



ABRAMS

For Immediate Release
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ABRAMS STRENGTHENS PUBLISHING PORTFOLIO WITH TAUNTON BOOKS ACQUISITION FROM ACTIVE INTEREST MEDIA



Abrams Gains Presence in Adjacent Publishing Categories and Direct-to-Consumer Intelligence

New York, NY [May 15, 2024] – Abrams has acquired Taunton Books, a leading publisher of popular books in areas such as homebuilding, woodworking, gardening, crafts, food, and more, it was announced today by Mary McAveney, President and CEO of Abrams.

“This acquisition strengthens Abrams’ commitment to providing exceptional content for creative individuals across all skill levels,” noted McAveney. “Taunton Books has developed direct sales channels that have nurtured relationships with highly engaged communities of passionate makers. We look forward to continuing the Taunton Books legacy of excellence.”

Purchased from Active Interest Media [AIM], Taunton’s category-leading titles reach over 14 million DIY and maker enthusiasts directly across the US, Canada, and international markets through Taunton’s iconic magazines, Emmy-nominated TV series, and podcasts. The acquisition not only expands Abrams’ portfolio into adjacent publishing categories, it also provides valuable direct-to-consumer data, insights, and sales opportunities, as well as new distribution channels reaching highly engaged and creative communities.

Taunton brings a broad range of well-respected titles that complement Abrams’ existing publishing program in the food, craft, and gardening space, such as *Junior’s Dessert Cookbook: 75 Recipes for Cheesecakes, Pies, Cookies, Cakes, and More*; *Container Gardening: 250 Design Ideas & Step-by-Step Techniques*; *Curvy Girl Crochet: 25 Patterns that Fit and Flatter*; and several craft books by renown textile designer Kaffe Fassett, who is a current Abrams author. In addition, Abrams’ publishing expands to include popular woodworking and homebuilding books like *Identifying Wood: Accurate Results with Simple Tools*, *Habitat for Humanity How to Build a House*, and *Farmhouse: Reimagining the Classic American Icon*.

“After a review of the business and competitive landscape, it made sense for a larger trade industry player to be the home for the Taunton Books division,” said Andrew W. Clurman, Active Interest Media, President & CEO. “We feel that Abrams is the right fit and can provide focus on this business, allowing Active Interest Media to concentrate on its core competencies, producing consumer and trade magazines, websites, events, and education. We are working closely with Abrams to ensure a smooth and successful transition.”

Two Rivers Distribution, a part of Ingram Content Group, will continue to handle Taunton Books sales through 2025, ensuring titles remain available at specialty stores, mass merchants, and online retailers.



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About Abrams

Founded in 1949, ABRAMS was the first company in the United States to specialize in publishing art and illustrated books. The company continues to publish critically acclaimed and bestselling works in the areas of art, photography, cooking, craft, comics, interior and garden design, entertainment, fashion, and popular culture as well as narrative nonfiction and new works of fiction for adults; children's books ranging from middle grade to young adult fiction to picture books to board books. ABRAMS creates and distributes brilliantly designed books with the highest production values under the following imprints: Abrams; Abrams ComicArts; Megascopie; Surely Books; Abrams Image; Abrams Press; The Overlook Press; Cernunnos; Cameron + Company; Abrams Books for Young Readers; Amulet Books; Abrams Appleseed; Abrams Fanfare; and Magic Cat. ABRAMS also distributes books for Booth-Clibborn Editions, Bungie, Alain Ducasse Édition, Éditions de La Martinière, Editions BPI, Enchanted Lion Books, Familius, Getty Publications, Global Golf Group, Lucky Spool, Milky Way Picture Books, Red Comet Press, The Museum of Modern Art, SelfMadeHero, Skittledog, Tate Publishing, V&A Publishing, and The Vendome Press.

About Active Interest Media, Inc.

One of the world's leading enthusiast media companies, Active Interest Media (aimmedia.com) produces consumer and trade events, websites, magazines, podcasts, and TV shows that reach millions of readers, fans, and attendees across the globe. Our brands include Yachts International, Power & Motoryacht, Soundings, Passagemaker, Woodshop News, Log and Timber Home Living, Fine Homebuilding, Woodsmith, Garden Gate, Cuisine at Home, Writer's Digest, Horticulture, Fine Woodworking, Numismatic News, Kovels Antique Trader, and more. The company's two groups, Marine and Home, are divided into five divisions—Collectibles, Home Arts, Home Building, Marine, and Writer's Digest—and also operate thriving B2B platforms, online universities, events, and offer marketing services. Active Interest Media's customers are smart, engaged, and loyal, and they look to our brands for trustworthy information and services that will inspire and enable them to enjoy their passions.