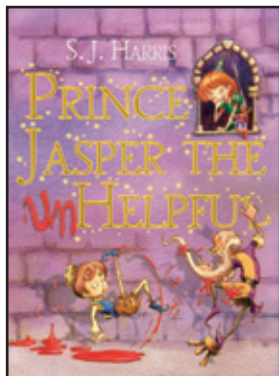


## TICKTOCK MAKE THE MOVE INTO FICTION



Prince Jasper the Unhelpful

TickTock is set to build on its extensive portfolio of children's non-fiction titles next year, with the addition of a brand new fiction list. A key reason behind this move is the opportunity to take advantage of greater allocation of shelf space for this genre in book stores. This makes TickTock a more rounded publisher, with a program that includes pre-school, school and library, non-fiction, gift and fiction titles.

Melissa Fairley, our new Publisher, fresh from a successful stint at Kingfisher, suggested the move. She says:

"Our new fiction list covers the full range of titles for children, from illustrated chapter books to novels for teenagers. All the titles have been considered carefully and offer great reads to fill real gaps in the market."

John Twiggs, Chief Executive, adds:

"We believe that the new fiction titles are really well written, with the emphasis on quality books that children will enjoy. We have also paid attention to the lack of new material for girls aged 10-14, and have two great titles in the first season for this market."

The planned fiction list will be made up of four strands; illustrated chapter books for five to eights and seven to nines and novels for the nine to fourteen and teen age groups. Some of the excellent titles already selected for a Spring 2010 launch include: *Prince Jasper the Unhelpful*, Sarah Harris' series about a prince who just has to help; award-winning screenwriter Simon Nicholson's first children's series *The Oldmoor Orphans*, set in a rickety hotel where only the peculiar seem to visit; Gillian Shield's witty reality TV novel for tweenage girls, *The Actual Real Reality of Jennifer James*; and *The Youngest Templar*, an adventure story about a young orphan boy called Tristan, who is swept up in a Knights Templar adventure.

Look out for the new TickTock fiction titles in Spring 2010. ■

## A CHANGE OF EMPHASIS

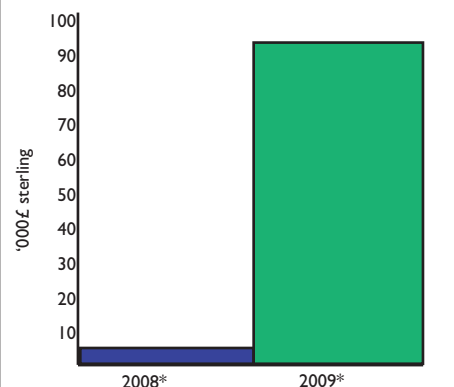
Over the past 12 months, the company has changed its emphasis; from a sales led business, to one that is governed by its new publishing and marketing strategy. A new publishing team has been implemented to produce a more rounded program for TickTock's established market, and take advantage of the more profitable opportunities. This new strategy has also been complimented by a new marketing team, to improve communication with the company's customers and create greater consumer awareness of our books.

## SUCCESS IN SALES

TickTock has enjoyed a successful year so far, including several noteworthy business deals. Firstly, Tim Cook and George Scudder succeeded in selling the entire *I Love Reading* series, a total of 36 titles, in the Afrikaans language to the wholesale distributor Phambili in South Africa. Having already been successfully introduced into primary schools in the UK, Phambili will now distribute the series throughout South Africa. Family owned since 1994, and with over 45 years experience in the book trade, Phambili is a successful and committed company with the sole distribution rights to supply and represent 25 international publishers.

This year TickTock have also established a relationship with Scholastic India, who now exclusively distribute our titles in India. Scholastic Corporation is the world's largest publisher and distributor of children's books, and works closely with teachers, parents and students to encourage reading and promote the highest quality of reading and educational material in English. TickTock's new relationship with Scholastic should serve to further strengthen our position in overseas markets.

Sales increase in India



\*January - September sales

TickTock have built strong relationships in 2009, both within the UK and overseas, thus insuring the continuation of year-on-year growth that TickTock has experienced since its inception.

COMING SOON

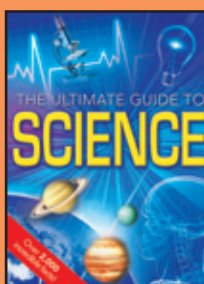
TickTock will be publishing a plethora of excellent non-fiction titles over the next couple of months, including:

*The Ultimate Guide to Science*, providing instant access to thousands of facts! Simple concepts explained, plus every fact imaginable create one definitive and authoritative science resource; *Let's Find Out About*, a 4 book series for 5-8 year olds which helps young readers build vocabulary and improve reasoning skills, whilst



Clash: Extreme Sports

learning about important concepts such as *Good Manners* and *Healthy Eating*, and *Using Maps*, a vibrant new series for 7-9 year olds, which uses maps to help explain the world around us. Last but by no means least, youngsters can read about the thrills, facts and challenges of the world's most extraordinary sports, including skydiving and rock climbing in the 6 book series, *Clash: Extreme Sports*.



The Ultimate Guide to Science

Phone +44 (0) 1892 509400 or email [info@ticktock.co.uk](mailto:info@ticktock.co.uk) for a catalogue or further details.



Jensen

## CUTE AS A BUTTON

Congratulations to Dan (Danielle Stillman) who gave birth to the newest addition to the TickTock family on 22nd June. Jensen Harry weighed in at 6lbs 14 oz after a painkiller free home-birth. That's right, no drugs were used in the production of this baby, just one more reason not to mess with Dan! The happy mum then took upwards of five minutes leave before getting back onto the laptop to do some work and then out for a swift canter on her horse. Well done Dan, we're all very proud of you.

## HENRY 500

Our fantastic, limited edition book, *Henry VIII*, published in June to commemorate the 500th anniversary of his coronation, has found its natural home in some of



the greatest institutions of the capital and is now on sale in Westminster Abbey and the British Library. You'll need to order your copies fast though, as they won't be around for long!

## REP-ORTAGE

As our team of reps embark on a busy new school year, it's worth taking a look back at the successes of the last few months and plans for the future of TickTock Direct.

We are delighted to have appointed two Regional Managers in Sandy Collins (Midlands and South West) and Kym Sargent (South East). Both seem to be revelling in the role whilst maintaining excellent sales in their own right; Sandy having recently brought in an order for nearly £5,000 from a library audit and Kym having beaten every target set so far since starting in February!

Another excellent appointment has been Christine Alford as Recruitment Manager. Mainly in a consultancy role, Christine's aim is to build the sales team up to 24 representatives over the next 2-3 years.

## NEW STAFF

The last three months have seen the *TickTock* team grow to the tune of five members:

First in June was Sheila Clewley, our new assistant to CEO John Twiggs. Sheila comes to us from Kingfisher. Laura Braithwaite next joined us in late June as our new Accounts Assistant. Laura is helping boost the Financial team due to Danielle's maternity leave.

Next came Claire Kidman in July, in the new role of Marketing Assistant. Claire will be aiding the Marketing function, including production of this newsletter amongst other duties.

In August we were joined by Faith Booker, who has taken the new Art Director post. Faith has previously enjoyed success at HarperCollins.

And supporting our continuing commitment to the publishing industry, in September we were joined by our latest foreign rights intern, Nadja Gerzen, who brings her knowledge of European rights to TickTock.

Welcome one and all!

## THE INTERVIEW

This month's interview is with Simon B. Nicholson, writer of *The Oldemoor Orphans*, a new series centred around two children called Ernest and Daisy, who are left to look after a rickety old hotel, one which attracts the strangest of guests...



Simon Nicholson

**Q:** Simon, this is your debut novel - as an established and successful writer for TV and theatre, what made you decide to move into children's literature?

**A:** *In TV and theatre, you get to write the script. Writing books gives me the chance to do everything: invent the scenery, the music, the lighting, the sound effects... everything. It's exhausting but fun!*

**Q:** Where did the inspiration for the book come from?

**A:** *A very old photograph of a twelve-year old boy dressed up in a hotel porter's uniform, from the 1920s. He's staring in the mirror, and smoothing his hair so that it looks perfectly tidy. .. he's Ernest.*

**Q:** You have written for various children's TV shows, including *Bob the Builder* and *The Hoobs*, devised the original comedy-factual series *The Investigators* for Channel 4, and written several children's music-theatre pieces. What do you think interests you particularly about writing for this audience?

**A:** *I think children are interested in the same things I'm interested in: a good story, strange and unfamiliar worlds, characters who matter to them. None of the messing about you sometimes get in grown-up stuff!*

**Q:** What are your three favourite books and why?

**A:** *J. G. Ballard's Empire Of The Sun, Charles Dickens' Oliver Twist and John le Carre's The Spy Who Came In From The Cold. I suppose they're all about people being forced to be someone they're not... My favourite film-maker is the Japanese animator Hayao Miyazaki, director of Spirited Away and My Neighbour Totoro.*