

# NON SEQUITUR

by **Wiley**



Translated from Latin as, "It does not follow," Non Sequitur is Wiley's wry look at the absurdities of everyday life. Often biting satire, sometimes silly, but always entertaining, his goal is to "produce the funniest, best-drawn cartoon possible, regardless of theme, subject matter or setting."

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

## Consumer Target

- Primary: Men/Women, working professionals 26-55
- Secondary: Characters Ordinary Basil, Lucy, Danae and Kate for Children 8-11

## Brand Essence

- Distributed by Universal Uclick since 1992
- The strip's sardonic humor and distinctive art have given NON SEQUITUR an impassioned following among readers
- The comic strip does not follow any set of rules, and changes topics and characters daily

## Marketing Highlights

- Extraordinary Adventures of Ordinary Basil, and Attack of the Volcano Monkeys (Ordinary Basil) are available as chapter books for reluctant readers 8-10 years old
- Won the National Cartoonists Society "Outstanding Cartoonist of the Year" Award in 2014
- Large, loyal online following at GoComics.com
- Non Sequitur has received four National Cartoonists Society divisional awards
- The only comic strip to win the coveted Reuben Award in its first year of syndication and the only one to win in both the Best Comic Strip and Best Comic Panel categories

## Licensing Notables

- FranklinCovey Products
- Grants permission for use of characters, slogans, and comic strips to various non-profit organizations

## Media

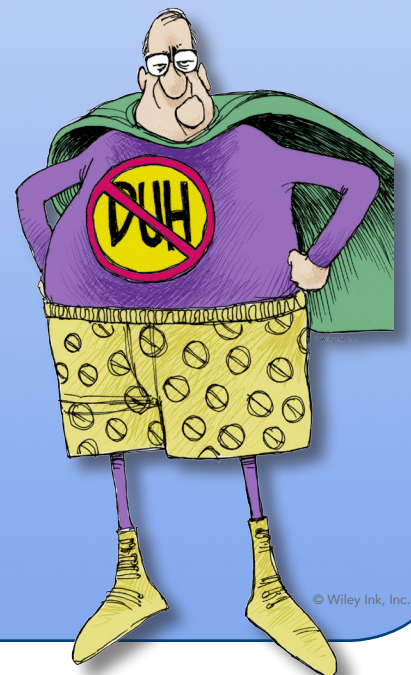
- Internet: "Obviousman the Movie" featured on YouTube.com

## Merchandise Program

- Andrews McMeel Publishing: calendars and books
- Elite Escrow Services
- FranklinCovey Products
- Graphique de France
- Lulu
- Cafe Press

## Target Categories

- Greeting cards
- Stationery
- Apparel
- Event/promotion
- Office supplies
- Toy/Plush
- Games



© Wiley Ink, Inc.



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](http://www.UniversalUclick.com)