



ILLUMICRATE BOOK SUBSCRIPTION BOX

The last year

Changing market

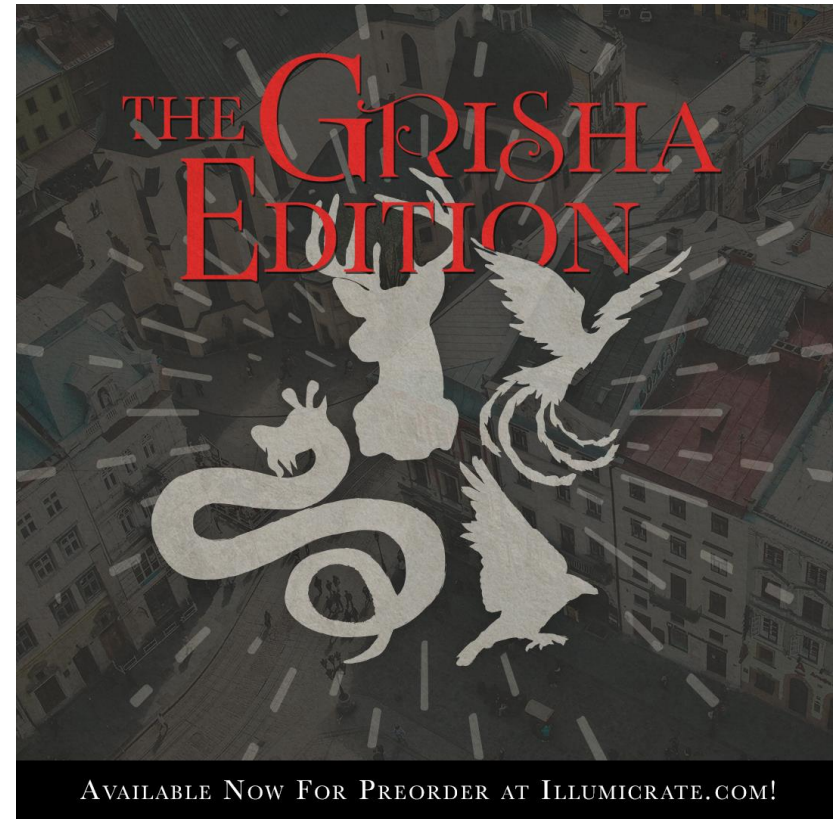
- ❑ Increased competition
- ❑ Customers have more than one subscription
- ❑ Quantity/quality of items
- ❑ Budgetary pressures

How Illumicrate has adapted

- ❑ Delivering publisher exclusives
- ❑ Fresh ideas and unexpected titles/items
- ❑ Full reading experience

The Grisha Edition

- Tap into popular ‘fandom’, Leigh Bardugo’s Grishaverse
- Coincides with release of latest book ‘The Language of Thorns’
- Higher value
- Work with author and publisher to advertise



What I've Learned

- ❑ Do judge a book by its cover
- ❑ Little extras make a big difference
- ❑ Too many bookmarks
- ❑ Brand loyalty is key