

WHEN TO LAUNCH YOUR BOOK



	Good For	Bad For
January	Self-help, goal setting, inspirational/motivational	Summer-focused reads, fiction
February	Love, romance, poetry	Fiction, recipe books
March	Baseball books, sports, spring, women's books	Self-help, holiday
April	Religious, Easter, memoirs, World War II, Fiction	Love/romance, winter/holiday
May	Summer reads, fiction, history, parenting	Romance/love, self-help
June	Contemporary fiction, fatherhood/parenthood	Diet/exercise, romance
July/August	Fiction, heavier reading materials	Holiday, self-help
September	History, politics, memoirs, school, college	Fiction, romance/love
October	Mysteries, horror, thrillers, dark nonfiction	Love/romance, happily-ever-afters, self-help
November	Cookbooks, holidays, religion, children's books	Self-help, romance/love
December	Generally avoid launching during heavy buy/ad months	Most books