

# TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS ZERO'S JOURNEY



**2018-2020  
RELEASES**

When Jack Skellington's faithful pet Zero gets lost, the ghost pup must get the help of the residents of Christmas Town to find his way back. With Halloween plans on hold while Jack mounts a search, will they be reunited in time to save both holidays?

## KEY SELLING POINTS

- ❖ Celebrates the 25<sup>th</sup> anniversary of *The Nightmare Before Christmas* movie
- ❖ Original new story set in *The Nightmare Before Christmas* universe
- ❖ Written by DJ Milky, author and co-creator of *Princess Ai* (rated #1 on Bookscan)
- ❖ Creative team includes Kei Ishiyama (art), Kiyoshi Arai (concept art), David Hutchinson (inks), Dan Conner (color) and more
- ❖ Follows the adorable adventures of fan favorite character Zero
- ❖ Perfect for manga fans and *The Nightmare Before Christmas* fans alike!

## PROMOTIONAL PLAN

- ❖ Signings, panels and appearances at ALA Annual, Anime Expo, San Diego Comic-Con and more
- ❖ Social media organic and paid support across Amazon, Facebook, Instagram, Twitter, YouTube and blog
- ❖ Wide-scale media campaign including in-store promotions
- ❖ Review copies distributed to reviewers via email, Edelweiss, NetGalley and Publisher's Weekly
- ❖ Coordinated social media promotions with Disney's social media team

# TIM BURTON'S THE NIGHTMARE BEFORE CHRISTMAS ZERO'S JOURNEY



## 2018-2020 RELEASES

### COMPREHENSIVE RELEASE CHART

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
2018					● ●	●	●	●	●	■	●	●
2019	●	●	●	■	●	●	●	●	●	■	●	●
2020	●	●		■			◆					

- ● ● ● Full color comics
- ■ ■ ■ Full color graphic novels
- ◆ Black and white manga

- ❖ Story will be released as 20 full color comics
- ❖ Issue #0 will be a *Free Comic Book Day* exclusive
- ❖ Comics will be collected into 4 full color graphic novels
  - ❖ #0 - 4 = GN #1
  - ❖ #5 - 9 = GN #2
  - ❖ #10 - 14 = GN #3
  - ❖ #15 - 19 = GN #4
- ❖ Entire complete story will be offered as a B&W collectors manga



Issue #0 (FCBD)



Issue #1



FOR MORE INFORMATION PLEASE CONTACT KAE@TOKYOPOP.COM