



John McPherson makes us howl at his adroit mix of everyday settings and extraordinary events. John's offbeat, oddball characters turn up in familiar places, but their actions are always hilarious and unexpected. McPherson's legions of fans are testament to the man's genius and his ability to reveal human follies and inventive absurdities that indeed can be found closer to home than we might expect.

## Consumer Target

- Primary: Men/Women 26-45
- Emphasis on: Working professionals, Students, Mothers of children 2-11, Parents of Teens/College Students

## Media

- Visit CLOSE TO HOME on the web at [www.closetohome.com](http://www.closetohome.com) and read the CLOSE TO HOME BLOG!

## Brand Essence

- Dist. by Universal Uclick since 1992
- Known for its offbeat glimpse at home life, marriage, kids, school, office humor, and doctor visits
- Relatable, universal gags that are guaranteed to remind you of the oddities, inconsistencies, and idiosyncrasies of everyday

## Licensing Notables

- 22 CLOSE TO HOME Comic Collections, day-to-day and wall calendars, and many other gift items
- Illustrated a line of award-winning greeting cards and 4 books for the best-selling Chicken Soup for the Soul series
- CLOSE TO HOME Sudoku Comic Digest published by AMP 2008
- **CLOSE TO HOME/Staples® partnership launched in 2009 with a new online community dedicated to small businesses**

## Marketing Support

- John McPherson was a featured speaker at the Humor Project's 51st International Humor Program
- Yearly book signings at Licensing Expo

## Merchandise Program

- Andrews McMeel Publishing
- Andrews McMeel Publishing Calendars
- Cider Mill Press
- Frost Productions
- Lulu
- Recycled Paper Greetings
- Riverdeep, Inc.
- Sharper Cards
- Staples, the Office Superstore, LLC
- Zazzle

## Target Categories

- Stationary
- Apparel
- Event/promotion
- Home decor
- Office supply
- Party goods
- Games

**John McPherson brings laughter  
CLOSE TO HOME!**



For licensing opportunities, please contact:  
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