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Description: In what author Stephenie Meyer has called “an *Invasion of the Body Snatchers* if the aliens had won,” *The Host* tells the story of Melanie Stryder, a human living on an Earth that has been invaded by aliens. Humans are hosts for the invaders, their minds taken over while their bodies remain intact and continue their lives apparently unchanged. Most people have already become hosts when one of the last “wild” humans, Melanie, is captured. The invading soul who takes over Melanie’s body is unable to separate Melanie’s desires from her own and begins to fall in love with her host’s love interest, Jared. Soon the two find themselves sharing more than the same body as they seek to find the man they love.

Stephenie explains in an MTV News article from April 9, “These body snatchers are so kind and so good, and the world is such a good place when they’re in charge, it makes it hard to hold their colonizing against them. Then there’s the main [story] — that people don’t give up even after

[their bodies] have been given away as a host — and there are two entities with one body to share between them.”

Marketing and Inventory Information

One of the biggest science fiction and fantasy novels of the year, we have high expectations for *The Host*. The sales plan for this title is **7,500 copies** on the first day, **29,900 copies** the first week and **61,800 units** in the first two months of its release.

Discounting: *The Host* will be 30% off, with 40% off for Borders Rewards members, its first two weeks on sale.

Borders Shortlist and Borders Media: This title will also be featured in the Shortlist April 30 and May 8. Fans of Stephenie Meyer will want to check out Borders Media and Borders TV for a new exclusive interview with Meyer. *Host* is the feature title in the Borders Science Fiction & Fantasy MyBorders Monthly.

Book Placement: Beginning on the on-sale date, Tuesday, May 6, this title will be featured on Major New for two weeks. Face out in Science Fiction with dual face-out in Young Adult. Please refer to the Planner and Book Charts for specific placement of this title.

Selling Points

- Author of the *Twilight* series and its upcoming *Breaking Dawn* release (August 2)
- Features a classic “invasion of the body snatchers” theme with a whole new spin
- A sci-fi love triangle...between two people
- Wide demographic range: content geared toward adults, but will appeal to Meyer’s teen fans from the *Twilight* series
- Stephenie said in an MTV News article that she is already considering sequels, “If I were to continue on with *The Host*, which is a possibility, there are characters and stories that could continue. ... If I went ahead with that, it would be two more. ... Next would be *The Soul*, and then *The Seeker*.”