



The Argyle Sweater

by Scott Hilburn

From the mind of Scott Hilburn comes a situational comic featuring dogs, cats, cops, bees, wolves, game shows, bears, telephones, sports, zebras, nursery-rhyme icons and cavemen, topped off with the occasional evil scientist.

Readers have proven eager to share *The Argyle Sweater* with co-workers, friends, family and even their enemies. It will soon adorn offices and cubicles everywhere, dissecting life around us with a scalpel-sharp wit.

www.gocomics.com/theargylesweater

Consumer Target

- Primary: Men/Women 18-45
- Emphasis: Working professionals, Students, Parents of Teens/College Students

Brand Essence

- Distributed by Universal Uclick since 2008
- A grown-up's comic inspired and drawn with childlike imagination
- Has been compared to Gary Larson's *The Far Side*

Marketing Highlights

- Nationally syndicated comic with impressive readership
- Newspaper clients include *The Washington Post*, *Los Angeles Times*, *Chicago Tribune*, *Houston Chronicle*, *Minneapolis Star Tribune*, *New York Daily News*, and a host of online sites operated by Media News Group
- Large, loyal online following at GoComics.com

Merchandise Program

- Andrews McMeel Publishing
- Recycled Paper Greetings
- Cafe Press

Target Categories

- Plush
- Event/promotion
- Home decor
- Office Supplies
- Party Goods
- Games
- Apps

Licensing Notables

- Top-selling day-to-day calendars published by Andrews McMeel Publishing
- Comic collections published by Andrews McMeel Publishing
- Greeting card line with Recycled Paper Greetings



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For licensing opportunities, please contact:
Sarah Hicks, Universal Uclick, 816.581.7336
1130 Walnut St., Kansas City, MO 64106

SHicks@amuniversal.com
www.UniversalUclick.com