

Sourcebooks Partners with Penguin Random House Audio to Launch New Audiobook Publishing Program



Naperville, IL and New York, NY – December 12th, 2024 – Sourcebooks is thrilled to announce the launch of its new audiobook program in partnership with Penguin Random House Audio. The initiative, which will allow Sourcebooks to produce audio content in-house, gives authors greater creative collaboration in the creation, distribution, and marketing of their audiobooks. The initiative will be set up as editorially independent imprints within Penguin Random House Audio.

The entrepreneurial publisher has hired industry leaders Catherine Bucaria, Vice President and Publisher, Sourcebooks Audio and Almeda Beynon, Director of Audio Production to helm this new program. Bucaria previously served as Director of Audio Strategy & Acquisitions at Penguin Random House, and Beynon previously served as Executive Producer at HarperCollins.

Sourcebooks' new audiobooks program will start with titles from its bestselling mystery and romance imprints (Poisoned Pen Press and Sourcebooks Casablanca) as well as its Callisto non-fiction imprint, starting in January and February 2025.

In 2026, Sourcebooks plans to expand the program to its other imprints, including its flagship imprints, Sourcebooks Landmark, Sourcebooks Fire and Bloom Books. Kim Michele Richardson, author of *The Book Woman of Troublesome Creek*, *The Book Woman's Daughter*, and a forthcoming third novel, *The Mountains We Call Home: The Book Woman's Legacy*, set to publish in Spring 2026, will be one of the inaugural authors involved in this audio program.

“Sourcebooks has been an excellent partner for seven years, handling my works and the Kentucky people with great sensitivity and care, and I'm excited and greatly honored for this new journey,” says Richardson.

The steady growth of both Sourcebooks and the audio format present a unique opportunity for the publisher, aligning with their mission to connect extraordinary authors and books with readers in dynamic, data-driven ways. According to the most recent survey released by the Audio Publishers Association, of which Sourcebooks is now a member, the booming audio industry saw its 11th straight year of increasing sales in 2023, with revenue rising by 9% to \$2 billion. Most U.S. adults (52%) now report having listened to at least one audiobook, which translates to an impressive 149 million Americans. Audio now accounts for approximately 11% of the trade book market.



“Audiobooks are an essential part of the book ecosystem,” says Bucaria. “I look forward to working with our authors to drive this content from within Sourcebooks through our PRH Audio partnership.” Beynon adds, “I’m so thrilled to be joining Sourcebooks on this new adventure. Our goal is to craft dynamic audiobooks and to create an inclusive literary landscape where every reader can find a format that suits their reading style.”

“This new program aligns perfectly with our mission to change lives through books. I’m so excited to be joining the rapidly growing audiobook landscape,” says Raccah. “Catherine and Almeda in partnership with our friends at Penguin Random House Audio will make a huge difference for so many of our authors, and will help them reach a whole new level of readership. This new initiative represents another significant step in Sourcebooks’ extraordinary growth story.” As of week 41 of 2024, Sourcebooks is up +50.9% over its record-breaking results last year to date.

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About Sourcebooks

As Newsweek’s #2 Most Loved Workplace in 2024 and a recognized leader in innovation by Fast Company (2024 Most Innovative Companies, 2023 Best Workplaces for Innovators), we use a mission-driven, data centered approach to drive success for our authors and their books. We’re a thriving entrepreneurial company that creates books that transcend categories and defy odds, and we’ve been honored with hundreds of national bestsellers and awards. We are passionate book lovers dedicated to connecting books to readers in innovative ways. Story by story, book by book, we have changed more than 300 million lives. Join us as we change 300 million more.

About Penguin Random House Audio

As the premier publisher in the audiobook industry, Penguin Random House Audio is dedicated to producing top-quality fiction and nonfiction audiobooks written and read by the best in the business, including books by bestselling authors like Brené Brown, James Clear, John Grisham, Ali Hazelwood, Emily Henry, George R. R. Martin, Toni Morrison, Celeste Ng, Colson Whitehead, and Jacqueline Woodson as well as Presidents Barack Obama, George W. Bush, and Bill Clinton, and First Lady Michelle Obama. Our audiobooks have won 19 GRAMMY® Awards, 111 Audie® Awards, and 28 Odyssey Awards and Honors. Random House Audio, Penguin Audio, Listening Library, and Books on Tape are imprints of the Penguin Random House Audio Publishing Group, a division of Penguin Random House LLC.