

# Close to Home

by John McPherson

John McPherson makes us howl at his adroit mix of everyday settings and extraordinary events. His 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.

[www.gocomics.com/closetohome](http://www.gocomics.com/closetohome)

## Consumer Target

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

## Brand Essence

- Distributed by Universal Uclick since 1992
- Relatable, universal gags

## Marketing Highlights

- John McPherson was a featured speaker at the Humor Project's 51st International Humor Program
- Internationally syndicated comic with massive readership at GoComics.com
- Large, loyal online following
- Yearly book signings at Licensing Expo

## Merchandise Program

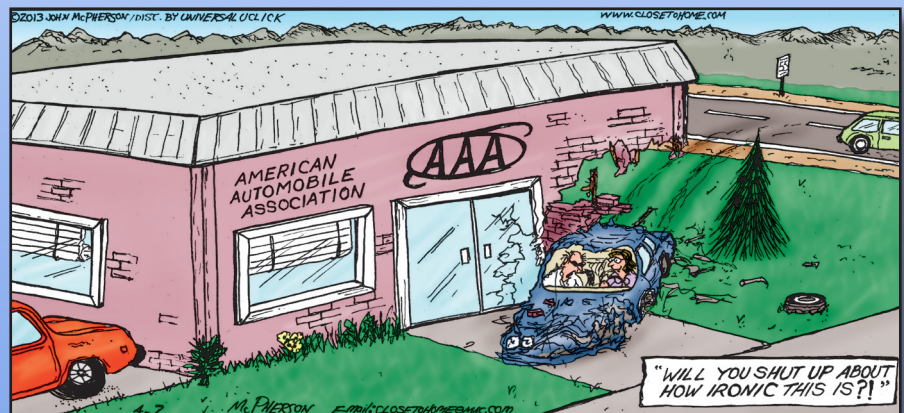
- Andrews McMeel Publishing
- Cider Mill Press
- Frost Productions
- Lulu
- Recycled Paper Greetings
- Riverdeep, Inc.
- Sharper Cards
- Staples
- Cafe Press

## Target Categories

- Stationery
- Apparel
- Event/Promotion
- Home Decor
- Office Supply
- Party Goods
- Games
- Apps

## Licensing Notables

- Comic collections and calendars from Andrews McMeel Publishing
- Award-winning greeting cards and four books for the best-selling *Chicken Soup for the Soul* series
- *Close to Home Sudoku Comic Digest* published by AMP
- Close to Home/Staples partnership launched in 2009



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