

4,025,167

RECIPIENTS OF EMARKETING CAMPAIGNS

288

EMARKETING
CAMPAIGNS SENT

200

BOOK REVIEWS RECEIVED

169

BOOKS PUBLISHED IN 2020

14

BOOK TRAILERS
PRODUCED

173

TITLES ADVERTISED

29

AWARDS WON

9

SEASONAL
AND SUBJECT
CATALOGUES
PUBLISHED

*2020 Sales &
Marketing Review*

UTP

UNIVERSITY OF
TORONTO PRESS
UTORONTOPRESS.COM

2020 Sales & Marketing Review

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Building for the Future

When the COVID-19 pandemic upended the University of Toronto Press (UTP) offices in early 2020, our nimble team transitioned to working remotely without skipping a beat. Books continued to arrive on schedule. We pivoted towards promoting them online while maintaining the strengths that have built our global reputation. Sales, marketing, design, and production activities quickly became completely digital. As demand for ebooks grew, so too did the number of our ebook distribution partners. While it's impossible to provide a comprehensive review of our 2020 successes, here are a few milestones:

- The launch of two trade imprints for general readers: Aevo UTP, a trade imprint for non-fiction titles about pressing issues, and New Jewish Press, featuring books on the Jewish experience today.
- Our decision to donate the profits of revenue from our Black Studies titles in 2020 to the Toronto chapter of Black Lives Matter.
- The expansion of our audience base with digital marketing initiatives such as enhanced book trailers, virtual conference exhibits, and UTP Talks, a popular series of webinars featuring our authors in conversation on high-interest issues.

Our plans for 2021 include even more dynamic growth to meet the new world reality. We will continue to develop new ways to promote our books to the widest possible audience and, also, to advance knowledge for the betterment of society.

In this report you'll find highlights of how we grew to meet these goals throughout 2020. Our authors are at the heart of what we do. We hope you enjoy this update and are inspired to work with us in the future!

Visit utorontopress.com to learn more.

Learn how to [Reach Your Audience with UTP](#).

Global Impact Map





Digital Transformation

Personal Stories

In 2020, we greatly expanded our digital reach as the global pandemic forced all communication online.

Here are a few of the ways UTP transitioned from Bay Street to home in 2020:

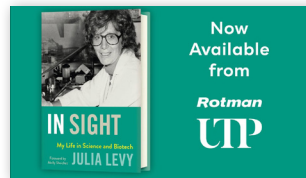
- In March, we left our 800 Bay Street office and organized our work-from-home setup.
- We quickly adopted Zoom as our primary platform to host meetings and virtual coffee breaks.
- The UTP blog became a space to share “Staff Picks,” a weekly series intended to showcase our reading picks while in isolation.

Book Trailers and Quick Pitches

2020 also marked a stunning transition in how we promote our authors to our audience of curious readers. Starting with the trade books in our new Aevo UTP and New Jewish Press trade imprints, we created a series of book trailers to provide brief and visually enticing introductions to the books.



[Lead for the Planet](#)

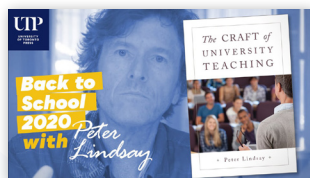


[In Sight](#)



[The A-Z of Intermarriage](#)

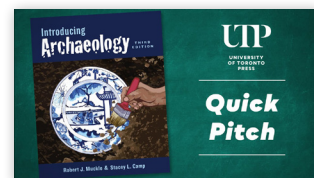
On the textbook side, the UTP higher education sales representatives brainstormed unique ways to promote our new course books as they were no longer able to visit instructors on campus. Our “Back to School” and “Quick Pitch” videos featured exciting messages from our authors and sales reps, covering the accessibility of texts for student use, the availability of digital copies, and new and relevant materials for courses.



[The Craft of University Teaching](#)



[Light in Dark Times](#)



[Introducing Archaeology](#)

Conferences and Book Launches

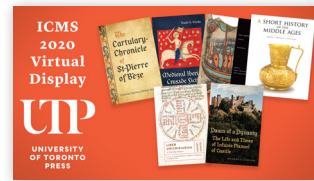
As all conferences turned virtual in 2020, we quickly adapted and designed new strategies to promote our lists. For academic conferences, we created virtual book displays along with other visual materials that could be accessed from our virtual online exhibit spaces, and where attendees could explore and connect with our participating editorial team.



[AAA Editor's Note](#)



[ASSA Annual Meeting](#)



[ICMS](#)

We have been using Zoom to host virtual book launches in a series called “UTP Talks.” As these webinars are all virtual, we have been fortunate to reach a global audience.



[The Paris Agreement: Five Years Later](#)



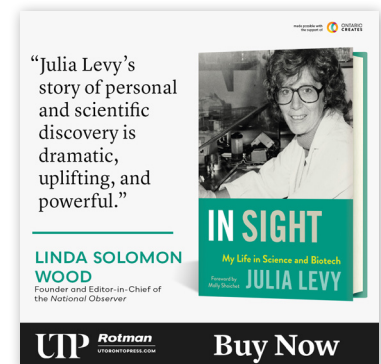
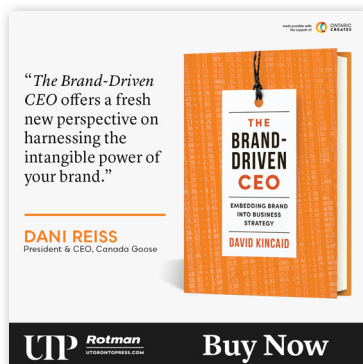
[Light in Dark Times](#)



[The Viking Immigrants](#)

Digital Marketing Solutions

With the launch of our Aevo UTP imprint in 2020, UTP made the strategic decision to start promoting select titles directly to consumers through integrated digital marketing campaigns. Working with local marketing agencies Ground Zero and Fractal Communications, UTP developed detailed targeted digital marketing plans to promote our titles through SEO, display and search ads, social media ads, and creative new targeted campaigns.



Trade Publishing at UTP

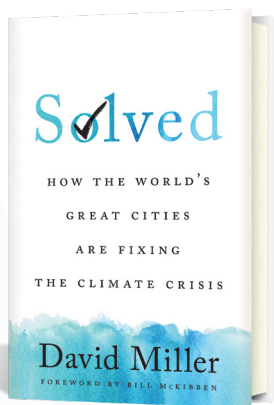
2020 was a big year for general interest publishing at UTP. We successfully launched two new trade imprints – Aevo UTP and New Jewish Press – and released several bestselling and award-winning titles in our already-established business imprint, Rotman-UTP Publishing.

We are reaching newer and wider audiences with every book that we publish in these unique trade imprints. Here's a quick overview of the imprints along with a few select titles from this past year:

AEVO UTP

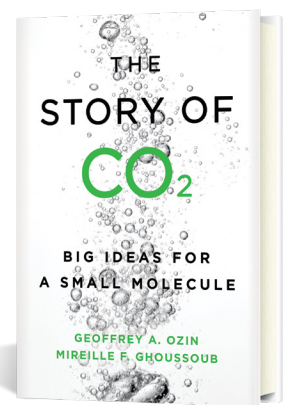
[UTORONTOPRESS.COM](http://utorontopress.com)

Aevo UTP books delve into major issues facing today's world. Written by leading experts and intended for the intellectually curious, these books tackle a range of topics including the climate crisis, urban development, mental health, and popular science. Drawn from the University of Toronto's coat of arms, "Aevo" loosely translates to "passing through time." Aevo UTP books put the present in context and bring the future into focus. Select 2020 titles include:



[*Solved: How the World's Great Cities Are Fixing the Climate Crisis*](#)

By David Miller, with a foreword by Bill McKibben



[*The Story of CO₂: Big Ideas for a Small Molecule*](#)

By Geoffrey A. Ozin and Mireille F. Ghossoub



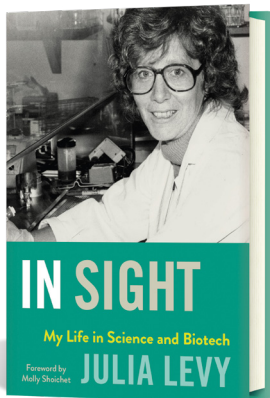
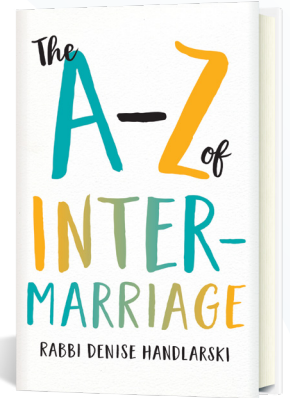
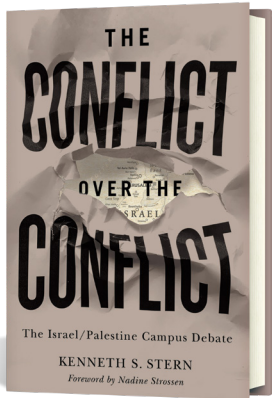
New Jewish Press is an imprint of University of Toronto Press, in partnership with the Anne Tanenbaum Centre for Jewish Studies, that includes outstanding books on Jewish culture, history, philosophy, literature, and religion. Books published under the New Jewish Press imprint will contribute to the Canadian and international Jewish cultural landscape by connecting with a broad and intellectually engaged readership. Select 2020 titles include:

[*The Conflict over the Conflict: The Israel/Palestine Campus Debate*](#)

By Kenneth S. Stern, with a foreword by Nadine Strossen

[*The A-Z of Intermarriage*](#)

By Rabbi Denise Handlarski



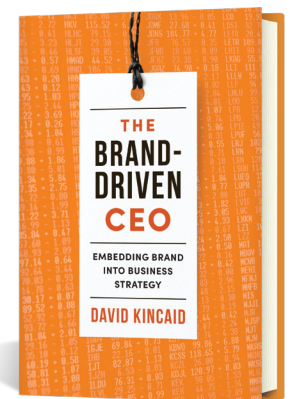
Books from Rotman-UTP Publishing bridge research and practice, offering actionable learning for navigating today's complex business environment. Business professionals, students, and anyone interested in staying current with the latest in business thinking will be engaged by these titles, which reflect the Rotman School's vision for "a new way to think." Select 2020 titles include:

[*In Sight: My Life in Science and Biotech*](#)

By Julia Levy, with a foreword by Molly Shoichet

[*The Brand-Driven CEO: Embedding Brand into Business Strategy*](#)

By David Kincaid

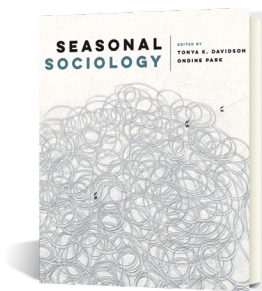


Innovative Publishing

In 2020 UTP published 169 books to fulfill our mission “to publish exemplary works of scholarship and disseminate knowledge for the benefit of society.” We publish innovative trade, research, and course books, in order to help bring research to life and give a voice to different authors from around the world.

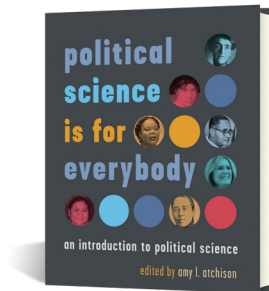
Course Books

Part of our mandate is to publish materials for course use that are pedagogically valuable and that contribute to ongoing scholarship. The possibilities for rethinking how texts can be used in the classroom, along with new formats and affordable methods for their delivery, are endless. Here are some examples of our new and innovative textbooks:



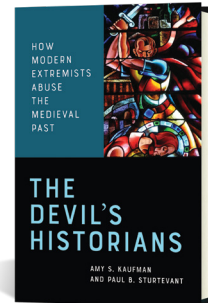
[Seasonal Sociology](#)

This is an introduction to sociology through the seasons, and the recently announced winner of the 2020 PROSE Award.



[political science is for everybody](#)

political science is for everybody is the first intersectionality-mainstreamed textbook written for introductory political science courses.



[The Devil's Historians](#)

Amy S. Kaufman and Paul B. Sturtevant examine the many ways in which the medieval past has been manipulated to promote discrimination, oppression, and murder.

The ethnoGRAPHIC series presents ethnographic research in graphic novel form. Here are some of our recent and forthcoming releases:



[Light in Dark Times](#)

A profound work of anthropology and art, this is a powerful story of encounters with writers, philosophers, activists, and anthropologists whose words are as meaningful today as they were during the times in which they were written.



[The King of Bangkok](#)

This is a story about contemporary Thailand and how the waves of history lift, engulf, or crash two ordinary people.

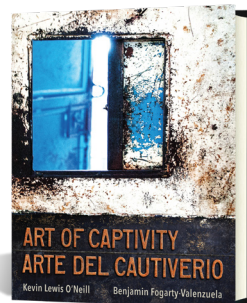


[Gringo Love](#)

Based on original ethnographic research, *Gringo Love* explores the hopes, dreams, and realities of sex tourism in Brazil leading up to the 2014 World Cup and 2016 Olympic Games.

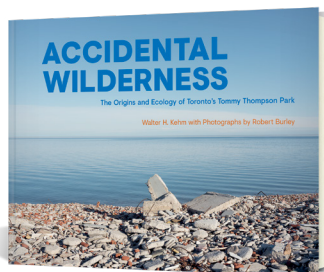
Art and Coffee Table Books

In 2020 UTP produced books with beautiful images for course and research use, as well as for the general reader.



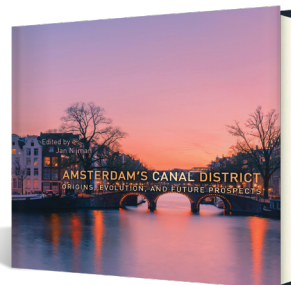
[Art of Captivity / Arte del Cautiverio](#)

Through a series of rich photographs, *Art of Captivity / Arte del Cautiverio* tells a compelling story about the war on drugs in Central America.



[Accidental Wilderness](#)

Part of our Aevo UTP trade imprint, *Accidental Wilderness* is a rich and lyrical collection of essays curated by internationally recognized landscape architect Walter H. Kehm, the original designer of Tommy Thompson Park, and complemented by a stunning collection of photographs by renowned landscape photographer Robert Burley.



[Amsterdam's Canal District](#)

This edited volume brings together seventeen reputable scholars to debate questions about the origins, evolution, and future of the Canal District.

Rights Sales

In 2020 we signed twenty-three translation rights licenses for UTP titles, into twelve different languages, despite inevitable disruptions due to COVID-19. It was a strong year for medicine and science titles, from Chinese translations of the timely *Epidemics and the Modern World* and the new trade title *The Story of CO₂* to Turkish, Romanian, and Japanese translations of books about Banting and the discovery of insulin.

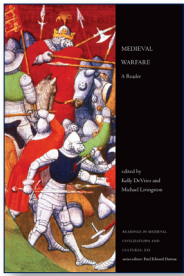
It was also a year of firsts for rights at UTP, including our first deals in three languages: Albanian, Bulgarian, and Romanian! We sold the French translation rights to Nool Books for our first graphic novel, *Lissa: A Story about Medical Promise, Friendship, and Revolution*. Our rights manager looks forward to another exciting year of rights in 2021.



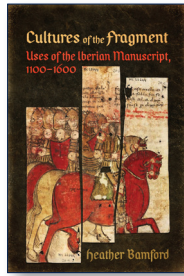
Full list of new rights deals (excluding renewals by the same publisher):

Austin—*Making and Remaking the Balkans*—Albanian
 Bal—*Narratology, Fourth Edition*—Chinese (simplified)
 Berg/Seeber—*The Slow Professor*—Greek
 Bermúdez/Johnson—*A New History of Iberian Feminisms*—Spanish
 Bliss—*Banting: A Biography*—Japanese
 Bliss—*The Discovery of Insulin*—Romanian
 Bliss—*The Discovery of Insulin*—Turkish
 Bunge—*Emergence and Convergence*—Chinese (simplified)
 de Alba—*Sex, Drugs, and Fashion in 1970s Madrid*—Spanish
 Donohoe—*Husserl on Ethics and Intersubjectivity*—Korean
 Elliott/Culhane—*A Different Kind of Ethnography*—French (Quebec)
 Hamdy/Nye—*Lissa*—French [authors sold Arabic as well]
 Hammond—*Epidemics and the Modern World*—Chinese (simplified)
 Howsam—*Old Books and New Histories*—Chinese (simplified)
 Lévi-Strauss—*Myth and Meaning*—Chinese (simplified)
 Liber—*Total Wars and the Making of Modern Ukraine*—Russian
 McLuhan—*The Gutenberg Galaxy*—Turkish
 McLuhan/McLuhan—*Laws of Media*—Bulgarian
 Nason—*It's Not Complicated*—Chinese (complex)
 Ozin/Ghoussoub—*The Story of CO₂*—Chinese (simplified)
 Savoie—*The Politics of Public Spending in Canada*—Chinese (simplified)
 Shuster—*Punishment and the History of Political Philosophy*—Chinese (simplified)
 Taylor/Lebo—*The Talent Revolution*—Chinese (simplified)

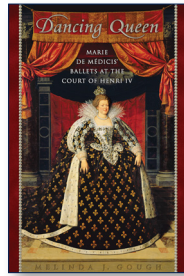
Award Winners in 2020



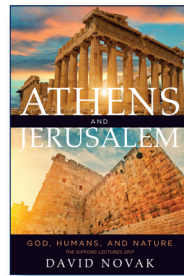
SMH Distinguished Book Award



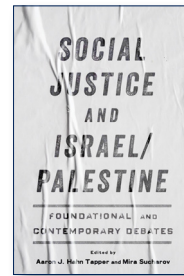
La corónica



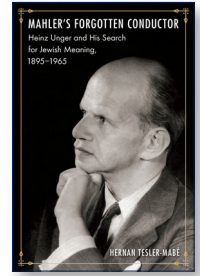
Bevington Award for Best New Book in Early Modern Drama



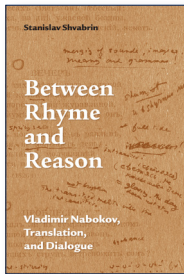
Canadian Jewish Literary Award - Scholarship



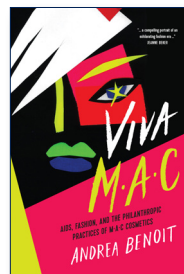
Association of Jewish Libraries



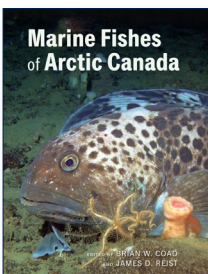
Canadian Jewish Literary Award - Biography



Jane Grayson Prize for Best First Book on Nabokov



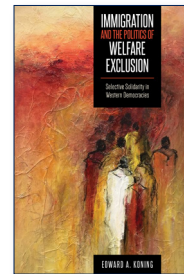
National Business Book Award



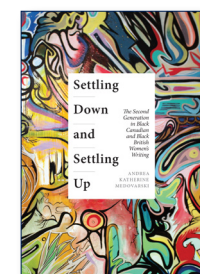
2019 Dartmouth Medal for Most Outstanding Reference Work



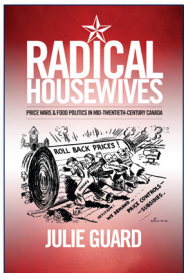
2020 Seymour Martin Lipset Best Book Award of the ASPA Canadian Politics Section



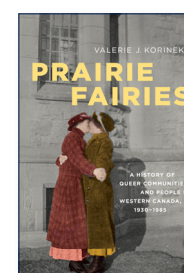
2020 Canada Prizes in the Humanities and Social Sciences



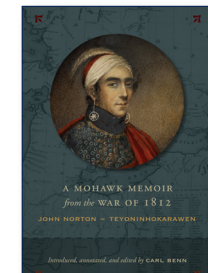
2020 Canada Prizes in the Humanities and Social Sciences



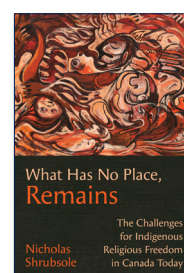
Canadian Committee on Women's History Book Prize



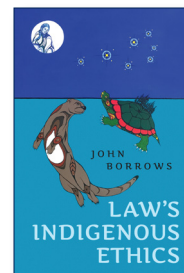
Canadian Committee on Women's History Book Prize



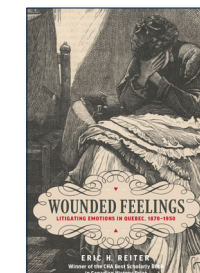
Clio - Ontario



2019 Book Prize from the Canadian Society for the Study of Religion (CSSR)

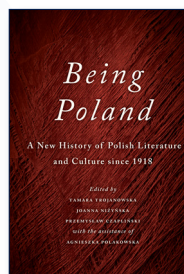


2019 W. Wesley Pue Book Prize

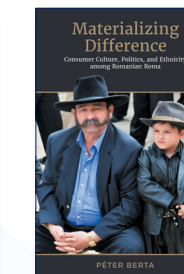


CHA Best Scholarly Book in Canadian History Prize

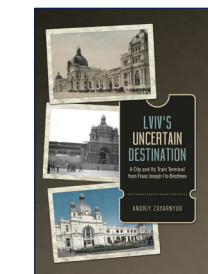
Governor General's History Award for Excellence in Scholarly Research



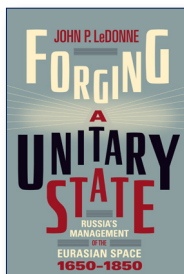
AATSSELL Book Prize



2020 ASA Consumers and Consumption Distinguished Scholarly Publication Award



2018-2019 AAUS Book Prize



Marc Raeff Book Prize

Advertising

In the past year, UTP promoted its authors and books in both print and digital media. With many aspects of business moving online during the COVID-19 pandemic, we adapted our advertising and kept customers informed through dedicated newsletters, podcasts, and display advertising. In 2020, UTP advertised in the following venues:

AOM
Claremont
Review of
Books
CHA Intersections
The New Republic
The Nation
New York
Review of
Books
The
Globe
& Mail
Psychology Today
Issues in Science and
WWII
History
Technology
AOM
Insights
Canada's History
Livres Canada
Books / Canadian
Studies Collection
Mother
Jones
Blacklock's
Reporter
Literary
ICMS Conference Program
Review of Canada
Diplomat
Magazine
Rotman
Magazine
London Review
of Books
Publisher's
Weekly
PMLA
ECF
Program
BC Bookworld
R.A.M.P.
Seasonal
Catalogues
Shelf
Awareness

Social Media

In 2020 digital marketing was key, and social media in particular allowed us to stay connected with our readers during the COVID-19 pandemic. We continue to study the social media landscape and adjust our digital strategy in order to ensure that our books end up in front of intellectually curious customers. We always welcome input from authors about the social media accounts and trends that are most relevant to your book projects and your online communities!



Steady growth in followers in 2020 to over 3.4K!
Page reach: 1,026,053

Surpassed 11K followers in 2020 and still growing!
Impressions: 3,519,000



We are currently at 6.7K followers and still growing!
Reach: 232,182

We posted 41 book trailers, author videos, virtual conference displays, and book discussions in 2020!
Total views: 124,424



We almost reached 2K followers in 2020 – and we will surely surpass that goal in 2021!
Page views: 10,483

Follow us @utpress

Publish with UTP

“I was not only pleased with the professionalism and attention to detail I experienced at Aevo UTP but also excited by the future potential of this new publishing arm of the University of Toronto Press.”

Robert Burley

“From cover to layout to font to publicity, UTP creates academic books of an exceptional quality. *Diplomacy and the Modern Novel* is the third book that I have published with UTP, and I hope it is not the last.”

Allan Hepburn

“It was a pleasure to work with the University of Toronto Press on our edited collection. As a first-time book author, I really appreciated the clear communication and extensive support throughout the process.”

Leah Levac

“I have had a dream experience working with the UTP team of professionals where my book was welcomed with great enthusiasm and treated with careful, thoughtful attention.”

Alisse Waterston

“It was a pleasure working with a press that treats its authors with professionalism and kindness. I would absolutely recommend UTP to colleagues in my field.”

Paola Ugolini

“UTP has been a brilliant publisher for me. From my editor who gave substantial support and advice about book structure – and pushed me when I needed to finish it – to my copy editor to the marketing team, everyone has been hard-working, professional, and excellent. I have been thrilled with their support and the results.”

David Miller

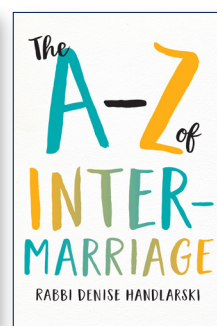
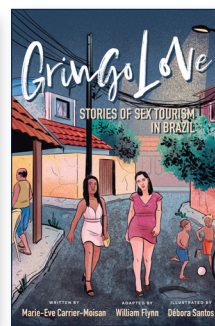
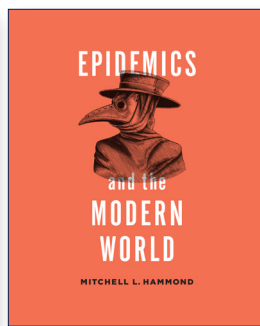
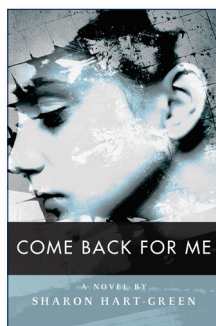
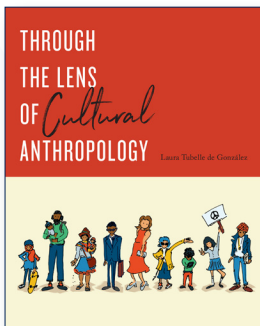
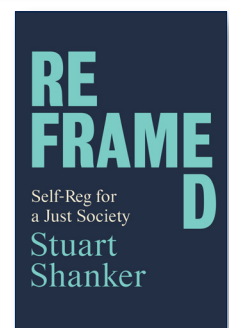
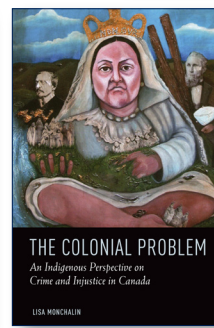
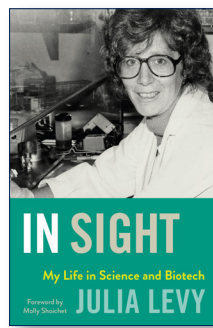
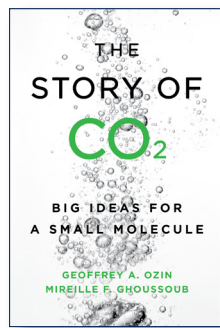
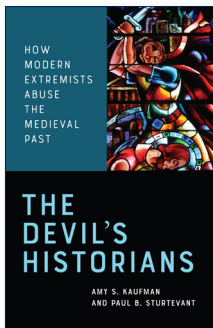
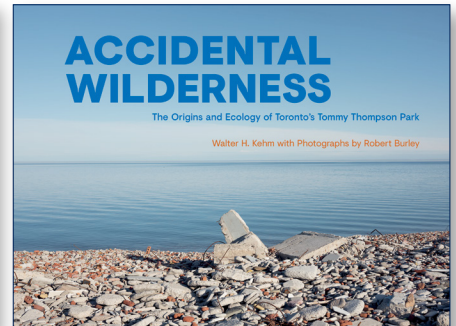
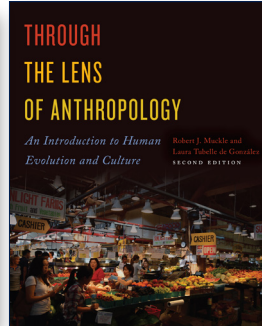
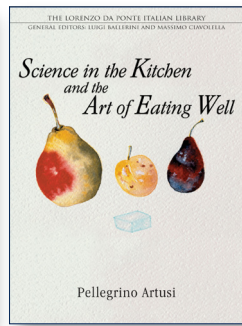
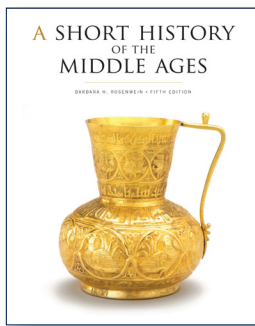
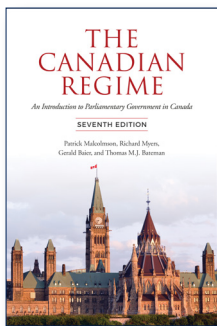
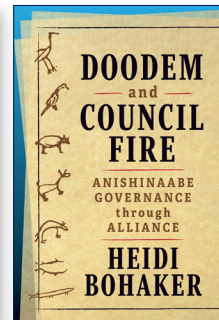
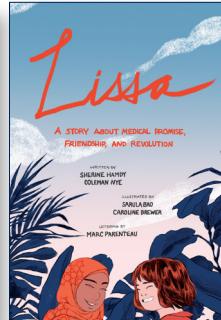
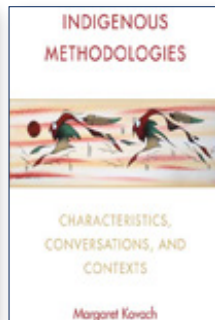
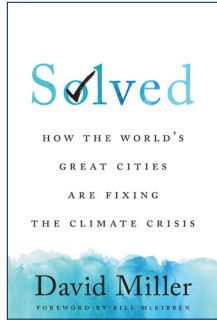
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