



ON SALE 4/27/2021
Announced 1st Print: 75,000

THE MIT PRESS

TR: 9780262539944 / \$18.95/\$24.95

EL: 9780262361453 / \$13.99/\$22.99

BISAC 1: Young Adult Fiction - Comics & Graphic Novels - Science Fiction

BISAC 2: Young Adult Fiction - Girls & Women

BISAC 3: Young Adult Fiction - Technology

Page Count: 168 **Trim Size:** 6-1/2 x 9-5/16

Carton Count: 24

Illustrations: FULL COLOR THROUGHOUT

Age: 12 and up **Grade:** Grade 7 & Up

In-House Editor: Matthews, Jerme

Publicity and Marketing

- An incredible opportunity to consolidate an audience we have developed through previous successful titles including *The Dialogues* by Clifford Johnson, *A Brief History of Feminism* by Patu and Antje Schrupp and the Twelve Tomorrows series
- We will partner with Einhorn Epic Productions for amplified outreach to media and collaborate across our social media channels
- Alongside extensive publicity pitching we will be launching the book with announcements about MIT Press plans to move strategically into children's publishing
- Two highly-engaged and well-connected authors offer the opportunity for a comprehensive radio and events tour
- Subject-related email newsletters to our organically grown list
- Regular organic social media posts
- Inclusion on topic landing page
- Facebook Social Advertising
- Amazon Search Advertising
- Twitter Social Advertising
- Reddit Social Advertising
- Education Week display ad
- Popular Science newsletter ad
- We Are Teachers social media promotion
- Bookforum print ad

The Curie Society

created by Heather Einhorn and Adam Staffaroni,
written by Janet Harvey; illustrated by Sonia Liao; and
edited by Joan Hilty



TARGET CONSUMER:

- Enthusiastic readers of contemporary science fiction and graphic novels who are fiercely loyal to their favorite characters and series.
- Science-curious tweens and young adults.
- Young fans of the plausible--*Artemis* by Andy Weir--as well as the fantastic and classic *A Wrinkle in Time*, looking to begin a new adventure in the graphic novel format.
- The 60/40 demographic split of *Hunger Games* readers, excited by strong female lead and action-adventure.
- A Harry Potter-style intergenerational audience, capitalizing on enthusiasm for science-driven storylines that can be shared between kids, teens, and adults.
- Fans of *Big Bang Theory*, *The Martian*, and *Particle Fever* who enjoy real-world science in a pop culture framework featuring a team of aspirational lead characters operating in a relatable modern world.
- Readers in the library market, as the book and format appeals strongly to both young readers and gatekeepers.

A covert team of young women--members of the Curie society, an elite organization dedicated to women in STEM--undertake high-stakes missions to save the world.

An action-adventure original graphic novel, *The Curie Society* follows a team of young women recruited by an elite secret society--originally founded by Marie Curie--with the mission of supporting the most brilliant female scientists in the world. The heroines of the Curie Society use their smarts, gumption, and cutting-edge technology to protect the world from rogue scientists with nefarious plans. Readers can follow recruits Simone, Taj, and Maya as they decipher secret codes, clone extinct animals, develop autonomous robots, and go on high-stakes missions.

- CONTEMPORARY AND PERFECTLY POSITIONED: Our talented, experienced, and well-connected partners on this project--and the women and experts they've consulted--provide instant credibility for this project.
- MASTERS OF THE FORM, BRANCHING OUT TO START THEIR OWN CREATIVE EMPIRE.
- HITS THE TRIFECTA: Scientifically plausible near-future sci-fi with a strong female lead.
- ENCOURAGING YOUNG WOMEN IN STEM: A multilayered spy/action thriller about a contemporary secret society of heroines who use their STEM skills to save the world.
- STRAIGHT TO SERIES: The Curie Society will be the first in a series surrounding these characters.
- OPTIONED FOR TELEVISION: The Curie Society concept has been optioned for television by Scooter Braun, agent to Ariana Grande and Justin Bieber.
- WELL RESEARCHED AND INFORMED: the science--and characters--inspired by a real-life women scientists across various disciplines. Famously accurate Andy Weir is a consultant on this project.
- RICH MEDIA FODDER, perfect for Webtoons, Comixology, CBR.com, Wired, and more.

"The Einhorn team is one of the strongest creative shops we've worked with--and their goal is nothing less than building entire universes from scratch--like Marvel and DC have done in the past. What's more, Einhorn's aim is to accomplish this while staying laser-focused on a female young adult demo--with powerful new female heroes at the center of the stories. We think the potential there is massive, the mission is important, and wanted to support it in any way we could." --iHeartRadio

"A fun comic starring heroines who find themselves solving one scientific puzzle after the next!" --Andy Weir, author of *The Martian* and *Artemis*, and a consultant on this project.

Author Bio: Creators Heather Einhorn and Adam Staffaroni also created the hit teen scripted podcast *Lethal Lit: A Tig Torres Mystery* (a *New York Times* Great Podcast of 2018). Comic book writer Janet Harvey's credits include the graphic novel *Angel City: Town without Pity*. Illustrator Sonia Liao's past credits include the Ember in the Ashes graphic novel *A Thief Among the Trees*.

Residence: Einhorn: New York, NY; Staffaroni: New York, NY; Liao: Westford, MA; Harvey: Austin, TX

Hometown: Einhorn: New York, NY; Staffaroni: Cheshire, CT

Author Site: einhornsepicproductions.com; sonialiao.com; janetharvey.com

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| Comparative Titles by Other Authors | ISBN | OS | Publisher | Price US/Can. | IN GR | LTD GR | LTD NT | LTD R | 12m RM | POS |
|--|---------------|-------|------------------|-----------------|-------|--------|--------|-------|--------|-------|
| Secret Coders / Gene Luen Yang / PB | 9781626720756 | 09/15 | Macmillan | \$10.99 | | | 29.5k | | | |
| Dialogues/Johnson, Clifford V./HC | 9780262037235 | 11/17 | The MIT Press | \$29.95/\$39.95 | 0 | 0 | 0 | 0 | 0 | 11.1k |
| In Real Life / Cory Doctorow / PB | 9781250144287 | 02/18 | Macmillan | \$12.99 | | | 7.5k | | | |
| Brief Hist Of Feminism/Patu/HC | 9780262037112 | 8/17 | The MIT Press | \$14.95/\$19.95 | 0 | 0 | 0 | 0 | 0 | 1.6k |
| After On / Rob Reid / HC | 9781524798055 | 08/17 | Random House | \$28.00 | | | 3.8k | | | 4.4k |
| A Girl Named Digit / Annabel Monaghan / PB | 9780544022485 | 05/13 | Houghton Mifflin | \$8.99 | | | 3.0k | | | |

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