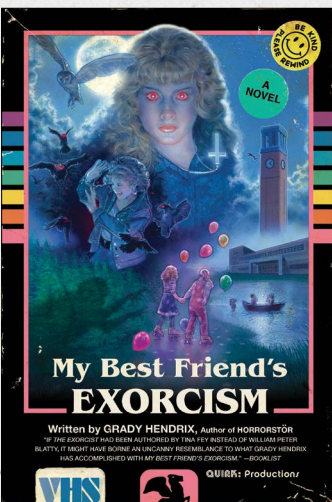
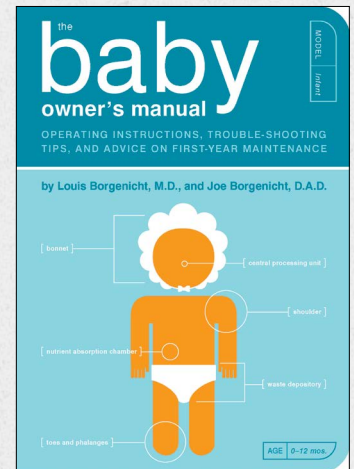
Quirk Books is headquartered on a charming cobblestone street in the historic Old City district of Philadelphia. Quirk publishes just 25 strikingly unconventional books per year, and every title is a labor of love born out of our passions and obsessions. Always looking to set the next trend, Quirk delivers books and stories that are bold, unprecedented, beautifully designed, and affordable. Some of Quirk's more popular titles include the best-selling YA series *Miss Peregrine's Home for Peculiar Children*, the Edgar Award-winning mystery *The Last Policeman*, fangirl favorite *Geekerella*, the legendary *Pride and Prejudice and Zombies*, and classroom favorite *William Shakespeare's Star Wars*—plus children's books, pop culture titles, cookbooks, art books, gag gifts, and more. Quirk's books are distributed worldwide by Penguin Random House and available wherever books are sold.

## PHILOSOPHY AND HISTORY OF QUIRK BOOKS

**QUIRK'S BRAND PROMISE:** "Every book should deliver something new."—Jason Rekulak, Publisher

Founded in 2002, Quirk Books began as a publisher specializing in irreverent reference gift books. Early examples are the *The Worst-Case Scenario Survival Handbook* by Quirk founder David Borgenicht and Joshua Piven (packaged for Chronicle Books), *Secret Lives of the U.S. Presidents* by Cormac O'Brien, and *The Baby Owner's Manual* by Joe Borgenicht and Louis Borgenicht, MD.

Over the company's 15-year history, Quirk has expanded beyond reference books into multiple genres of fiction, young adult, and children's books. As Quirk has evolved, it remains true to several important principles that date back to its founding. The independent publisher continues to deliver books and stories that are bold, unprecedented, beautifully designed, and affordable.

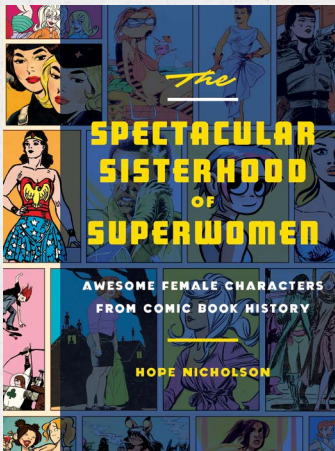
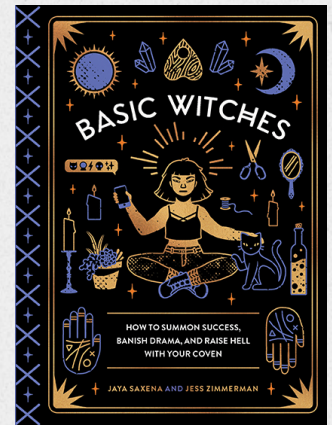


Examples are the 2009 mega-best seller *Pride and Prejudice and Zombies* by Jane Austen and Seth Grahame-Smith and the best-selling *Miss Peregrine's Peculiar Children* series. Recent successes include:

- *My Best Friend's Exorcism* by Grady Hendrix, a horror novel best described as a combination of *The Exorcist* and *Mean Girls*.
- The William Shakespeare's *Star Wars* series, which presents each film in the Disney saga as a five-act Elizabethan drama.
- Geek handbooks like *The Fangirl's Guide to the Galaxy* by Sam Maggs, *The Geek's Guide to Dating* by Eric Smith, and *Geek Parenting* by Valya Dudycz Lupescu and Stephen H. Segal.



- Pop Classics, a picture book series that takes hit movies from the '80s and '90s, such as *Home Alone*, *The X-Files*, *E.T. The Extra-Terrestrial*, *Back to the Future*, and *Buffy the Vampire Slayer* reimagines them for kids ages 4–8 and kids at heart alike.
- Comic-book histories like *The League of Regrettable Superheroes* and *The Legion of Regrettable Supervillains* by Jon Morris and *The Spectacular Sisterhood of Superwomen* by Hope Nicholson.
- Lifestyle books like *Basic Witches*, *Colorstrology*, *Crafting With Cat Hair*, *Hello Color*.
- For middle-grade readers, the Kid Legends series showcases the little-known childhood stories of icons. The series includes *Kid Presidents*, *Kid Athletes*, *Kid Artists*, and *Kid Authors*.
- The award-winning Last Policeman series, which masterfully blends science fiction and mystery to create a police procedural set at the end of the world.



Quirk continues to release only 25 books per year, resisting the temptation to expand its frontlist size. “We could have done a million mash-ups after *Pride and Prejudice and Zombies* or aggressively published more YA fantasy titles,” says Brett Cohen, president of Quirk Books. “Instead of doubling the size of the list, we invested profits and resources into improving the quality of the list. We invested in authors, the product, the staff and the marketing.”

The diversity of Quirk’s list poses a unique marketing and sales challenge because its books do not fit any one category, and nearly every book requires marketing to a new audience. Despite the variety of audiences, in 2009 Quirk attended its first comic con and watched as readers came to the booth. Repeatedly, these visitors would point to the books and say, “I have that one and that one and that one,” quickly realizing that their favorite books were all from the same publisher.

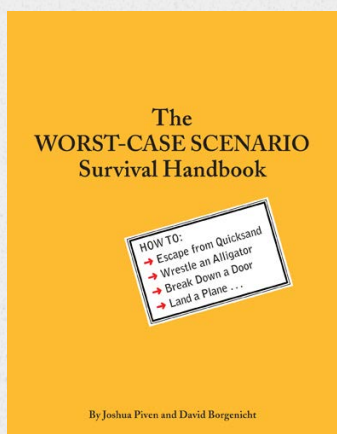
Over the past eight years, Quirk has focused its publishing and marketing efforts on the bookish subset of comic conventions, a group that appreciates Quirk’s range of categories and the unique voice it brings to these subjects. This focus has solidified Quirk’s overall view of itself and its founder and CEO David Borgenicht’s vision to become “an innovative book publishing company with the heart of an entertainment company.” This philosophy allows Quirk to think beyond book publishing and work to deliver content that delights beyond the pages, such as:

- Movies and Television: Quirk Books actively sells rights to its books and is often involved in a producing capacity. Recent theatrical releases include *Pride and Prejudice and Zombies* (2016) and *Miss Peregrine’s Home for Peculiar Children* (2016).
- Websites: QuirkBooks.com acts both as a destination for readers to learn about Quirk’s books and as a blog delivering content that matches the strikingly unconventional qualities of its books. Quirk also creates websites, one example being the William Shakespeare’s Star Wars sonnet generator ([shakespearestarwars.com](http://shakespearestarwars.com)).
- Videos: Quirk Books is a pioneer of Hollywood-style book trailers. Prior to the 2009 premiere of Quirk’s *Sense and Sensibility and Sea Monsters* trailer, book trailers typically featured authors discussing their books. Highlights of Quirk’s award-winning trailers include *Miss Peregrine’s Home for Peculiar Children* and *William Shakespeare’s Star Wars*.
- Events: Quirk Books attends a variety of comic conventions and organizes original programming throughout the year. In 2017 Quirk launched Book Pop!—a year-long celebration of books and pop culture both online and in real life that brings a comic-con experience directly to bookstores and libraries.
- Merchandise: Quirk Books extends stories beyond the published book with related merchandise. In partnership with Zazzle.com, readers can purchase bookish items based off of their favorite Quirk Book or bookish sensibilities.

All this work is done by just 22 full-time employees on a charming cobblestone street in historic Philadelphia.

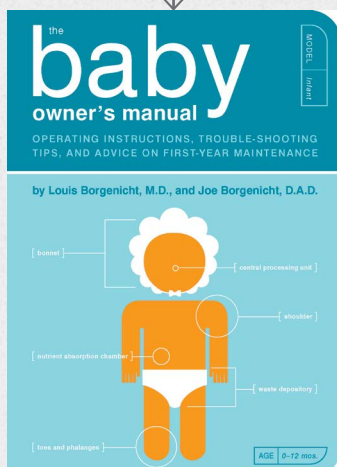


## KEY DATES



**SEPTEMBER 2002:** Building off the success of the Worst-Case Scenario series, Quirk Books releases the first list of its own books. This inaugural list consists of seven gift book titles that are distributed by Chronicle Books.

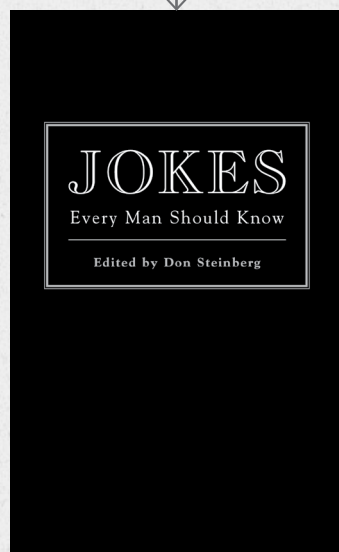
**OCTOBER 2002:** *The Action Hero's Handbook* is released. This book sold over 100,000 copies in its first season and launched a long line of successful Quirk handbooks.



**JUNE 2003:** *The Baby Owner's Manual* by Louis Borgenicht, MD, and Joe Borgenicht is released. The book was revised in 2012 and has sold more than 600,000 copies. It was also the first in an award-winning series that includes *The Dog Owner's Manual*, *The Bride's Instruction Manual*, and many more.



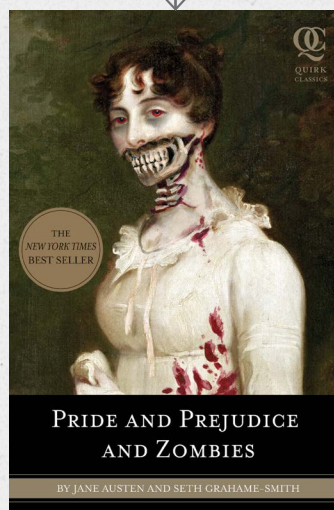
**SEPTEMBER 2006:** *Penis Pokey* by Christopher Behrens is released. With more than 200,000 copies sold, the book is a strong addition to the storied history of Quirk's humor category, which includes *How to Make Your Cat an Internet Celebrity* and *How to Survive a Horror Movie*.



**APRIL 2008:** *Jokes Every Man Should Know* by Don Steinberg is released, launching a top-selling series with nearly 1.5 million copies sold. The series includes *Stuff Every Woman Should Know*, *Stuff Every Graduate Should Know*, and *Stuff Every Cook Should Know*, among many others.



**MARCH 2009:** Quirk Books attends its first comic convention, New York Comic Con. This event leads the publisher to expand its presence at similar conventions, including San Diego Comic Con, Emerald City Comic Con, C2E2, and MCM Comic Con.



**APRIL 2009:** *Pride and Prejudice and Zombies* by Jane Austen and Seth Grahame-Smith is released and debuts on the *New York Times* Best Seller List. The book launched the Quirk Classics series and led to a parade of *New York Times* best sellers, including *Sense and Sensibility* and *Sea Monsters* and the PPZ prequel, *Dawn of the Dreadfuls*.

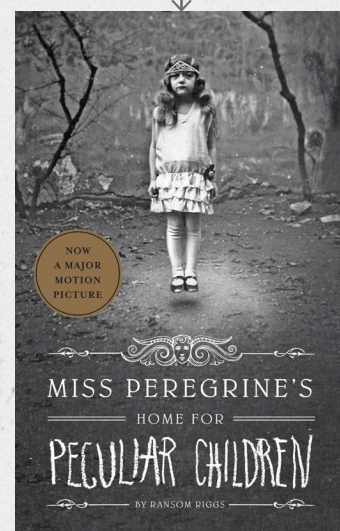
**SEPTEMBER 2009:** The award-winning book trailer for *Sense and Sensibility* and *Sea Monsters*, directed by *New York Times* best-selling author Ransom Riggs, premieres. This trailer pioneered the Hollywood-style format that many publishers use today.

**FEBRUARY 2010:** In the same month that *Pride and Prejudice* and *Zombies* hit 1 million copies in print, Quirk Books is named one of the "Fastest Growing Small Publishers" of 2009 by *Publishers Weekly*.

Penguin  
Random  
House

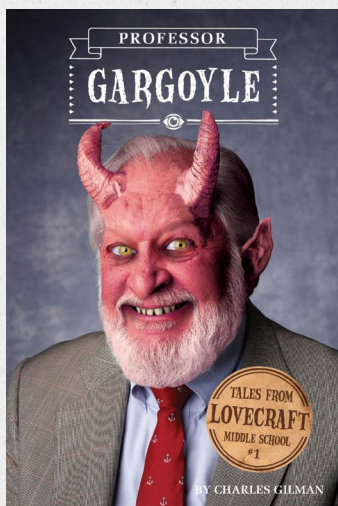
**JANUARY 2011:** Penguin Random House Publishers Services begins to distribute Quirk Books.

**MAY 2011:** QuirkBooks.com relaunches as an entertainment blog. Popular posts include "Classic Time Travel Paradoxes (and How to Avoid Them)," "Six Brilliant Moments of Foreshadowing in the Harry Potter Series," and original fiction like "Louisa May Alcott's *The Fast & the Furious*."

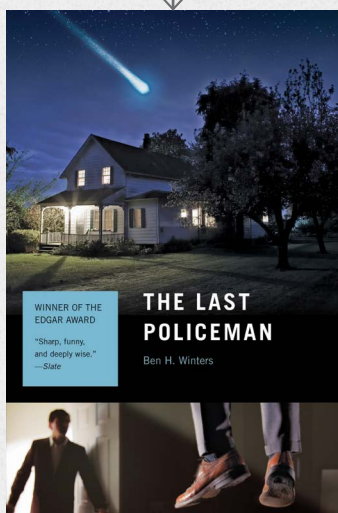


**JUNE 2011:** *Miss Peregrine's Home for Peculiar Children* by Ransom Riggs debuts on the *New York Times* Best Seller List. The book is the first in the *Miss Peregrine's Peculiar Children* series, which goes on to sell more than 10 million books across its three titles.

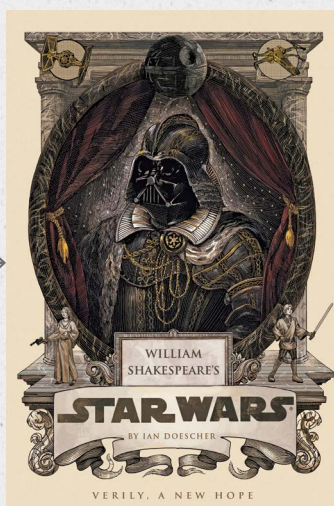




**SEPTEMBER 2012:** Quirk Books ventures into middle-grade publishing with the series *Tales from Lovecraft Middle School*. This series was followed by the award-winning *Kid Legends* and *Nick and Tesla* series and the lavishly illustrated *Warren the 13th* series.



**MAY 2013:** Quirk Books releases its first mystery title, *The Last Policeman* by Ben H. Winters. The book goes on to win the 2013 Edgar Award for best paperback original. The second book in the trilogy, *Countdown City*, wins the Philip K. Dick Award for distinguished original science-fiction paperback in 2014. *World of Trouble*, the third book in the series, was nominated for the 2015 Edgar Award for best paperback original.



**JULY 2013:** *William Shakespeare's Star Wars* debuts on the *New York Times* Best Seller List. This book launched a series that includes 2017's *William Shakespeare's The Force Doth Awakens*.



**OCTOBER 2015:** Quirk Books releases *Home Alone: The Classic Illustrated Story Book*. This book marks the start of *Pop Classics*, a children's picture-book series that also includes *The X-Files: Earth Children Are Weird* and *E.T. The Extra-Terrestrial*, both released in fall 2017.



**FEBRUARY 2016:** Sony Pictures releases *Pride and Prejudice and Zombies* in theaters. The film stars Lily James and Sam Riley, with Matt Smith, Charles Dance, and Lena Headley in supporting roles.



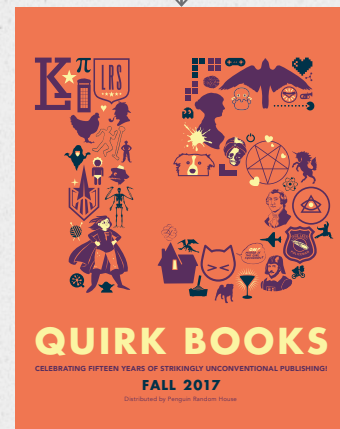
**SEPTEMBER 2016:** Twentieth Century Fox releases *Miss Peregrine's Home for Peculiar Children* in theaters; the movie is directed by Tim Burton and stars Eva Green, Asa Butterfield, Ella Purnell, Samuel L. Jackson, and Judi Dench. It grossed more than \$300 million worldwide.

**DECEMBER 2016:** Sticking to its strategy of publishing 20–25 books per year, Quirk Books triples its revenue since 2011.



**APRIL 2017:** In honor of Quirk Books' 15-year anniversary, the publisher launches *Book Pop!*—a year-long celebration of books and pop culture that booksellers and librarians can bring to their customer through IRL and online events.

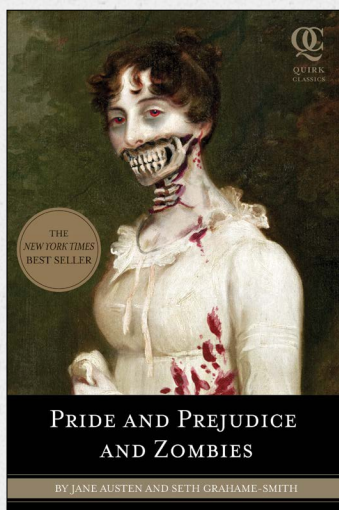
**SEPTEMBER 2017:** After 3 years of impressive sales growth, Quirk Books was named to the Inc 5000 list and Philadelphia Business Journal's Soaring 76 list. Both lists recognize companies who have shown fast growth.



**OCTOBER 2017:** Quirk celebrates the 15-year anniversary of its first list of books.



## BEST SELLERS, AWARDS, AND MORE



### NEW YORK TIMES BEST SELLERS—FICTION

The *Pride and Prejudice and Zombies* series

- *Pride and Prejudice and Zombies* by Seth Grahame-Smith and *Dawn of the Dreadfuls* by Steve Hockensmith are *New York Times* best sellers.
- Over 1 million copies of *Pride and Prejudice and Zombies* sold.

William Shakespeare's *Star Wars* series by Ian Doescher

- *William Shakespeare Star Wars*, *William Shakespeare's The Empire Striketh Back*, and *William Shakespeare's The Jedi Doth Return* are all *New York Times* best sellers.
- Nearly 800,000 copies sold.

*Sense and Sensibility and Sea Monsters* by Ben H. Winters

### NEW YORK TIMES BEST SELLERS — YOUNG ADULT

The *Miss Peregrine's Peculiar Children* series by Ransom Riggs

- The series has been a mainstay on the *New York Times* Best Seller List since it debuted in 2011 and has sold over 10 million copies worldwide.

### NEW YORK TIMES BEST SELLERS — OTHER

*Men with Cats* by David Williams

*Stuff Every Graduate Should Know* by Alyssa Favreau

*Find Momo* by Andrew Knapp

*Find Momo Coast to Coast* by Andrew Knapp

*The Big Bad Book of Bill Murray* by Robert Schnakenberg

### NOTABLE BACKLIST BEST SELLERS

*The Baby Owner's Manual* by Joe Borgenicht and Louis Borgenicht, MD  
Over 600,000 copies sold.

*Stuff Every Man Should Know* by Brett Cohen  
Over 300,000 copies sold.

*Jokes Every Man Should Know* by Don Steinberg  
Over 200,000 copies sold.

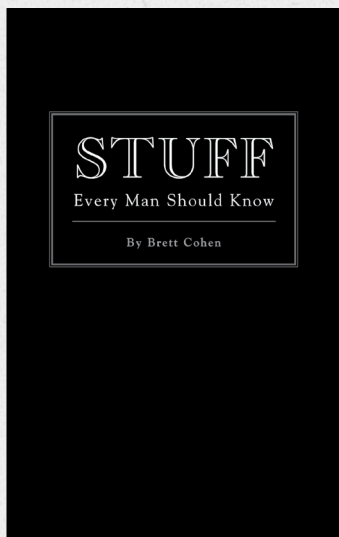
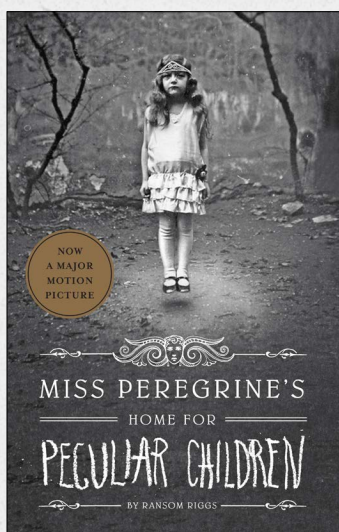
### GENRE AWARD-WINNING AND HONORED TITLES

*The Last Policeman* by Ben H. Winters  
2013: Edgar Award for Best Paperback Original

*Countdown City* by Ben H. Winters  
2014: Philip K Dick Award

*World of Trouble* by Ben H. Winters  
2015: Nominated for the Edgar Award for Best Paperback Original

*Nick and Tesla's Super-Cyborg Gadget Glove* written by "Science Bob" Pflugfelder and Steve Hockensmith  
2015: Revere Awards finalist in the Beyond the Classroom category  
2015: Nominated for the Edgar Award for best juvenile fiction





## QUIRK BOOKS LEADERSHIP



### DAVID BORGENICHT, FOUNDER

**SHORT VERSION:** David Borgenicht has worked in publishing for the past 26 years. He spent six years at Running Press, then set off on his own, founding the book packaging company Book Soup Publishing in 1998 and launching Quirk Books in 2002, where he currently serves as CEO.

**LONG VERSION:** David Borgenicht has worked in publishing for the past 26 years. He spent six years at Running Press, then set off on his own, founding the book packaging company Book Soup Publishing in 1998 and launching Quirk Books in 2002, where he currently serves as CEO.

David is the creator and coauthor of the best-selling Worst Case Scenario Survival Handbook series and the Action Hero's Handbook series, and he has developed and acquired many of Quirk's best-selling titles and series. His vision for Quirk has always been for it to become "an innovative book publishing company with the heart of an entertainment company." With best sellers such as *Pride and Prejudice and Zombies* and *Miss Peregrine's Home for Peculiar Children* having been adapted into major motion pictures, it's clear that his vision has come to fruition. David lives in Philadelphia with his two children and his dog.



### BRETT COHEN, PRESIDENT

**SHORT VERSION:** Brett Cohen is President of Quirk Books, where he oversees the business and strategic activities of the company, including marketing, sales, finance, production, and operations. He is an author and active member of the Association of American Publishers (AAP) Trade Executive Committee. Additionally, he currently serves as Board Chair for Tree House Books, a literacy center serving Philadelphia, and as President of the SCI Board, a nonprofit dedicated to sharing the summer camp experience with children from underrepresented backgrounds. Brett lives in Newtown, Pennsylvania, with his wife and two children.

**LONG VERSION:** Brett Cohen is President of Quirk Books, where he oversees the business and strategic activities of the company, including marketing, sales, finance, production and operations. Brett graduated from the Pennsylvania State University and has enjoyed a career in developing and driving business strategy for emerging companies and products.

Prior to joining Quirk in 2001, Brett was founder and president of DreamFront, a technology company merging physical books with internet gameplay. He raised over \$500,000 in private funding to package a successful series of interactive middle-grade books for Running Press Book Publishers. To conceive and develop those products, he drew on the project-management and business-strategy experience he gained as manager of Marketing and Business Development at AT&T. In 1997, while at Penn State, Brett started his first company, CollegeFriends.com, an advertiser-supported, internet social community for Penn State students that included a ride-share system, classifieds service, and local news.

Brett has spoken on publishing and marketing strategy in a variety of forums, including *Entertainment Weekly*, *USA Today*, *CNN*, *Publishers Weekly*. He is an author and active member of the Association of American Publishers (AAP) Trade Executive Committee. His passion for literacy led him to serve as Board Chair for Tree House Books, a literacy center serving Philadelphia. Additionally, Brett is Board President of SCI, a nonprofit dedicated to sharing the summer camp experience with children from underrepresented backgrounds. Brett currently lives in Newtown, Pennsylvania, with his wife and two children.



## RECENT MEDIA COVERAGE OF QUIRK BOOKS

### TELEVISION:

WHYY's Friday Arts

### PRINT:

*Publishers Weekly* "Quirk Work at Quirk Books"

*Publishers Weekly* "In the Age of Conventions, YA Fans Rule"

### WEB:

*The Bookseller* "My Job in 5: Brett Cohen"

Philadelphia Business Journal: The Soaring 76 - Greater Philadelphia's Fastest Growing Companies

Inc.com: Inc. 5000

## RESOURCES TO FURTHER EXPLORE QUIRK BOOKS

[www.QuirkBooks.com](http://www.QuirkBooks.com)

[www.quirkbooks.com/page/whos-who](http://www.quirkbooks.com/page/whos-who)

[www.quirkbooks.com/resources](http://www.quirkbooks.com/resources)

## UP-TO-THE-MINUTE NEWS VIA QUIRK BOOKS SOCIAL ACCOUNTS

