

New York Comic Con Exhibitor Cinebook Defies Economic Gloom with 38 New Comic Titles in 2009

By Cinebook

Dated: Feb 03, 2009

Time for comic relief: Expectations for sales may be down across the publishing industry, but comic-book and graphic-novel publisher Cinebook will provide plenty to laugh about in 2009 with eight new series and 38 new titles.

New York City, NY— If ever there was a time for comic relief, this is it. Expectations for sales may be down across the publishing industry, but UK-based comic-book and graphic-novel publisher Cinebook will provide plenty to laugh about this year with eight new series and 38 new titles. Acquiring English-language publication and distribution rights to series already popular in their original French editions comes at a price, but owner Olivier Cadic sees that cost as an investment in the future—and a sign of hope for both retailers and comics fans.

“We’re investing to introduce to the Anglo-Saxon world the numerous European talents of the Ninth Art,” declares Cadic. “We were confident that readers would find these topselling titles just as great in English as the rest of the world finds them in French, Spanish, and numerous other languages.”

The company’s sales seem to bear out Cadic’s premise: In 2008, Cinebook’s North American sales more than tripled year on year, both in dollars and number of books sold. Last year, almost half of Cinebook’s sales were in Europe (46%) and one-third in North America (31%), but sales in North America surpassed those in Great Britain for the first time. (Cinebook also sells in the South Sea Islands, Asia and Africa/the Middle East.) Cinebook, a first-time exhibitor at this week’s New York Comic Con (booth no. 1521), has announced that it will add the following series to its already wide-ranging catalog: “Billy and Buddy,” “Buck Danny,” “The Chimpanzee Complex,” “Insiders,” “The Bellybuttons,” “Orbital,” “Pandora’s Box” and “Spirou & Fantasio.” These join the series “Lucky Luke,” “Iznogoud,” “Blake & Mortimer,” “Thorgal,” “Largo Winch,” “Aldebaran,” “Alpha,” “IR\$,” “Lady S,” “Scorpion,” “Biggles,” “Cedric,” “Clifton,” “Ducoboo,” “Melusine,” “Papyrus,” “The Bluecoats,” “Yakari” and “Yoko Tsuno,” already being published by Cinebook.

While many of these names are new to English readers, they are by no means new to Europe and other parts of the world: “Lucky Luke” titles alone have sold 250 million copies worldwide in French and other languages. “The Bluecoats,” a humorous Civil War series, which Cinebook will introduce next month in North America, has sold more than 15 million copies. And Cinebook doesn’t only have a large catalog dedicated to children’s series: For young adults and adults, the “Thorgal,” “Blake & Mortimer” and “Largo Winch” series have sold respectively 14, 12 and 10 million copies.

It is this kind of fervor for comics, known as the “ninth art” (alongside other plastic arts such as sculpture and painting) in France—a country where approximately one in eight books sold is a comic book—that Cinebook is banking on stoking in the Anglophone world. The publisher will display copies of more than 50 titles at New York Comic Con this week in its booth near the center of Level 3 of the Jacob K. Javits Center.

Cinebook will also hold daily drawings for free copies of “I.R.\$.” an adventure series about Larry B. Max, a very special agent of the Internal Revenue Service. In the current economic climate, Cadic opines that readers might especially enjoy the tales of I.R.S. agent Max, who links high finance and high crime to reel in the biggest tax evaders. “Every year it’s the same,” says Cadic with a twinkle.

“Nothing is certain but death and . . . Max!” (Cinebook will release a new volume of “I.R.\$.” each April.)

To read more about Cinebook or to view the company’s catalogue, visit www.cinebook.com. Cinebook’s titles are distributed in North America by National Book Network Distribution, Inc. (NBN), www.nbnbooks.com.

EDITORS

To schedule an interview with Olivier Cadic, or for additional information regarding the company, please email Erica Jeffrey (North America) at e.jeffrey@comcast.net or Olivier Cadic (United Kingdom) at olivier@cinebook.co.uk, T.+44(0)1227 731368.

Brief personal profile of Olivier Cadic:

In 1982, at age 20, Olivier Cadic started electronics firm Info Elec in Paris. In 1996, he transferred the company’s business offices to England, where he founded the association La France libre . . . d’entreprendre (“Free France . . . free enterprise”) to assist French businessowners. In 1999, he raised €10 million in funding and created PCB007.com, the first global Internet marketplace for printed circuits. In 2003, observing the electronics market trend toward Asian production, Cadic began systematically divesting his activities in this domain. At the end of 2005, with the founding of his publishing firm Cinebook Ltd, he began to promote Franco-Belgian comic strips to the English-speaking world. He has published approximately 30 series in English, including “Lucky Luke,” “Blake & Mortimer,” “Largo Winch” and “Thorgal.” A self-described “history fanatic,” Cadic coauthored the award-winning “Queen Margot” series, Cinebook’s only original graphic novel line.

With the support of current French president Nicolas Sarkozy, Cadic was elected in 2006 to the A.F.E. (the assembly of French nationals living abroad) to represent French citizens living in the United Kingdom. In the order of protocol, he is third in line after the French Ambassador and the French General Consul.

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About Cinebook:

Cinebook is the 9th Art* publisher, bringing you a range of the greatest comic book titles available.

We carefully select and translate into English some of the finest bestsellers from France and Belgium. These outstanding titles entertain and enlighten all age groups--the young and young at heart as well as older readers.

We present rising stars in the comic-book world in their first English editions and also offer classic titles that parents and grandparents will remember from their youth!

In 2009, Cinebook will publish 38 new titles and launch 8 new characters or series.

*Did you know that the comic strip is the Ninth Art?

(Plastic Art list: 1st-Architecture; 2nd-Painting; 3rd-Sculpture; 4th-Engraving; 5th-Drawing;6th-Photo;
7th-Cinema; 8th-Television; 9th-Comic books)

With sales of 43.3 million, comic strips represented more than one in every eight books sold in France in 2004.

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