

MAX LUCADO

A Publishing Timeline

- 1985 Max Lucado publishes his first book, *On The Anvil* (Tyndale House Publishers), created from a collection of writings originally published in a church newsletter.
- 1990 *The Applause of Heaven* (W Publishing Group), is the first Lucado title to hit a national bestseller list. At least one Lucado title has appeared on an Evangelical Christian Publishers Association (ECPA) bestseller list each month since July 1990, more than 15 years. *Six Hours One Friday* (now published by W Publishing Group) earns Lucado the first of 13 eventual ECPA Gold Medallion Book Awards.
- 1992 Lucado publishes his first children's book, *Just in Case You Ever Wonder* (Tommy Nelson). Lucado launches his national radio broadcast, "UpWords," currently heard on more than 1,100 radio stations on three continents, the largest feature broadcast of its type.
- 1994 11 of Lucado's 12 published works appear simultaneously on ECPA bestseller lists.
- 1995 Lucado serves as general editor for a best-selling and award-winning Bible, *The Inspirational Study Bible* (W Publishing Group). *When God Whispers Your Name* (W Publishing Group) wins the Charles "Kip" Jordon Christian Book of the Year Award from ECPA.
- 1996 Lucado wins his second Charles "Kip" Jordon Christian Book of the Year Award, this time for *In the Grip of Grace* (W Publishing Group).
- 1999 Lucado serves as keynote speaker for the National Prayer Breakfast in Washington, DC; Lucado is profiled in a half-page *USA Today* feature story. With *Just Like Jesus* (W Publishing Group), Lucado becomes the first and only author to win a third ECPA Jordon Christian Book of the Year Award.
- 2001 Lucado is the featured speaker for a national television special, "He Chose the Nails," which airs on national and cable networks. Lucado embarks on his first speaking/concert tour, "He Chose the Nails Live Concert Tour," along with several Christian music artists. Five partners license more than 27 *He Chose the Nails* products.
- 2001 Lucado's total books in print reaches 25 million units—he has written trade books, children's books, gift books, Bible study guides, and served as general editor of *The Inspirational Study Bible*.
- 2001 *Traveling Light* releases in September and hits *The New York Times* bestseller list—a first for Lucado. Releasing alongside the book is the *Traveling Light Devotional Journal*, a Spanish edition and an audio book edition. Seven partners publish more than 20 *Traveling Light* licensed products including a music project featuring artists such as Amy Grant, Mac Powell and Jaci Velasquez. Lucado is featured in many interviews, including "Larry King Live," immediately following 9-11.
- 2002 Lucado titles generate more than 700 foreign editions in 23 languages, selling than 460,000 copies worldwide. Lucado holds more foreign edition licenses than any other author within Thomas Nelson Inc. Lucado receives his tenth ECPA Gold Medallion award, this time for *Traveling Light*.
- 2002 To support his latest release, *A Love Worth Giving* (W Publishing Group), Lucado tours with music artists Michael W. Smith and Third Day (Come Together and Worship tour) in 16 major markets. A wide array of national media including "NBC Nightly News," *The New York Times*, and *USA Today* cover the concert and the controversy over Chevrolet's sponsorship.

- 2003 In January 2003, Tommy Nelson, the children's imprint of Thomas Nelson Inc., launches *Hermie: A Common Caterpillar* in both book and DVD. 18 Lucado titles appear on five ECPA bestseller lists (February 2003), including hardcover non-fiction, paperback non-fiction, children's, mass market paper back, and gift book.
- 2003 The newly released *Experiencing Jesus* workbook becomes one of the fastest sellers in the history of Nelson Bibles. The revised *The Devotional Bible* (formerly *The Inspirational Study Bible*) releases in March 2003. Sales of the bible are more than 3 million copies. Lucado tours again with Smith and Third Day for the Come Together and Worship tour. Lucado is interviewed twice on "Larry King Live" as a source of comfort after the Columbia shuttle explosion.
- 2003 Lucado's full-color Christmas book, *The Christmas Cross*, goes into production as a motion picture entitled "The Christmas Child" (Impact Entertainment). In September, *Publishers Weekly* profiles Lucado for their "Innovators" series; he is the first religious author interviewed within this on-going series. PW announces "there aren't many authors bigger than Lucado."
- 2003 Hallmark/Dayspring launches a card line featuring the writings of Max Lucado. Lucado is only the second author, after Maya Angelou, to be featured in a branded card line.
- 2004 Lucado is profiled in a major featured article with the Associated Press. The article with accompanying photos is syndicated to thousands of newspapers and radio and television stations in 112 countries. The March 2004 issue of *Christianity Today* magazine profiles Lucado and dubs him "America's Pastor." Lucado's *It's Not About Me* (Integrity Publishers) hits *The New York Times* bestseller list during the spring.
- 2004 Total books in print exceed 39 million units. W Publishing Group commissions marketing research that confirms Lucado's popularity: More than 1 in 10 Americans have read a Lucado title and his name recognition is second only to Billy Graham among Christian/Spirituality authors. Lucado's *Come Thirsty* (W Publishing Group) releases Fall 2004 alongside a multi-city media tour, selling more than 500,000 units within the first six months. The book also serves as theme of a series of teaching seminars led by Lucado and Michael W. Smith during early fall.
- 2005 Max Lucado turns 50, celebrates 20 years of publishing and passing 40 million books in print. Lucado is invited to serve as the honorary chairperson of the National Day of Prayer. *Reader's Digest* names Lucado "America's Best Preacher." BeliefNet.com announces launch of a regular column by Lucado. Max speaks at the Women of Faith National Conference to an audience of more than 20,000 women; he is the first male speaker at this prominent women's gathering.
- 2005 According to the Nielsen Soundscan report for 2005, the fourth release in Max Lucado's *Hermie & Friends: Buzby, the Misbehaving Bee* was the number one video of the year, for both children and adults Christian video sales, selling more than a quarter of a million units to date. The report also reveals remarkable rankings for the entire Max Lucado's Hermie & Friends brand. All five videos in the popular DVD series ranked in the top 25 for 2005 sales and garnered for the brand as a whole 16.2% of the total market share for the year.
- 2006 There are now more than 50 million units of Lucado titles in print worldwide. Seven of Lucado's 20 trade books have sold a million or more copies each. When including his children's books, gift books and Devotional Bible, Lucado has a total of 12 titles that have sold a million or more copies each. Hallmark/Dayspring has sold more than 5.5 million Lucado greeting cards and gift items since 2003. Lucado has more titles than any other author in Hallmark's gift book program.

- 2006 Lucado speaks at multiple Women of Faith conferences throughout the year (expected audience 90,000) and is slated for more events in 2007. Lucado releases two major books this year: *Cure for the Common Life* (January 2006) and *Facing Your Giants* (November 2006), both from W Publishing Group.
- 2006 According to the Nielsen Soundscan report for 2006, the 5th release in Max Lucado's *Hermie & Friends: Stanley the Stinkbug* was the number one video of the year, for children Christian video sales. Products from the popular Max Lucado's Hermie & Friends line were featured in the Chick-Fil-A kid's meal program between August and October 2006. The entire series is approaching more than four million brand units sold.
- 2007 In January 2007, *Scene in SA Monthly* magazine chose Lucado as the 2006 most influential San Antonian for philanthropy. Lucado again is the only male speaker at six of the Women of Faith conferences in 2007, including the national conference in San Antonio, TX. Max will also be making a limited number of guest appearances on Women of Faith's Revolve Tour as he joins his daughter, Jenna, in ministry to teenage girls. Lucado released *Every Day Deserves A Chance* in May 2007 and *3:16: The Numbers of Hope* will release on September 11, 2007.

As of May 2007

*ECPA=Evangelical Christian Publishers Association