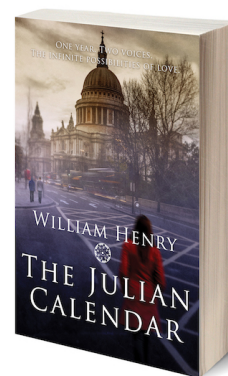




Publicity plan

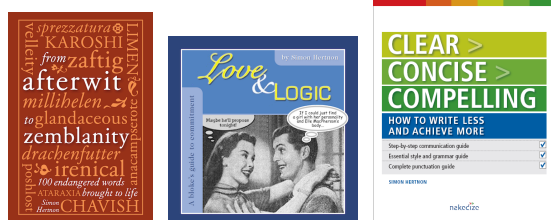
Experienced non-fiction author and publisher **Simon Hertnon** has published his debut novel, *The Julian Calendar*, under the pen name **William Henry**. Assisted by publishing and communications consultant, **Belinda Cooke**, Simon is coordinating the publicity.

All media and distribution enquiries to Simon
Mobile: 027 573-4464 Email: simon@nakedize.com



About the author

Simon Hertnon has previously published three non-fiction titles: *From Afterwit to Zemblanity: 100 endangered words brought to life* (New Holland, 2008), *Love & Logic: a bloke's guide to commitment* (Marsilio Press, 2001), *Clear, Concise, Compelling* (Nakedize, 2006).



Simon is an Associate of **Victoria University of Wellington**, where he has taught business writing for a decade. Simon has a BA (Linguistics) and is an experienced radio and television interviewee.



Sales triggers

- Keywords: 1990s, love, London, homosexuality, coming out, religion, music
- Real-life genesis; written over 26 years
- 'Julian' based on Kiwi expat UK bookseller, John Garmonsway (1928-2018)
- Dramatic publishing backstory
- Spotify playlist for music enthusiasts
- Second novel (*Par Avion*) late 2019

Promotional programme

March to July, targeting reviews and interviews
15 March: Auckland launch at Time Out
5 April: Wellington launch at Vic Books
Date TBC: Tauranga promotions
29-31 July: Christchurch promotions
Promotion to libraries and book clubs

Magazines

North & South, New Zealand Books
Quarterly Review, Next Magazine, Metro

'Highly recommended'

New Zealand Listener (13-19 April)
– *Capital Magazine* (March) author profile

Newspapers

NZ Herald, Waikato Times, Dominion Post,
Christchurch Press, Otago Daily Times,
Sunday Star-Times, NZME regional

Radio

RNZ National, NewstalkZB, Magic Talk,
Coast FM, Plains FM

'A lovely story [with] many layers'

Vic Books Breakfast, Radio Active (7 April)

Online and social media

Beattie's Book Blog, Booksellers NZ,
Scoop Review of Books, NZ Booklovers
facebook.com/williamhenryauthor
williamhenrybooks.com

New Zealand distribution

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DISTRIBUTION

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