



What is Shelf Essentials?

Shelf Essentials is a backlist publishing initiative presented by Macmillan Children's Publishing Group to highlight picture books from beloved BIPOC creators. With this program we lift up critically acclaimed stories, authors, and illustrators, and encourage readers everywhere to celebrate different cultures and make storytime more inclusive. From tender family stories to important conversation starters, no bookshelf is complete without these essential reads.

Each season we showcase five backlist picture books, all available in paperback, some for the very first time. A mix of deep backlist and more recent titles, these paperback reissues are supported with marketing and publicity efforts to bring them to the widest readership possible.

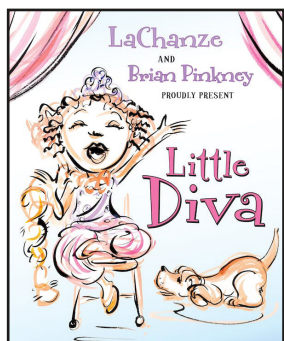
Account Offerings

We are providing booksellers with everything they need to introduce the Shelf Essentials program in their stores with our Shelf Essentials Merchandising Kit and Prepack.

- Fifteen copy prepack with three copies of each Shelf Essentials title
- Merchandising materials, reproducible activity kit, and 15 promotional stickers



SPRING 2023



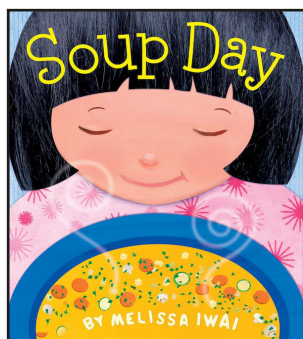
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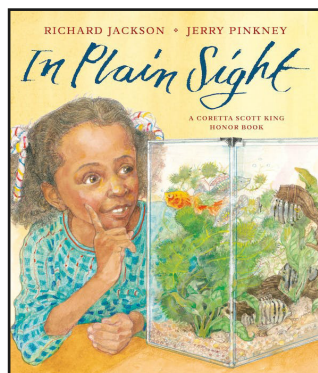
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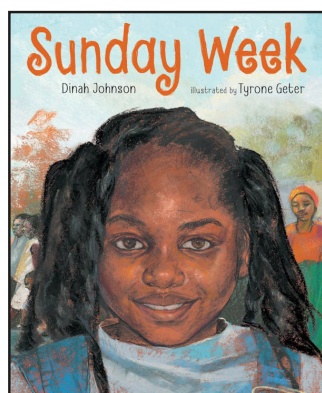
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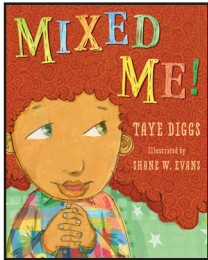
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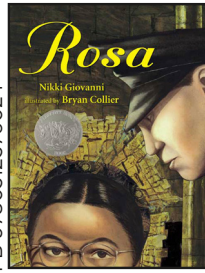
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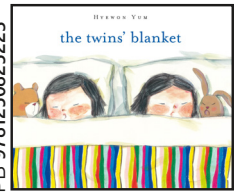
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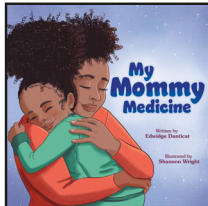
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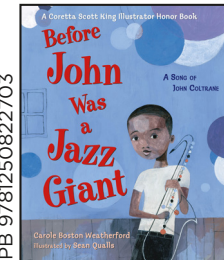
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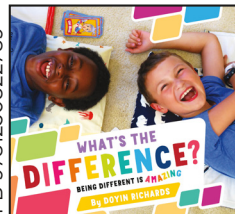
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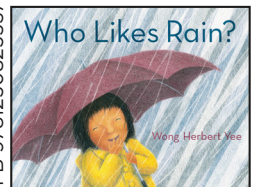
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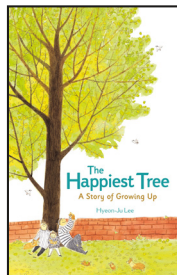
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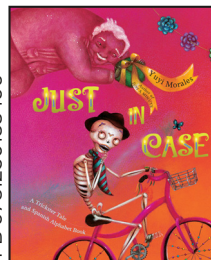
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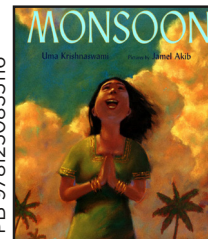
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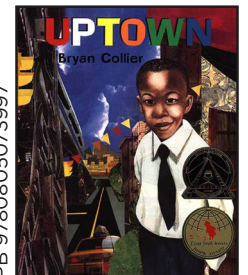
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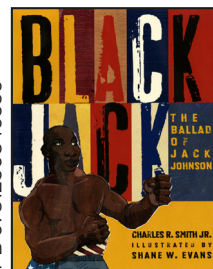
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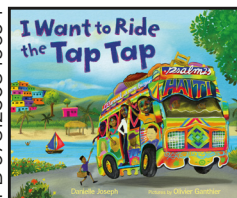
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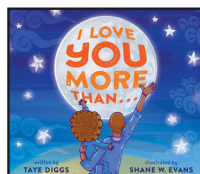
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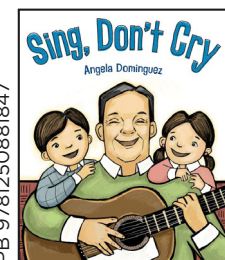
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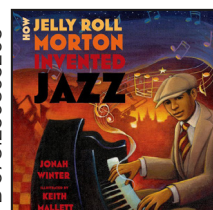
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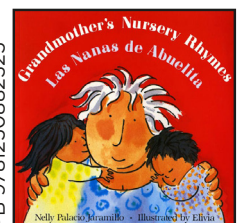
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