ST. MARTIN’S PUBLISHING GROUP LAUNCHING ‘NEW ADULT’ IMPRINT, SATURDAY BOOKS

(NY, NY – June 17, 2024) – The St. Martin’s Publishing Group, a division of Macmillan Publishers, is launching a new imprint: Saturday Books. Set to release in Fall 2025, Saturday Books will publish “New Adult” titles specializing in books for younger adults or 18-30 year old readers just entering adulthood who still enjoy YA, but need stories that better reflect their current lives. Saturday Books is expected to publish ten to twelve titles a year. The imprint will be overseen by Sara Goodman, VP, Editorial Director, and Eileen Rothschild, VP, Associate Publisher, the team that leads Wednesday Books, the young adult imprint.

Since its launch in 2017, Wednesday Books has had incredible success publishing seventy national bestsellers including nine titles which have debuted at #1 on the New York Times bestseller list. The team now brings their considerable expertise to the adult market with Saturday Books, publishing commercial and voice-driven fiction with a special focus on fantasy, speculative fiction, romance and genre-adjacent fiction. Thus far the Saturday Books author list includes Kristen Ciccarelli, Betty Cayouette, Talia Hibbert, Isabel Ibañez, Julia Jones, Kim Liggett, Elle McNicoll, Stephanie Perkins, Christine Riccio, Rebecca Ross, Kasie West, and Adrienne Young.

St. Martin’s Publishing Group President and Publisher Jennifer Enderlin says, “This team has a passion for connecting authors and their books with readers, and a proven track record of bestselling success. We are very excited to launch Saturday Books with the same spirit of innovation and ingenuity.”
Sara Goodman, VP, Editorial Director of Saturday Books says, “Our goal with this imprint is to fill a gap in the marketplace we’ve been noticing for years, a marketplace that hasn’t been serving a large segment of readers who’ve aged out of YA but who still yearn for the same beats and pacing and immediacy of the books they grew up reading. Plus, we’re going to have so much fun!”

“With Wednesday Books we have seen how powerful the crossover audience is, and to be able to create an imprint with the New Adult audience in mind is thrilling!” says Eileen Rothschild, VP, Associate Publisher of Saturday Books.

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ABOUT MACMILLAN PUBLISHERS
Macmillan Publishers is the U.S. trade company that is part of the Holtzbrinck Publishing Group, a large family-owned group of media companies headquartered in Stuttgart, Germany. Holtzbrinck Publishing Group’s publishing companies include prominent imprints around the world that publish a broad range of award-winning books for children and adults in all categories and formats.


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