Macmillan Honored as Target's Entertainment Vendor of the Year for 2023

New York (July 11, 2024) - Macmillan was honored as Target's Entertainment Vendor of the Year for 2023, one of three Hardlines awards, on July 11 at Target's 2024 Vendor Show.

This accolade was in recognition of Macmillan's substantial contribution to the Fantasy book category, which saw an impressive +325% sales growth for Target. Macmillan's efforts led to its dominance in Target's Fantasy sales, accounting for 93% with notable series launches including Carissa Broadbent's Crowns of Nyaxia Series from Bramble, V. E. Schwab's The Fragile Threads of Power from Tor Books, Rebecca Yarros' The Empyrean Chronicles from Entangled, the continuation of Leigh Bardugo's Ninth House series from Flatiron, and strong backlist sales from Sarah J. Maas at Bloomsbury.

Alex Sellers (Director of Books, Target), praised the collaboration between Macmillan and Target's buying and planning teams as "exceptional." He highlighted Macmillan's commitment to detailed forecasting, which played a crucial role in optimizing inventory levels, minimizing overstocks, and reducing markdowns. Sellers also noted Macmillan's instrumental role in planning promotional activities that coincide with peak customer demand periods.

Furthermore, Sellers emphasized Macmillan's efforts in securing exclusive content for Target, such as special editions and bonus material available only to Target customers. These exclusives, including unique cover designs and additional chapters within the Fantasy genre, have not only drawn enthusiasts but also solidified Target as a prime destination for Fantasy books. According to Sellers, Macmillan's partnership has positioned Target Books for continued success into 2024 and beyond.

Macmillan is deeply honored to be recognized as the Entertainment Vendor of the Year by Target for 2023. This accolade reflects our passionate commitment and relentless effort across Fantasy and all genres of books. We are elated that our comprehensive approach to publishing—a blend of pioneering content, impactful storytelling, and collaborative promotions—has significantly contributed to Target's book category.

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