

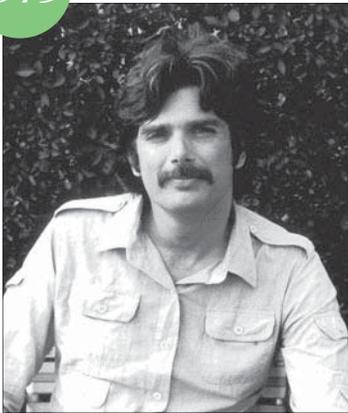
# The little publisher that could

## New Harbinger turns 40

The year was 1973. Two recently graduated college friends had returned from a cross-country adventure jumping freight trains, hitchhiking, selling a mimeographed literary magazine, and pondering how they could make a difference in the world. Both men had a passion for literature, poetry, and, above all, a fierce do-everything-yourself attitude.

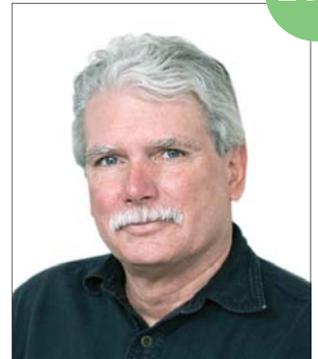
These two young men, psychology graduate student Matthew McKay and writer Patrick Fanning, envisioned a lifetime of doing what they love, so they set out to create a publishing company. Little did they know they were in for the ride of their life.

1973

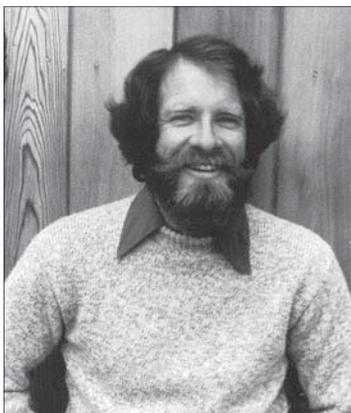


Their first project was a poetry broadside. But that wasn't enough for the two ambitious young men. Matt's girlfriend at the time, Martha Davis, was a psychologist who saw a need to help her clients cope with the debilitating effects of stress. Together she and Matt (along with Elizabeth Robbins Eshelman) penned *The Relaxation & Stress Reduction Workbook*—a book that is still in print today and boasts sales of more than one million copies. With the publication of that seminal work, the genre of the self-help workbook was born, as was New Harbinger Publications.

2013



Matthew McKay, PhD



Over the years McKay mined his experience as a practicing psychologist and Fanning employed his raw, entrepreneurial grit to carve out a solid and respected niche in evidence-based psychology and self-help publishing. Together they published books to help millions of people find relief from anxiety, depression, bipolar disorder, borderline personality disorder, obsessive-compulsive disorder, post-traumatic stress disorder, and many other common diagnoses. They also published protocols for mental health professionals who chose to use evidence-based methods to treat their clients.



Patrick Fanning

New Harbinger has grown into a thriving, \$15 million company while providing a fulfilling work environment for over fifty employees. Today, New Harbinger is majority employee-owned, instilling pride and responsibility of ownership in every employee.



FOR AN INTERVIEW REQUEST or MORE INFORMATION, CONTACT:  
Adia Colar 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)  
[www.newharbinger.com](http://www.newharbinger.com)

# 40 years of evidence-based self-help

The values of our founders have, since the beginning, directed our publishing program. We value books that address the real problems of our readers. We value research-based and clinically proven books, written by respected, experienced clinical professionals. We value books that are concise and easy for every reader to understand. Our dedication to these standards has made us the first choice for general readers and professionals looking for effective, reliable information on a range of mental health, medical, and personal growth topics.

All of New Harbinger's books are grounded in science, careful research, and a tradition of empirically validated clinical practice. Many of our books are based in cognitive behavioral therapy (CBT), a method that has time and again been proven effective for treating a broad range of psychological problems. New Harbinger is also in the vanguard of developments in clinical practice. We are the leading publisher of books based in the "third wave" of behavior therapy. Using acceptance and commitment therapy (ACT), dialectical behavior therapy (DBT), and mindfulness-based stress reduction (MBSR), these books combine traditional cognitive and behavior-therapy techniques with other approaches like mindfulness and acceptance.

New Harbinger books are distinguished and respected. *The Anxiety and Phobia Workbook* has sold more than a million copies. It is widely regarded as the definitive self-help resource for anxiety sufferers, and thousands of professionals worldwide rely on it as an indispensable part of their practices.

Our books are widely recommended by therapists, psychiatrists, and physicians to their patients and clients. The books have received accolades from reviewers in the health care and publishing industries alike, and many have remained in print for decades—a testament to their enduring quality and value.



FOR AN INTERVIEW REQUEST or MORE INFORMATION, CONTACT:  
Adia Colar 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)  
[www.newharbinger.com](http://www.newharbinger.com)

# The journey

## 1973—2013

- 1973:** Harbinger Publications is founded.
- 1979:** Publishes its first self-help book, *The Relaxation & Stress Reduction Workbook*, which the founders typeset, prepared, and printed themselves. The book is sold primarily through direct mail.
- The founders discover that there is another publishing house with an imprint using the name “Harbinger” and add “New” to the company name.
- 1981:** Publishes its second self-help workbook, *Thoughts & Feelings*.
- Publishers Group West (PGW) begins distributing New Harbinger Publications books.
- 1982:** Company moves out of Pat’s back bedroom into its first office—an open warehouse space in Emeryville, California.
- New Harbinger hires its first full-time employee - Dorothy Smyk - who is still with the company.
- 1983:** Publishes its third self-help book *Messages*.
- New Harbinger is incorporated.
- 1987:** Publishes *Self-Esteem*.
- New Harbinger buys and builds its current office space in Oakland, California. Five expansions and the addition of a new building across the street later, it is still there.
- 1991:** Begins to publish medical self-help.
- 1993:** Publishes its 100th book.
- Sales top \$2 million.
- 2000:** Pat Fanning retires.
- New Harbinger develops a management team (The executive council) that continues to guide the company. Most of the original executive council members remain today.
- 2002:** Develops its own sales team in preparation for leaving PGW and distributing its books directly to the trade.
- 2004:** Becomes an ESOP, employee-owned company. Employees currently own 53% of the stock-controlling interest.
- Publishes its first book on acceptance & commitment therapy (ACT). More than 72 ACT books have been published to date, and New Harbinger is the leading publisher of third-wave behavior therapy books.
- 2005:** Publishes its first book on dialectical behavior therapy (DBT).
- 2007:** Acquires Instant Help Books, a leading publisher of evidence-based self-help books for children, parents, and teens.
- 2008:** Acquires Context Press, a leading publisher of professional books on behavioral analysis as well as mindfulness and acceptance therapies.
- 2009:** Acquires a second building.
- Begins publishing e-books.
- 2010:** Passes fifty employees.
- 2012:** Passes \$15 million in sales.
- Has its first *New York Times* best seller (*The Untethered Soul*) by Michael Singer.
- 2013:** New Harbinger turns forty. Matthew McKay turns an unspeakable number.



FOR AN INTERVIEW REQUEST or MORE INFORMATION, CONTACT:  
**Adia Colar** 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)  
[www.newharbinger.com](http://www.newharbinger.com)

# Friends we've met along the way

"Always coming from a genuine understanding of the sometimes complex issues people face, New Harbinger takes the greatest care to create books that provide concrete tools for change. I worked with Matt McKay and Pat Fanning for many years during my tenure at Publishers Group West. They are authentic, fiercely independent publishers who carved out an important and permanent niche. Congratulations on forty years of publishing excellence. May your legacy live on for another forty."

—Charlie Winton, publisher of Counterpoint Press

"When I first wrote my book, *The Anxiety & Phobia Workbook*, New Harbinger was the first publisher I considered, based on my admiration for their comprehensive classic, *The Relaxation & Stress Reduction Workbook*. Twenty-five years and over a million copies later, the company is still promoting my workbook, as well as their now-famous workbook on stress reduction. Few [self-help] publishers would stand by any book that long. Throughout my years of experience with New Harbinger, the various staff with whom I've worked have always been exceptionally responsive and helpful. Many other New Harbinger authors share a similar view."

—Edmund J. Bourne, PhD, author of *The Anxiety & Phobia Workbook*

"What's the recipe for thriving in the challenging world of book publishing today? Start with a visionary leader, add a team with extensive publishing experience, and mix in a profound dedication to the company's mission—and you have New Harbinger. As they celebrate their fortieth anniversary this year, I'm happy to say I'm a fan—and I wish them all the best in the years to come."

—Alisa Schnaars, buyer at Barnes & Noble

"New Harbinger is the poster child for good-to-great in book publishing. By sticking to its knitting and gradually but determinedly building from its core publishing program of self-help and personal development, it has provided its authors and their readers with the most trusted list of books for the therapeutic community. And as the professional and lay constituencies for its titles grow, so does the faith in the New Harbinger brand and the authors whose books remain in print year after year. Congratulations to the N.H. team for focusing on the mission and executing it magnificently for forty years."

—Cathy D. Hemming, literary agent

"I have found New Harbinger Publications to be just the right size to offer very personal attention to its book list, and yet be able to respond rapidly to an explosive growth event—like hitting #1 on the *New York Times* bestseller list, being promoted by Oprah, and being featured on *Good Morning America*. *The Untethered Soul* may have soared to great heights on its way to heavenly success, but it owes its earthly roots to its publishers—New Harbinger Publications and Noetic Books."

—Michael A. Singer, PhD, *New York Times* bestselling author of *The Untethered Soul*

"Over the past ten years, I've been thankful that New Harbinger has helped me to deliver the important message of mindful eating to individuals beyond the walls of my office. New Harbinger books translate psychological research into useable tips to help people truly understand who they are and find doable ways to improve their lives."

—Susan Albers, PsyD, author of *50 Ways to Soothe Yourself Without Food*



FOR AN INTERVIEW REQUEST OR MORE INFORMATION, CONTACT:

Adia Colar 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)

[www.newharbinger.com](http://www.newharbinger.com)

# Friends we've met along the way (cont.)

I've been aware of New Harbinger Publications for nearly all of its forty years. A former professor of mine, Norman Cavior, was a professor of New Harbinger cofounder Matt McKay, and if the story is not apocryphal, it was a class assignment in a course of his that was part of the inspiration for the publishing company. As a result, I was fairly well prepared to be persuaded about ten years ago when New Harbinger approached me about doing a self-help book. I hesitated for a few months, but soon enough I said yes.

I was a bit less prepared for what followed. The experience of writing *Get Out of Your Mind and Into Your Life* was unlike anything I had experienced before. The deadlines were tighter; the editorial care was greater; the marketing was more serious. Everything about the process told me New Harbinger cared about producing a quality product that would make a difference.

As a result of their efforts, the book found an audience. Major outlets gave it attention and, for all my faults as a writer, the book was sufficiently well crafted to sit well with readers. Seven years later, it is still a best seller.

Within just a few months, New Harbinger presented an expanded vision. Why not produce a series of therapist training manuals and self-help books on acceptance and commitment therapy (ACT)? New Harbinger was interested in more than rounding up new books: we would assemble a small group of professionals to guide the development of the series, ensuring that the topics chosen had good empirical foundations, good authors, and thoughtful implementation. Again, I hesitated before saying yes: about 300 milliseconds. I knew what this publisher could do. I'd seen it firsthand. We formed the editorial board, agreed on the standards for publications, and we got going.

Soon my own publishing company, Context Press, was working cooperatively with New Harbinger, publishing joint volumes. Context Press had helped build the intellectual foundations for ACT and in some ways for the larger third wave of cognitive behavioral therapy (CBT), with edited volumes such as *Acceptance and Change*. As we worked together it became clear that the role of Context Press could better be met inside New Harbinger. In 2009, Context Press became an imprint of NHP and *The Mindfulness and Acceptance* series began, along with key volumes, such as *Learning RFT*.

Now, just a handful of years later, it is clear to all what the commitment and care of New Harbinger has done to the field. It is widely recognized for publishing more and better self-help books based on evidence-based approaches than anyone else. It has championed contextual and third-wave approaches, with a panoply of volumes (over one hundred by my count) in mindfulness-based approaches, compassion-focused treatment, dialectical behavior therapy, and yes, in ACT and its underlying science, relational frame theory.

New Harbinger has been with the contextual CBT community every step of the way. It has taken risks—it has pushed the envelope. It has lifted up new authors, and given experienced hands new platforms. Like the great publishing houses of the past, New Harbinger is not just making books—it's making a difference.

Congratulations on forty years of achievement.

—**Steven C. Hayes, PhD, cofounder of acceptance and commitment therapy (ACT)**  
and author of *Get Out of Your Mind and Into Your Life*



FOR AN INTERVIEW REQUEST or MORE INFORMATION, CONTACT:

**Adia Colar** 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)

[www.newharbinger.com](http://www.newharbinger.com)

# Friends we've met along the way (cont.)

"Congratulations to New Harbinger on your fortieth anniversary!

"My first introduction to New Harbinger was in 2003 when I was vice president of merchandising at Barnes & Noble. My old friend Julie Bennett had recently become the New Harbinger sales representative.

"When it comes to books, quality is most important—especially for subjects such as self-help, self-improvement, health, and relationships. New Harbinger's focus was creating useful, easy-to-use self-help books for people with common mental health disorders such as anxiety, depression, bipolar disorder, obsessive-compulsive disorder, and post-traumatic stress disorder. This wasn't exactly a sexy niche, but the data showed a huge need for material on these topics. New Harbinger's publisher (and clinical psychologist) Matt McKay insisted on publishing books that were based in science—using only proven-effective, evidence-based treatments. We could see that New Harbinger books delivered the goods—they were carefully crafted and accessible, providing relief for people in pain.

"But despite the editorial integrity, retail bookselling was fraught with logistical issues for small publishers. Working as a team, we worked through the mundane but necessary issues of terms, distribution, and promotion. In the end New Harbinger grew from a tiny independent publisher into a flourishing, mid-sized house.

"Today, as New Harbinger celebrates its fortieth year in business, it continues to prosper despite a challenging and constantly changing environment. New Harbinger remains steadily focused on putting valuable, effective content into the hands of the people who need it. I'm looking forward to watching this creative and innovative company as it ventures into new and cutting-edge digital delivery systems."

—**Bob Wietrak, public relations manager, Bookish**

"I have published three books with New Harbinger, and the entire organization provided great support and guidance through the entire process—from the idea to the final product. Whether it's your first book or your sixth, New Harbinger's forty years of experience can help you write the book you want to write."

—**Michael A. Tompkins, PhD, author of *Digging Out***

"Within the United Kingdom health care system the predominance of evidence-based therapies for the treatment of mental illness is well matched to the high quality of New Harbinger as a best-of-class publisher in the field."

—**Richard Dodman, third party client director, Constable & Robinson Ltd. (UK)**

"New Harbinger has been great to work with. Its staff has taken care of my book-babies with integrity and heart. I recommend New Harbinger routinely to aspiring authors. Congrats on your fortieth birthday!"

—**Rick Hanson, PhD, author of *Buddha's Brain***

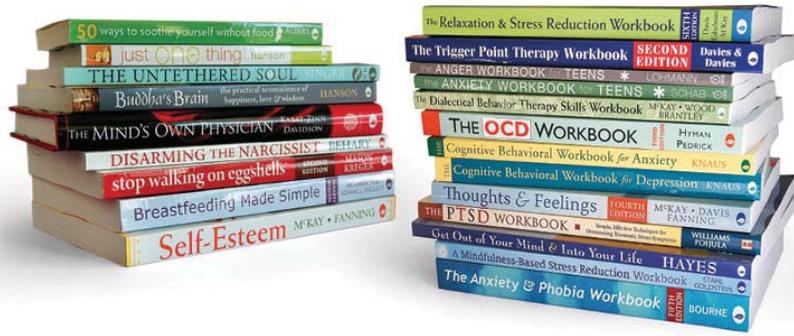
"New Harbinger books are an essential component of the behavioral health education libraries here at Kaiser Permanente. The topics and materials are timely, coherent and well received by our members. We consider New Harbinger titles to be an essential within our holdings and as supplemental reading resources for many of our educational classes. Each year, we are delighted at the number of new titles and topics available to choose from. New Harbinger is our first go-to source in publishing!"

—**Cheryl Crumpler, PhD, behavioral health education coordinator, Napa-Solano Service Area**



FOR AN INTERVIEW REQUEST or MORE INFORMATION, CONTACT:  
**Adia Colar** 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)  
[www.newharbinger.com](http://www.newharbinger.com)

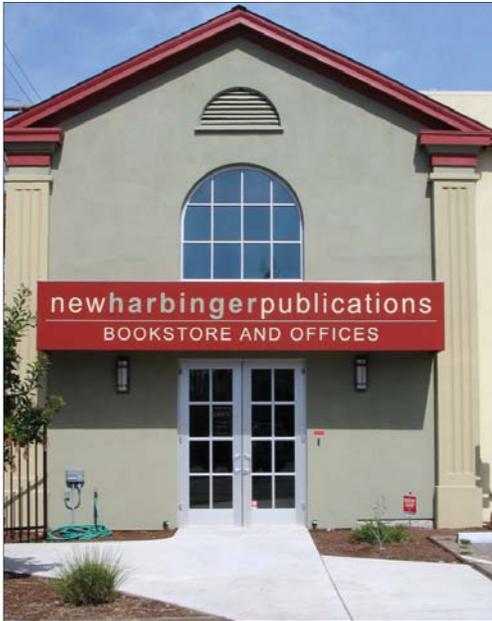
A  
business  
built on  
backlist



Our strong backlist is key to New Harbinger's success. In an age of front-list publishing, our books maintain brisk sales long after they debut. Because of this, we enjoy a stable financial foundation that is unique among publishers our size.

- *The Untethered Soul: The Journey Beyond Yourself* (New York Times Bestseller!) / Michael Singer
- *50 Ways to Soothe Yourself Without Food* / Susan Albers
- *A Mindfulness-Based Stress Reduction Workbook* / Bob Stahl & Elisha Goldstein
- *Breastfeeding Made Simple: Seven Natural Laws for Nursing Mothers* / Nancy Mohrbacher & Kathleen Kendall-Tackett
- *The Relaxation & Stress Reduction Workbook* / Matthew McKay, Elizabeth Robbins Eshelman & Martha Davis
- *Buddha's Brain: The Practical Neuroscience of Happiness, Love & Wisdom* / Rick Hanson & Richard Mendius
- *The Mind's Own Physician: A Scientific Dialogue with the Dalai Lama on the Healing Power of Meditation* / Jon Kabat-Zinn & Richard Davidson
- *Stop Walking on Eggshells: Taking Your Life Back When Someone You Care About Has Borderline Personality Disorder* / Paul Mason & Randi Kreger
- *Children of the Self-Absorbed: A Grown-Up's Guide to Getting Over Narcissistic Parents* / Nina Brown
- *The Anger Workbook for Teens: Activities to Help You Deal with Anger & Frustration* / Raychelle Cassada Lohmann
- *Disarming the Narcissist: Surviving & Thriving with the Self-Absorbed* / Wendy Behary
- *The Anxiety & Phobia Workbook* / Edmund Bourne
- *Get Out of Your Mind & Into Your Life: The New Acceptance & Commitment Therapy* / Steven Hayes & Spencer Smith
- *The Anxiety Workbook for Teens: Activities to Help You Deal with Anxiety & Worry* / Lisa Schab
- *The Cognitive Behavioral Workbook for Anxiety: A Step-by-Step Program* / William Knaus
- *The Dialectical Behavior Therapy Skills Workbook: Practical DBT Exercises for Learning Mindfulness, Interpersonal Effectiveness, Emotion Regulation & Distress Tolerance* / Matthew McKay, Jeffrey Wood & Jeffrey Brantley
- *Self-Esteem* / Matthew McKay & Patrick Fanning
- *The Mindfulness & Acceptance Workbook for Anxiety: A Guide to Breaking Free from Anxiety, Phobias & Worry Using Acceptance & Commitment Therapy* / John Forsyth & Georg Eifert
- *The OCD Workbook: Your Guide to Breaking Free from Obsessive-Compulsive Disorder* / Bruce Hyman & Cherry Pedrick

# Full steam ahead!



The founders' freight-train hopping days are over but their passion for publishing and entrepreneurial spirit live on. Today, New Harbinger is an established brand providing help to millions of people with mental health issues, as well as support for family and friends. The company that pioneered the self-help workbook continues to publish effective, evidence-based books while exploring emerging technologies to reach as many people as possible.

McKay, who still prefers to travel by train (except now in a passenger sleeper instead of a boxcar), remains at the helm of his beloved company working closely with a carefully chosen team of publishing professionals. Pat Fanning has since retired but is still on the board of directors.

"New Harbinger," says McKay, "is still dedicated to the goal of relieving human suffering. We will continue to focus on publishing important information, concentrating on editorial integrity and efficacy. As we continue to expand into new categories we will

ask ourselves: *Is this something people need?* If the answer is, *Yes*, New Harbinger will be leading the way."

When asked about changes in the publishing industry, McKay responds, "As publishing companies continue to evolve in this ever-changing digital landscape, New Harbinger remains deeply committed to the values we cherished from the beginning. We have to hold on to our core principles so that we don't risk just chasing the money. Our bestsellers are the organic outcome of publishing good and useful books, not something we pursue directly."

Having evolved from a tiny start-up to a leading publisher of evidence-based psychology and self-help books, this year New Harbinger celebrates its 40th birthday. As the company has grown through the years, the mission has remained steady—to publish practical tools and resources to help people improve their lives. And while the publishing industry has evolved, New Harbinger has embraced these changes and has adopted new ways of distributing its proven-effective, skills-based content. In the years to come, New Harbinger will continue to offer real tools for real change.

*"New Harbinger remains deeply committed to the values we cherished from the beginning"*

—Matthew McKay, PhD



FOR AN INTERVIEW REQUEST or MORE INFORMATION, CONTACT:  
Adia Colar 510-594-6107 / [adia.colar@newharbinger.com](mailto:adia.colar@newharbinger.com)  
[www.newharbinger.com](http://www.newharbinger.com)