ST. MARTIN'S PUBLISHING GROUP

FOR IMMEDIATE RELEASE
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St. Martin's Publishing Group Announces New Puzzle Book Imprint, Tytora

TYTORA

(NEW YORK, NY – October 21, 2026) The St. Martin's Publishing Group, a division of Macmillan Publishers, announced today that it is launching Tytora, a new imprint dedicated to puzzles and games. Beginning Fall 2027, Tytora will publish books for readers seeking analog activities that keep their brains sharp, offer a bit of escapism, and let them get lost in a story. Tytora is expected to publish 24-30 titles per year.

Tytora will cover a wide range of clever analog entertainment for curious minds: puzzles, games, logic, and wordplay, as well as interactive and game-related fiction and nonfiction. From the quick-hit satisfaction of a daily wordplay puzzle to immersive, story-based murder mysteries, Tytora is dedicated to finding and creating books that are engaging, thought-provoking and, above all, just really fun.

Tytora will be overseen by Nichole Argyres, Associate Publisher, and Courtney Littler, Editorial Director, the publishing team behind the U.S. and worldwide bestselling *Murdle* series by G. T. Karber; the brain-stretching phenomenon *Minute Cryptic* by Angas Tiernan and Liam Runnalls; and SMPG's longtime partner, *New York Times Games* crosswords.

Drawing inspiration from *Tyto*, a genus of owl, and *Ra* the Egyptian sun god, Tytora encompasses the idea of mystery and darkness giving way to illumination and understanding.

"We're seeing a real appetite for smart and engaging puzzle books that allow people to unplug and exercise their minds," says Jennifer Enderlin, President and Publisher of The St. Martin's Publishing Group. "We're excited to create a home for books that are smart, challenging and a pure delight."

"At its heart, Tytora is a sanctuary for the curious, operating at the intersection of intellect and play. We're excited to invite readers to find peace in a pattern, adventure in a challenge, and revel in the thrill of solving the next big thing," say Nichole Argyres and Courtney Littler.

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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.

U.S. publishers include Celadon Books, Farrar, Straus and Giroux, Flatiron Books, Henry Holt & Company, Macmillan Audio, Macmillan Children's Publishing Group, The St. Martin's Publishing Group, and Tor Publishing Group. In the UK, Australia, India, and South Africa, companies in the Holtzbrinck Publishing Group publish under the Pan Macmillan name. The German publishing company, Holtzbrinck Deutsche Buchverlage, includes among its imprints S. Fischer, Kiepenheuer & Witsch, Rowohlt, and Droemer Knaur.

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