

FOR IMMEDIATE RELEASE:

### The Woman-Founded Outsider Publisher Disrupting the Book Industry

*Innovative approaches secure Sourcebooks' place as one of Fast Company's 2024 Most Innovative Companies*



(NAPERVILLE, March 19, 2024) Entrepreneurial book publisher Sourcebooks has ranked #6 in the Media category on Fast Company's prestigious list of the World's Most Innovative Companies of 2024.

*Publishers Weekly* hails the outsider press as “**the self-made success of the century.**” Sourcebooks was **#31 on Fast Company's Best Workplaces for Innovators 2023** and is now **one of Fast Company's 2024 Most Innovative Companies**. The company's data-driven, entrepreneurial spirit leads to industry-defying results annually.

For over a century, book publishing's reputation has been that of a highly traditional industry that follows long-established rules. Often, tastes and opinions come before data when deciding which books get published. Today, this has created a business that's tough to break into for aspiring professionals, new authors, and entrepreneurs.

Enter Sourcebooks: Dominique Raccah, Publisher and CEO, started out in a spare bedroom of her suburban Chicago home in 1987. With no funding, employees, or connections, she cashed in her 401(k) to start the business. “It's an inspiring origin story: Sourcebooks **is now the 7th largest publisher** in an industry where the main

players have existed for centuries. She did not inherit this position, she built it from the ground up,” says Molly Waxman, Executive Director of Marketing.

#### On Being an Outsider

Sourcebooks closed 2023 with **sales up 59 percent in an industry that was down 3 percent**. “We've always been an outsider,” says Raccah. “We're headquartered in the Midwest, rather than New York. We have an all-women Board. We use growth mindset and data to drive innovation across all teams. We deeply collaborate with our authors and retail partners. We're committed to the mission that books change lives.”

Adds Todd Stocke, SVP, Editorial Director: “Traditional book publishing has often been about being a gatekeeper between authors and readers. **It's fair to say that we're more of gate-crashers than gatekeepers.** We're looking to amplify the creative vision and connections between authors and their readers. The tent we're trying to put up is hugely broad, very welcoming, and constantly evolving.”

#### How Sourcebooks Became a Leader in Romance

In 2023, the data-driven publisher saw **228 percent growth** in its romance imprints (Bloom Books and Sourcebooks Casablanca). As a result, Sourcebooks enters 2024 as **the #1 romance publisher in the United States**.

“A key part of our success in Bloom comes from an author and reader-first approach. We consider the authors and their readers before everything, and let them guide our choices. This has created new points of entry for authors to connect with readers as our imprint expands,” says Christa Désir, Editorial Director for Bloom Books.

“Once again, Sourcebooks has proven itself to be the innovation leader in the U.S. publishing market,” said Kristen McLean, executive director, primary industry analyst at Circana. “Their unprecedented triple-digit growth in romance this year is the result of many years of strategic investment combined with a growth mindset focused on uncovering opportunities others may not see. As an industry observer, **it’s been one of my favorite companies to watch.**”

#### How Sourcebooks is Defining the Future of Mystery/Thriller

Poisoned Pen Press, Sourcebooks’ mystery and thriller imprint, recently celebrated instant #1 *New York Times* Bestseller *The Teacher* by Freida McFadden. After rigorous market testing, Sourcebooks is applying an aggressive publishing schedule—based on Bloom’s successful quick-to-market program—to McFadden’s psychological thrillers. It enables the release of seven of McFadden’s books within ten months. **This schedule is a new approach to publishing, pioneered by Sourcebooks:** typically, a book can take up to two years from manuscript to on-shelf.

“Readers build community around McFadden’s books; they swap recommendations and share their enthusiasm on TikTok. The reader-centric approach we’ve taken means we’re able to get these incredible thrillers to those communities faster than ever— and we’re exposing more readers to the genre,” says Jenna Jankowski, Editor for Poisoned Pen Press.

#### How Sourcebooks is Leading in Young Adult (YA)

Laura Nowlin’s *If Only I Had Told Her*, the much-anticipated follow-up to *If He Had Been With Me*, **set a preorder record for Sourcebooks’s YA imprint** and sold more than 85,000 print copies in its first week, and was the #1 bestseller in *The New York Times*, *Sunday Times*, *Toronto Star*, and *Globe & Mail*. *If He Had Been With Me* has spent fourteen months on the *New York Times* Young Adult Paperback bestseller list and was the #1 young adult book in the country in 2023. “We’re proud to be leading the charge in the Young Adult genre. With innovative storytelling and a finger on the pulse of cultural trends, Sourcebooks continues to set the standard for publishing diverse and authentic stories that readers crave,” says Heather Moore, Senior Director of Marketing for Sourcebooks Kids and Young Adult.

Adds Dominique, about the exciting opportunities Sourcebooks is seeing today: **“There has never been more opportunity for books and authors than there is today. It’s so exciting to be part of creating the future of books.”**

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*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 booklovers passionate about connecting books to readers in new and innovative ways. Story by story, book by book, we have changed more than 300 million lives. Join us as we change 300 million more.*

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