

As its heart, *Pearls Before Swine* is the comic strip tale of two friends: an arrogant Rat who thinks he knows it all, and a slow-witted Pig who doesn't know any better. Together, this pair offers caustic commentary on humanity's quest for the unattainable. *Dilbert* cartoonist Scott Adams says *Pearls* is "One of the few comics that make me laugh out loud."

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



## Consumer Target

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

## Marketing Highlights

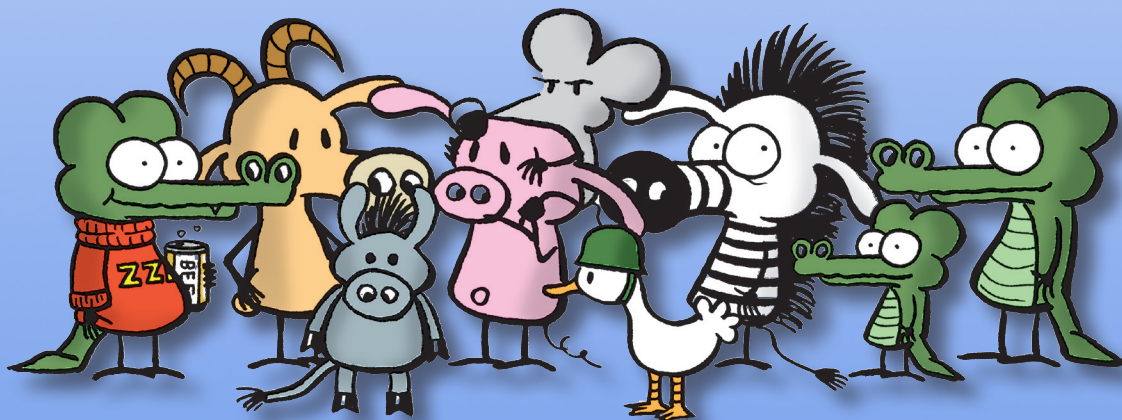
- Appears in more than 750 newspapers worldwide, including *Houston Chronicle*, *Chicago Sun-Times*, *The New York Daily News*, *Los Angeles Times* and *The Washington Post*
- Large, loyal international online audience — generates millions of page views per month on GoComics.com
- Named "Best Newspaper Comic Strip" by the National Cartoonists Society in 2003, 2006 and 2015
- Creator Stephan Pastis has been nominated for the National Cartoonists Society "Cartoonist of the Year" Reuben Award multiple times
- Pastis' blog skyrocketed to the No. 1 blog post worldwide on WordPress during his collaboration with Calvin and Hobbes creator Bill Watterson in June 2014, gaining international attention
- Several book collections have been *New York Times* best-sellers

## Merchandise Program

- Andrews McMeel Publishing
- Aurora World
- Chronicle Books
- Editorial Bizan
- Imagekind, Inc.
- Metranome

## Target Categories

- Stationery
- Gift
- Event/Promotion
- Office Supplies
- Apparel
- Games
- Apps
- Party Goods



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