



Nate Wright is 11 years old, four-and-a-half feet tall and the all-time record holder for detentions in school history. He's a self-described genius and sixth grade Renaissance Man. Nate, who lives with his dad and older sister, enjoys pestering his family and teachers with his sarcasm. To draw *Big Nate*, Peirce relies on memories of his own childhood and the experiences he collected teaching art at a New York City high school. Peirce occasionally turns his pen over to his creation, and readers get to see life through Nate's eyes as he doodles his adventures in his notebook.

www.gocomics.com/bignate

Consumer Target

- Family
- Kids, ages 5-11
- Boys

Brand Essence

- Classic property, 25th anniversary in 2016
- A comic inspired and drawn with childlike imagination

Marketing Highlights

- Large, loyal online audience at GoComics.com
- Internationally syndicated comic with massive readership
- Set the Guinness World Record for "Longest Comic Strip in the World" while live on-air on The Today Show
- Among the most popular spots at Poptropica.com
- Big Nate has been on *The New York Times* Best Seller list for more than 117 weeks
- More than 9 million Big Nate books sold to date
- On *The New York Times* Top 10 for Children, ahead of Harry Potter
- Good Morning America featured *Big Nate* in its summer reading segment
- Featured in The Washington Post, Parenting Magazine and USA Today's "Book Buzz" section

Target Categories

- Back to School
- Stationery
- Apparel
- Event/Promotion

- Toys
- Games
- Apps
- Home Decor

Licensing Notables

- Partnership between McDonald's, HarperCollins and nonprofit organization Reading is Fundamental, arranged for McDonald's Happy Meals prizes to include 17 million copies of *Big Nate* books
- HarperCollins - 18 book commitment
- Eight books with HarperCollins UK
- Books and calendars from Andrews McMeel Publishing
- Book rights sold to 38 countries, including Germany, Brazil, Spain, Greece, Taiwan, Italy, France, Japan and Australia
- *Big Nate: The Musical* premiered in 2013 at Adventure Theater in Washington, D.C., and toured more than 30 venues
- Pressman Toys launched game/puzzle line in 2012
- EFX - Back to School products
- Lincoln Peirce does several promotional tours and appearances per year around the U.S.

Merchandise Program

- HarperCollins
- Andrews McMeel Publishing
- Samuel French, Inc.
- Poptropica.com
- Scholastic
- Bioworld
- Pressman Toys
- EFX

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