

A book can build your business.

Breathe life into your brand.

Increase sales.

Connect with consumers.

Inspire. Motivate.

Influence the marketplace.

Shift perception.

We don't just see books.

We see opportunity.

We see things differently.

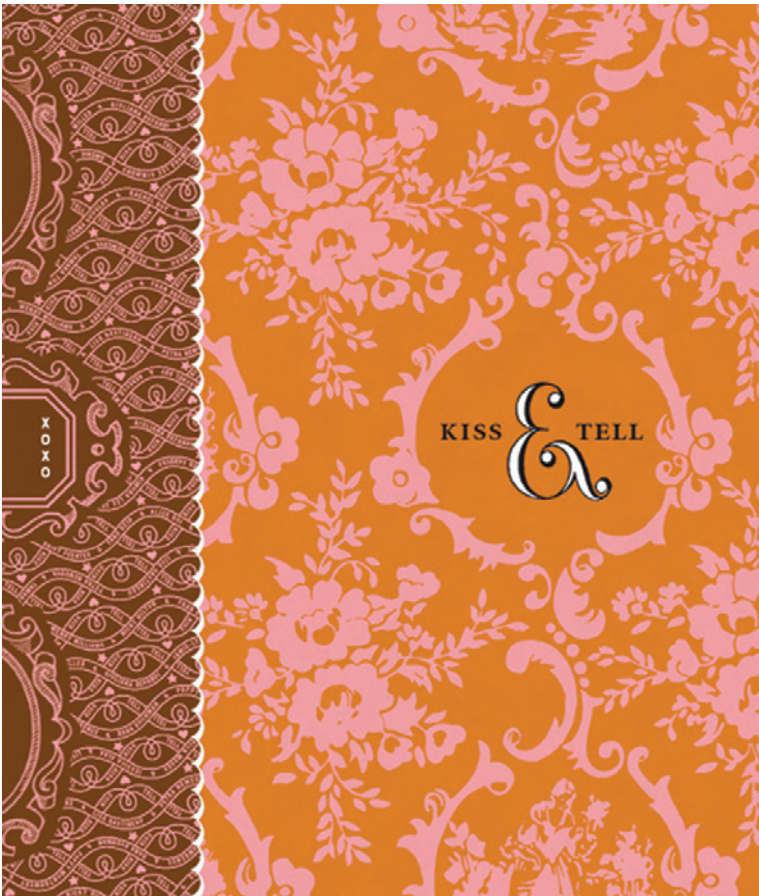
Let us show you how.

## Why a book?

“A book is personal and a great gift. Once you’ve discovered content that resonates, it makes a strong connection to the customer and an impactful gift. For *Kiss & Tell*, we knew we had a great idea that could tell two stories: 1) great celebrity kisses, and 2) heart-health facts to raise awareness for GoRed/American Heart Association. It is a sure win for Valentine’s Day gift-giving and identifies Macy’s as a destination for what’s new.

Chronicle Books’ reputation is one of quality. And when the cost is under consideration, it’s important to find a partner who can deliver both excellence and price. That’s what we found with Chronicle Books.”

—Christina Beem, Vice President, Marketing, Macy’s



As part of a corporate social-responsibility program and philanthropic effort, all the proceeds of this volume sold in Macy's stores will go to the American Heart Association in a partnership to promote women's heart health.

Client: **Macy's**

## Why Chronicle Books?

“Your company has the finest reputation for quality cookbook publication in the industry. Your accessibility has been excellent and the team has always been professional, knowledgeable, and helpful.”

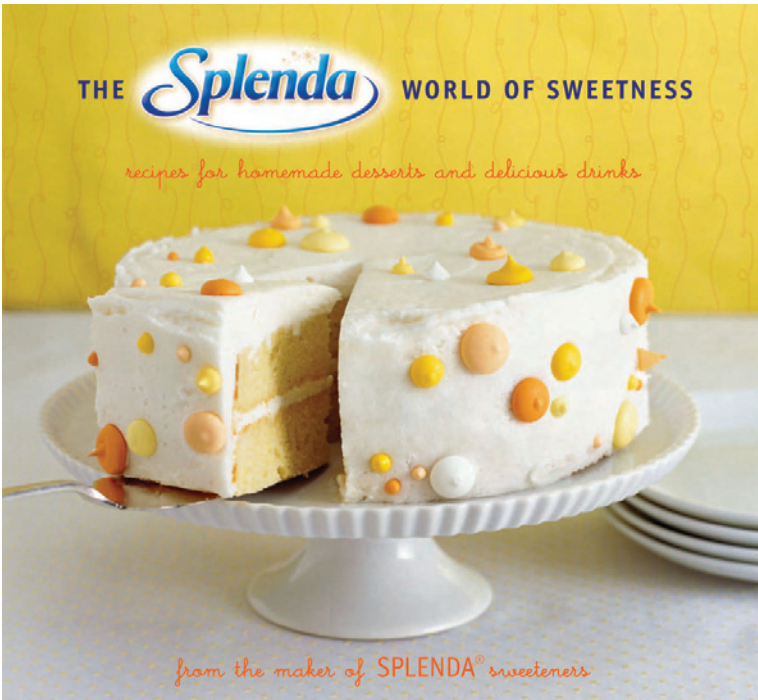
—*John Clem, Vice President, Nordstrom*

“We chose Chronicle Books because they are always looking for new designers to work with from all over the world. And they do not just choose any designers, they want all to be of great taste and creativity. Chronicle has a great eye for newness.”

—*Shannon Dietzmann, Buyer, Anthropologie*

“Chronicle was highly recommended by many friends, including John Lasseter [Executive Vice President, Pixar]. Everyone at Chronicle Books was respectful to our goals and aspirations for the book. Chronicle really spoke up when they felt strongly about a point. We backed down to their wisdom. Their philosophy on book size, marketing, and PR is on target for what we want. The proofing process was exceptional. Color corrections were great. Time lines were kept. This is my first book and I could not have imagined a better experience. Everyone at Chronicle Books was a joy to work with.”

—*Sandra Jordan, Creative Director, Jordan Vineyards & Winery*



In response to enormous consumer demand, the maker of **SPLENDA®** Sweeteners developed a cookbook to be the definitive 'one-stop' guide to using **SPLENDA®** Sweeteners. The cookbook provides families with the tools to create reduced-sugar and calorie versions of favorite foods and beverages, without compromising the sweet taste.

Client: **SPLENDA®**

# Chronicle Books Custom Publishing

We create books and stationery products for a wide range of businesses. Our products promote:

- Specialty Retailers
- Food & Spirits
- Hospitality
- Consumer Goods
- Cultural Institutions
- Corporate Anniversaries
- Entertainment & Media

Custom Publishing adds value to your business in many ways:

- Brand Extension
- Sales Tools
- Custom Merchandise
- Cross-Merchandising Support
- Corporate Histories, Anniversaries & Exhibits
- Corporate Philanthropy
- Marketing & Public Relations Campaigns

For more information, testimonials, and a full list of clients and services, visit <http://custom.chroniclebooks.com>

.....  
**Tell your story. Build your business.**  
**Contact us today.**





## Formats

Books  
  hardcover  
  paperback  
  spiral  
  custom bindings  
Calendars  
Stationery Sets  
Notecards  
Address Books  
Card Decks  
Blank and Guided Journals  
Photo Albums  
Baby Books  
Planners and Organizers  
Activity Kits  
Postcard Boxes and Books  
Children's Board Books

## Clients

Anthropologie  
Barnes & Noble  
Borders  
Cracker Barrel  
Crate & Barrel  
Club Vivant, Mumm Napa  
Dacor  
Fagor America  
Foster's Wine Estates Americas  
Gap  
Joe Boxer  
Jordan Winery  
Krupps  
Macy's  
Museum of Modern Art (NY)  
Nordstrom  
Ofoto, A Kodak Company  
Old Navy  
Pixar  
Restoration Hardware  
San Francisco Ballet  
St. Francis Yacht Club  
See's Candies  
Spiaggia  
Splenda  
Starbucks  
Sutter Home Winery  
Warner Bros.  
Williams-Sonoma

**Catherine Huchting**  
Director of New Business  
Custom Publishing  
[T] 415.537.4283  
catherine\_huchting@chroniclebooks.com

**Leslie Jonath**  
Director of Creative Development  
Custom Publishing  
[T] 415.537.4356  
leslie\_jonath@chroniclebooks.com

 **CHRONICLE BOOKS**  
85 Second Street  
San Francisco, CA 94105  
800.722.6657  
<http://CUSTOM.CHRONICLEBOOKS.COM>

## Why a book?

There are many ways to tell a story,  
but a book remains the most  
potent medium.

## A book...

Informs and educates as it entertains.

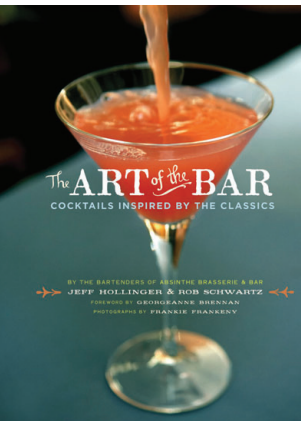
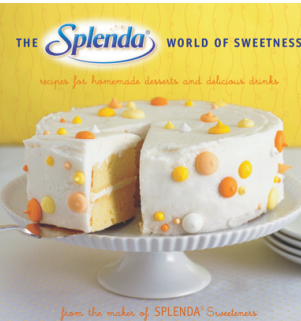
Communicates authenticity,  
credibility, authority, and accessibility.

Transcends traditional  
advertising formats.

Differentiates your company  
in an innovative way.

Gives you a lasting edge on  
the competition.

P I X A R  
AT THE MUSEUM OF MODERN ART



## Why publish with us?

### Established Reputation

In its forty years of publishing, Chronicle Books has achieved an enviable reputation in the industry that is reflected in its many national awards for writing, design, and photography. In the last decade we have expanded our business to include children's books as well as a gift division, and we now publish over three hundred books and stationery products each year. Our titles regularly appear on best-seller lists and include such runaway successes as the *Worst Case Scenario* series, *Griffin & Sabine*, and the *Beatles Anthology*. We partner with some of the most prestigious names in entertainment—DC Comics, Lucasfilm, Pixar, Nickelodeon—to publish their books and giftwares, and we provide distribution for a variety of visionary publishers, including Quirk, Princeton Architectural Press, and Blue Apple Books.

### Focused, Accessible Team

Custom Publishing gives clients the opportunity to tap into Chronicle's aesthetic and editorial expertise to create their own publications. Our experienced, dedicated team works collaboratively with clients in both the creation and marketing of their projects. We understand how a book can elicit lasting, positive emotional ties to a product in a way that traditional advertising formats cannot. Our Custom Publishing division brings the spirit and creativity for which Chronicle Books is known to the products we create for a wide range of prestigious organizations.

### Strong Artistic Values

Chronicle Books Custom Publishing is committed to helping clients realize their distinctive creative vision. Whether it's a cookbook, a company history, or a children's book, we can produce imaginative, fresh-looking products at affordable prices. What sets us apart from the competition is our unique access to the creative resources that will make your product truly exceptional.

.....

### Mission Statement

Inspired by the enduring magic and importance of books, our mission is to create and distribute exceptional publishing that's instantly recognizable for its spirit, creativity, and value. This objective also informs our business relationships and endeavors, be they with customers, authors, suppliers, or colleagues.

## Custom Publishing Creative and Marketing Services

Chronicle Books Custom Publishing's full-service creative team develops proprietary books and stationery products that allow our clients to deliver innovative, targeted content to their customers.

Our expertise covers every aspect of the book publishing process:

- Creative development
- Writing
- Editorial
- Design
- Art direction
- Photography
- Printing
- Marketing
- Publicity

We will guide you through the production process, provide access to the best and brightest creative talent in the business, and deliver the systems and services that will guarantee your product's success: full-service marketing consultation, integration into our sales catalogs, and access to private distribution.

Let our Custom Publishing team help you create beautiful, enduring products that will tell your story and build your business.

Chronicle Books. We see things differently.