



Sourcebooks and Penguin Random House North Asia Create Callisto China

Partnership Will Expand Reader-Driven Book Distribution to New International Audience

(NAPERVILLE, IL – November 17, 2023) - Sourcebooks and Penguin Random House North Asia are excited to announce a collaborative publishing partnership creating Callisto China, which will bring premier data-driven publishing to the Chinese market in a new way.

In May, the publishing assets of Callisto Media, a leading nonfiction publisher, were sold in a Sourcebooks-led, Penguin Random House-funded acquisition. As one of the United States' fastest-growing independent publishers with 64% growth year to date, Sourcebooks' expertise in demand-driven publishing makes it the ideal organization to oversee the Callisto publishing program and create the most impactful, data-centric, profitable future for consumer-led books.

"This has been a transformative year for Sourcebooks worldwide—our international business has grown a remarkable 73% over last year, in large part due to market specific partnerships that allow for our publishing to benefit from best in class localized expertise," said Shawn Abraham, Vice President, International Sales at Sourcebooks. "This collaborative publishing partnership with PRH North Asia for Callisto China is positioned to create a brand-new opportunity for both companies, as well as this amazing publishing program."

PRH North Asia has represented Sourcebooks sales in China since 2020, and this evolution in the partnership is poised to bring leading nonfiction books for children and adults to the market in Chinese under the Callisto brand for the first time ever. Callisto China will publish a selection of Callisto's frontlist and backlist titles in the local language, while English-language editions of Callisto titles will remain available via Sourcebooks' distribution partnership with PRH North Asia.

"As we forge our partnership, we tap into the vibrant pulse of China's market, where the demand for children's nonfiction and educational books is expanding rapidly," said Azia Cheng, CEO PRH North Asia. "This collaboration is more than a business interaction; it is a dedication to the growth and enlightenment of young minds. Our entry into this market with a robust catalogue of children's titles is a response to the increasing emphasis on holistic development—mental, physical, and emotional—in early education. We are eager to contribute significantly to this genre, providing young readers with the tools they need to thrive in an ever-changing world. We are equally committed to the adult segment, recognizing the growing interest in self-care and lifelong learning among Chinese adults. We are eager to contribute significantly to both genres, providing resources that empower all ages to navigate and excel in a complex world. Our commitment is to cultivate not just knowledge but resilience and creativity, which are so vital in today's society."

(cont.)

“Callisto has developed an extraordinary line of books which have never had exposure to an international audience,” said Dominique Raccach, Publisher and CEO of Sourcebooks. “This new collaborative partnership with PRH North Asia brings Callisto to the Chinese market in a really comprehensive way, with marketing support and best-in-class distribution, for books that will delight, inform, and entertain readers.”

Founded in 2011, Callisto combines the power of big data and technology to deliver high-quality, high-value books that help consumers to genuinely improve their lives. Callisto’s expansive nonfiction publishing list includes workbooks, cooking, health and wellness, relationships and personal growth—content that can travel globally.

“This collaborative publishing partnership with PRH North Asia for Callisto China is an unprecedented opportunity for the Callisto publishing program to reach new readers of all ages in China, expanding the Callisto Publishing brand globally for the first time,” said Talia Platz, Editorial Director of Callisto Publishing. “As an early member of the Callisto team, it’s an opportunity that I couldn’t have imagined back when I joined in 2014. It represents the possibilities now available to our publishing program as a part of Sourcebooks, and with our partners at Penguin Random House.”

This inventive model is a continuation of Sourcebooks and Penguin Random House’s collaborative partnership, which was further strengthened earlier this year with Penguin Random House taking the majority position at Sourcebooks with no changes in the publisher’s leadership, management, publishing autonomy, or entrepreneurial culture, and the running of the organization—including all employees.

The Penguin Random House China office was established in 2005. Penguin Random House's operations in mainland China are primarily divided into two parts: Chinese publishing and sales. Penguin Random House has its local editorial team, who collaborate with authors, agents, and domestic publishing partners to produce high-quality bestsellers. The publishing business covers general adult publishing and children's book publishing. The sales business includes original book sales, digital sales, copyright transactions, and ELT (English Language Teaching) business.

About Sourcebooks

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in dynamic, data-driven ways. We create books that transcend categories and defy odds, and we have been honored with hundreds of national bestsellers and awards. We are a company of enthusiastic book lovers passionate about connecting books to readers in new and innovative ways. Story by story, book by book, we have changed more than 100 million lives. Join us as we change 100 million more. Visit sourcebooks.com for more information.

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