



# Porchlight

We believe in books.



## Who is Porchlight?

BORN OUT OF AN INDEPENDENT BOOKSHOP founded in 1927 and experts in moving books in bulk since 1984, Porchlight Book Company has a deep knowledge of book industry history and publishing trends. Our talent for physically moving books around the globe on a specific deadline, our ability to customize those books for a particular audience or client, and our online championing of books are all in the service of helping authors, publishers, and businesses navigate book sales.

*A lit porchlight is an invitation to gather,  
a signal that you are welcome.*

Porchlight is a small business with big capabilities, and our agility distinguishes us from other booksellers. We come to work every day ready to help authors and publishers sell their books and share their ideas. We love our work, take it very seriously, and have fun doing it—and we hope to transmit that enthusiasm to you.

Porchlight Book Company exists to provide services that help support authors' and publishers' contributions to a vital and vigorous marketplace of ideas. We do so, first and foremost, by employing talented, creative individuals who know books and excel at getting the right ones into the hands of the right people at the right time. Whether it's the latest trends in business and culture, the most pressing public issues of our times, or recipes for meals that provide both sustenance and a place to gather for our families, we aim to spread books and ideas that support the betterment of individuals, families, organizations, and communities that turn to books for guidance.

We believe in a book's inherent value as a means of spreading information and culture, and we believe in the soul of the individual book—that once launched into the world, it can take on a life of its own and have a profound effect on business, our society, and culture.

*Learn more about who we are and  
browse the ever-expanding ways  
in which we provide high-touch,  
human support to authors,  
organizations looking for books in  
bulk, and the publishing industry  
on our website:*



## Author Services

WITH MORE THAN 70 YEARS OF COMBINED EXPERIENCE, our sales and customer service teams are dedicated to helping publishers and authors get their books in front of thousands of people, worldwide. We specialize in competitive bulk pricing, convenient warehousing, customized mailings, and unique fulfillment solutions, including international shipping.

- Porchlight will help your authors with pre-order campaigns, high-touch fulfillment, and pre-publication speaking engagements.
- Post-publication, we help transition your authors from publishing house to marketplace. Whether they are writing their first book or their fifteenth, we can field their questions about current industry best practices.
- Our extensive logistics expertise is coupled with thorough bestseller reporting. Our sales are reported to Circana Bookscan, *The New York Times*, *USA Today*, and our own monthly bestseller lists.
- We also serve as the fulfillment partner for the semi-annual J.P. Morgan Reading List (approximately 25,000 copies sold per program), and have a primary role in funneling publisher recommendations to JPM's review staff.

### Set your strategy and sell more books.

CONTACT AARON, DAN, OR ADRIENNE:

aaron@porchlightbooks.com | 414-220-4459

dan@porchlightbooks.com | 414-220-4451

adrienne@porchlightbooks.com | 414-220-4448

## Book Customization

WE CAN MAKE BOOKS SPECIAL for corporate events, gifts, and other occasions. Providing readers with a unique copy of a book, customized to amplify the message specifically to them, is a great way to make that message stick.

OPTIONS INCLUDE:

- Book bands
- Bookplates with author signature
- Bookmarks
- Cover stickers
- Gift note labels
- Postcards
- Non-book items packed with book (e.g. keychains, pins, notepads, and other small objects)
- Personalized letters
- Sponsor or presenter logos for a conference
- Tip-in pages
- Logistics to have books delivered to a personalized mailing list once customized

## Custom Checkout

OUR ONE PAGE ORDER AND CHECKOUT PLATFORM provides a quick and easy way to execute your pre-order campaign, book promotion, book club, or corporate gifting program. It is ideal for running special offers with a customized user experience.

- Easy one-page checkout
- Fully customizable design and page layout
- Reliable logistics from start to finish
- Data sharing and bestseller reporting
- Pre-order tracking and shipping
- Virtual message
- Live-streamed interview

### Make ordering your books easy, and receiving them memorable.

CONTACT DAN:

dan@porchlightbooks.com | 414-220-4451



# Custom Book Projects Samples



## SIGNED BOOK & PRODUCT BUNDLE *Being Heumann* by Judith Heumann

Porchlight shipped out individual packages consisting of customized, double-sided bookmarks with copies of *Being Heumann* by disability rights activist Judith Heumann.

## BOOK & PRODUCT BUNDLE *Wildflower* by Aurora James

To celebrate the release of her first book, author Aurora James penned a sentimental letter about the significance of the book's title and the burlap bag of wildflower seeds that accompanied the book in the special product bundle assembled and shipped by Porchlight Book Company.

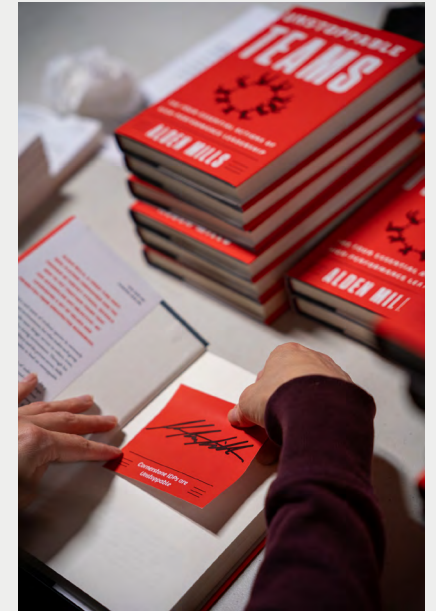


## SIGNED BOOKPLATE & BOOKMARK *The Power of Days* by Celeste Mergens

Bookmarks featuring photographs from Clay International Secondary School in Kenya accompanied individual, signed bookplate copies of *The Power of Days*. A law firm that sponsors the Clay International Secondary School, one of the schools mentioned in the book, ordered this book bundle in advance of the book's publication.

## BOOKPLATE DESIGN AND PRINTING *Unstoppable Teams* by Alden Mills

Porchlight fulfilled a special bulk order of *Unstoppable Teams* for a corporate event. Our team designed the bookplates and shipped them to the author to sign. Once returned, we assembled the packages and shipped the books to the event.



## BOOKMARK & BOOKPLATE DESIGN AND PRINTING *All Pride, No Ego* by Jim Fielding

Porchlight designed and printed bookmarks and bookplates for author Jim Fielding. With a colorful and playful design, they match Jim's website and new book *All Pride, No Ego*.



## SPONSORED COPY INDIVIDUAL MAILING *Is It Hot in Here?* by Zach Zimmermann

Porchlight processed and shipped out orders for sponsored copies of *Is It Hot in Here?* to LGBTQIA+ folks who wanted to read it but weren't able to purchase for themselves.

View more examples of our book customization services and past projects with authors, publishers, publicists, and organizations of all sizes on our website:





## Custom Checkout Samples



**PRE-SALE & LIVESTREAM PROMOTION**  
*To Infinity and Beyond* by Neil deGrasse Tyson  
 Porchlight provided a webpage from which Neil deGrasse Tyson's fans pre-ordered signed copies of his latest book *To Infinity and Beyond*. Those who pre-ordered received email invitations to the author's live-streamed interview.



**PRE-SALE WITH BOOKPLATE**

*The World Central Kitchen Cookbook* by José Andrés



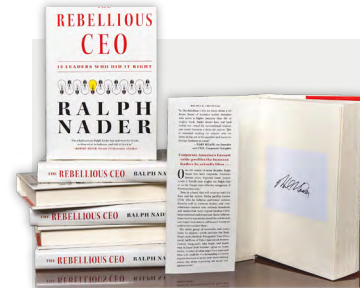
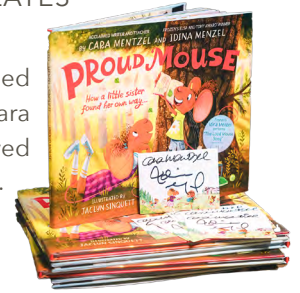
Chef José Andrés was able to offer signed bookplate copies of any single-copy pre-order for his latest cookbook thanks to Porchlight Book Company. Andrés promoted this special offer on social media, and Porchlight reacted quickly to the high demand. As the orders arrived, Porchlight's warehouse team quickly affixed signed bookplates to the inside covers of the cookbooks and shipped them worldwide. Additionally, Porchlight donated a part of the proceeds to the author's nonprofit, World Central Kitchen.

Promotions like this can be applied either to single-copy orders or multi-copy orders.

## CHILDREN'S BOOK PRE-SALE & SIGNED BOOKPLATES

*Proud Mouse* by Cara Mentzel and Idina Menzel

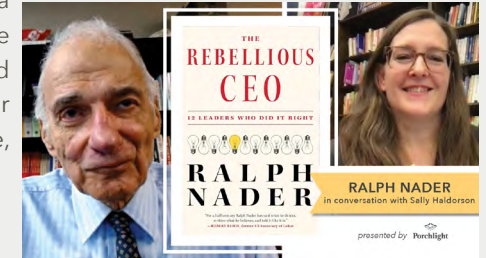
Porchlight hosted a pre-order page for discounted, signed copies of the new children's book *The Proud Mouse* by Cara Mentzel and Idina Menzel. Those who pre-ordered received copies with a signed bookplate that featured art from the book.



## PRE-SALE & LIVESTREAMED INTERVIEW

*The Rebellious CEO* by Ralph Nader

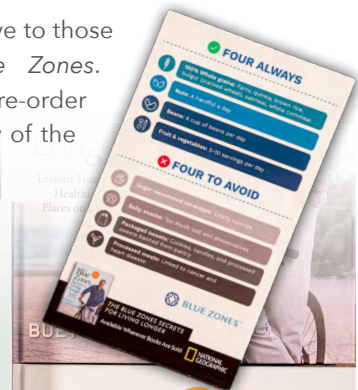
Porchlight provided a pre-order page for individual and bulk copies of *The Rebellious CEO* by Ralph Nader. The first 1,000 people to place their order received a signed bookplate copy. To further promote the book, Porchlight hosted and moderated a live-streamed interview with the author that was available to watch on YouTube, LinkedIn, and Facebook.



## PRE-SALE WITH EXCLUSIVE LIVESTREAM ACCESS

*The Blue Zones* by Dan Buettner

Porchlight moderated a live-streamed interview exclusive to those who pre-ordered Dan Buettner's book *The Blue Zones*. Additionally, our team assembled and shipped out the pre-order bundles which included a magnet and hardcover copy of the book with a signed bookplate.



# Editorial & Advertising

WE NOT ONLY MOVE BOOKS, but we also immerse ourselves in them to understand the ideas and intent of the author and help spread the works we feel are most valuable to our community.

At Porchlight, we draw from our heritage as a brick-and-mortar bookshop to recreate the spirit of handselling books in an online space. Our conversations take shape through the in-depth reviews we write, the author manifestos and interviews we share, and the many other ways we editorially engage with books and the publishing industry.

## EDITORIAL OFFERINGS:

- In-depth book reviews
- Weekly roundup of new and upcoming releases
- ChangeThis manifestos from authors and other thought leaders
- Non-exclusive excerpts
- Author interviews

## ADVERTISING OPTIONS:

- Weekly book giveaways
- Newsletter banner ads

## Increase visibility for your books.

### CONTACT DYLAN:

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# Business Book Awards

BOOKS HAVE THE POWER to make businesses more humane, diverse, modern, and effective, as well as create stronger communities and a better world. The Porchlight Business Book Awards exist to recognize the best books published every year and all the people who helped bring them to life. Our expert staff jurors curate books from various genres meant to empower readers to change their world for the better.

## Learn more about our book awards.

### CONTACT DYLAN:

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# Testimonials

OUR CUSTOMERS ARE OUR GUIDING LIGHT—responding to their unique needs has provided the path to building everything we do today.

“One of the coolest, unexpected things that happened with my book was supporters sponsoring books for LGBTQIA+ (and a few sneaky allies) folks who wanted to read it but couldn’t drop the coin right now. 250 copies of the book are now spread across the country thanks to the generous donors and my new friends/saviors, Porchlight Book Company.”

—ZACH ZIMMERMAN, Comedian and Author of *Is It Hot in Here?*

“I absolutely loved my interview with Sally Haldorson - it was one of my all-time favorites!”

—SUSAN CAIN, Author of *Bittersweet and Quiet*

“I can’t say enough about the great work Porchlight does for authors! Need a landing page for people to be able to sign up to get the book? And want the page live within 24 hours? Porchlight did it in less than two hours from inquiry to live. Need a place to sign books you’re sending out to purchasers? Porchlight made me right at home. Every step of the way, Porchlight has done a great job!”

—TED BILICH, Chief Executive Officer of Risk Alternatives LLC and Author of *Managing Your Nonprofit for Resilience*

“We highly recommend Porchlight based on our experience of buying thousands of books for our conferences across the U.S. Our rep Dan Brouchoud and his team were experts at finding what we needed at a reasonable price and shipping them to a variety of venues, with never a missed signal. We value the relationship highly.”

—STEPHEN KOEPP, Chief Content Officer of From Day One conference series and media outlet

“Every book project is only as good as the partners you bring into it. The Porchlight team make excellent partners—great communication, excellent service, deep knowledge and expertise, sincere passion, and wonderful people. Any time someone wants 10 or more copies, Porchlight is the only place we send them.”

—ETHAN BEUTE, Chief Evangelist at Follow Up Boss and Co-Author of *Human-Centered Communication and Rehumanize Your Business*

“An authority in the world of books, a sharp vision of the market, and a great team! Porchlight Book Company was the first to recognize *Dare to Un-Lead* with an award (Leadership & Strategy Book of the Year). With gratitude for their encouragement and support—it makes a huge difference for authors.”

—CÉLINE SCHILLINGER, Award-Winning Entrepreneur, Change Agent, and Consultant, and Author of *Dare to Un-Lead*

“I was put in a pickle and was tasked on a Wednesday morning to get 25 copies of a book for a Friday, 7:30am meeting! Working with your group and through your website, it was accomplished, and a really great experience! They arrived Thursday and everything was right as rain. THANK YOU so much, Porchlight team, for providing excellent, swift, and responsive service to me! Everything about Porchlight has been a quality and memorable experience”

—MIDORI OHTAKE, Director of Finance for the Jacobs School of Medicine and Biomedical Sciences



We have built our company as a space to purchase books in bulk, exchange ideas that improve business, and engage in conversations on strengthening our personal, public, and business lives.

THE QUESTION WE GO TO WORK EVERY DAY STRIVING TO ANSWER IS:  
HOW CAN WE HELP YOU?

We'd love to have that conversation with you!  
Just drop us a line or send us an email:

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