



Publishing and Publicity Timeline

- 12-18 months before publication date: author provides author questionnaire
- 9 months before publication date: author and editor solicit endorsements for cover
- 6-9 months before publication date: title presented to national chains, wholesalers, and indie stores as well as specialty retailers
- 6 months before publication date: marketing team finalizes marketing plans. **Publicity team will reach out for the first time with additional information.**
- 5-6 months before publication date: Lerner sends book to reviewers
- 2-3 months before publication date: outreach to national or long-lead media
- 1-2 months before publication: Ads run in industry publications
- 1-2 months before publication: outreach to short-lead media
- 1-2 months before publication: begin wholesaler promotions
- Bound book date – book ships from the printer to our warehouse. Author copies mailed out
- Release Date – book ships from the warehouse to wholesalers and stores (about 2-3 weeks before publication date)
- Publication Date/On Sale Date – book goes on sale wherever books are sold
- During the month of publication and one month after: publicity, online, social media, and consumer marketing as appropriate