

# CHILDRESS INK + INK-A-DINK

**EDITORIAL STRATEGY | DISCOVERABILITY | BOOKSELLING | READER ENGAGEMENT**



## 2026 Media Kit

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Award-winning editorial leadership, bookselling, discoverability & publishing strategy

[ChildressInk.com](http://ChildressInk.com) | [Ink-a-Dink.com](http://Ink-a-Dink.com)

# Meet Kim Childress

Childress Ink  
Product Development

Ink a Dink  
Bookstore

## Founder of Childress Ink and Ink-a-Dink



Kim Childress is an award-winning editor, author, reviewer, publishing strategist, bookstore owner, and product developer with more than 35 years in publishing and more than 28 years specializing in children's literature.

As Book Editor for *Girls' Life* magazine since its 1994 debut, and former acquisitions editor with HarperCollins Christian Publishing, Kim's editorial and acquisition work includes bestselling and award-winning books by authors such as Kirk Cousins, Bethany Hamilton, Jane Yolen, and Lee Strobel.

“Trusted by authors, publishers, educators & readers.”

**GIRLS' LIFE**



# Childress Ink + Ink-a-Dink

*Childress Ink* *Ink a Dink*  
Product Development Bookstore

## *Why Publishers Partner With Us*



### **EDITORIAL EXPERTISE**

35+ years in publishing leadership, acquisitions, and product development.



### **DISCOVERABILITY STRATEGY**

SEO, metadata strategy, digital visibility, and long-tail discoverability.



### **BOOKSELLING + DIRECT READER ACCESS**

Independent bookselling through Ink-a-Dink, curated lists, pop-ups, giveaways, and reader-facing promotions.



### **MEDIA CREDIBILITY**

*Girls' Life* Book Editor since 1994 debut. Thousands of readers reached annually.



### **CAMPAIGN EXECUTION**

Publisher-supported giveaways, launch amplification, social promotion, and event activation.



### **AUTHENTIC AUDIENCE ENGAGEMENT**

Relationships with educators, librarians, parents, readers, and book buyers.



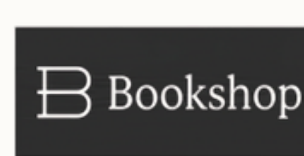
### **COMMUNITY IMPACT**

Literacy advocacy, educational outreach, partnerships and book access initiatives.



### **CREATOR DEVELOPMENT**

Proposal development, positioning strategy, editorial consulting, and selective literary representation.



# Childress Ink

**At Childress Ink, we treat every book as if it were our own.**

Publishing success extends beyond the manuscript. Through editorial development, positioning, discoverability, and strategic guidance, we help authors and publishers connect meaningful books with readers.

## **Kim Childress and team also provide:**

- Proposal Development
- Manuscript Refinement
- Book Launch Planning
- Reader-facing Campaigns
- Coaching & Mentorship
- Ghost Writing
- Selective Literary Representation



**EXCELLENCE IN LITERATURE**



## **Mission**

- Seek out and share excellence in literature
- Guide authors in their craft



## **Mission**

- Instill the love of reading in future generations
- Provide resources for parents, educators, schools and communities

CONNECTING BOOKS, READERS & COMMUNITIES

# Ink-a-Dink Bookstore

Ink-a-Dink is an award-winning independent bookstore and literacy initiative dedicated to connecting readers with exceptional books. Ink-a-Dink helps publishers and creators extend the reach of meaningful books through bookselling, educational outreach, community partnerships, author events, curated recommendations, and literacy advocacy.



- ✓ Curated book lists
- ✓ Author features & interviews
- ✓ Giveaways & launch support
- ✓ Community events
- ✓ Reader engagement
- ✓ Educational outreach
- ✓ Award recipient
- ✓ Literacy partnerships
- ✓ Author events

## AFFILIATIONS & AWARDS

- James Patterson Holiday Bookstore Bonus Award recipient (2021 & 2023)
- American Booksellers Association member
- American Booksellers for Free Expression
- Children's Book Institute member
- Caledonia Area Chamber of Commerce member

## LITERACY & COMMUNITY HIGHLIGHTS

- Dolly Parton's Imagination Library of West Michigan partner
- Amy Poelher's Smart Girls
- Fairytale Children's Ball literacy partnership
- Hindi's Libraries



# Reach & Audience

A Unique, Publishing and Growth Ecosystem

Childress Ink and Ink-a-Dink connect readers, educators, librarians, authors, and publishing professionals through multi-channel discoverability strategies, curated content, author features, events, and community engagement.

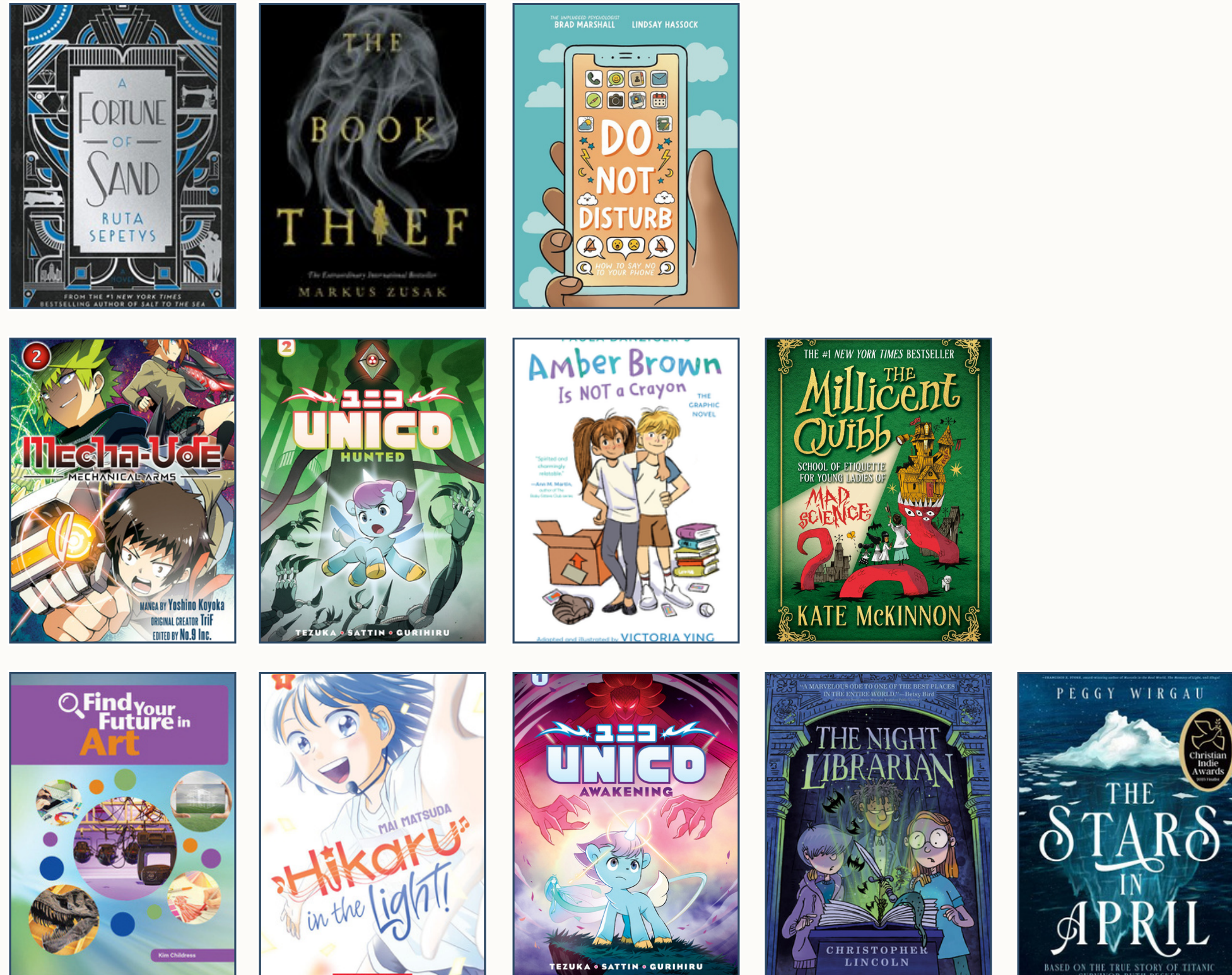
## Spring 2026 Growth Snapshot



- **April 12, 2026: Site Indexing by Google Begins**
- 4265+ active users
- 150+ newsletter subscribers
- Top Eventbrite organizer
- Strong repeat participant engagement
- 91% of recent social views reached new followers
- 1,700+ recent views from new readers
- Publishers consistently return with new titles and campaign opportunities



# Campaign Sampling



## Our Philosophy

The same strategic approach we use to support our clients can be seen in our publisher campaigns, author interviews, reader giveaways, event partnerships, newsletters, social media outreach, and ongoing audience-building initiatives.

“ We don't simply create books—  
we champion them. ”

# Publishing Partnerships & Engagement

## More Than Editorial Development

From concept development and proposal creation to launch planning, discoverability, media outreach, we remain invested in helping books connect with their readers.



# Community Literacy & Partnerships



Connecting readers, authors, schools, libraries, and community organizations through books, literacy initiatives, educational programming, annual and family-friendly events throughout West Michigan and beyond.

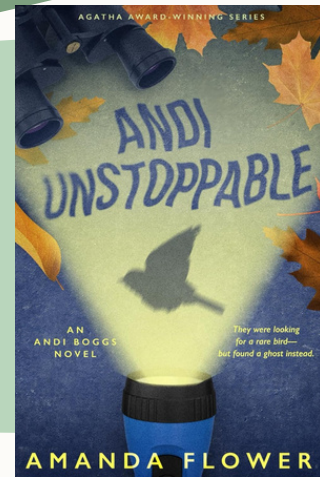
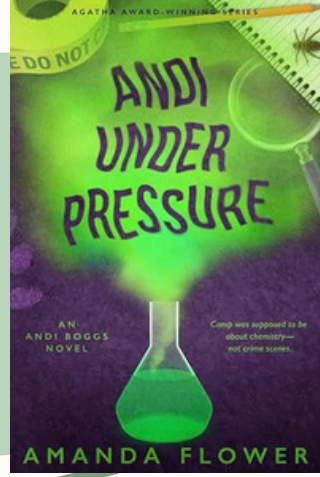
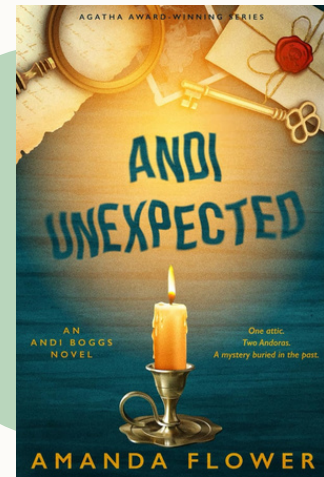
*Childress Ink* Product Development  
*Ink a Dink* Bookstore

# Award-Winning Books & Editorial Highlights

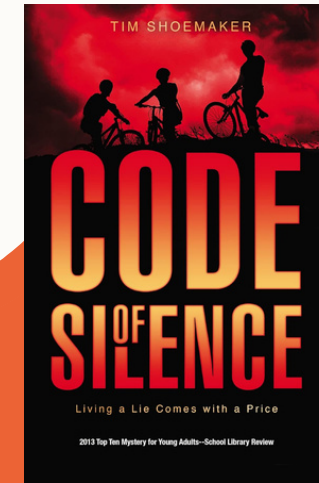
For more than 35 years, Kim Childress has helped develop, acquire, edit, write, and champion books that have earned industry awards, starred reviews, bestseller recognition, and national acclaim. Her publishing career spans children's, middle grade, young adult, adult fiction and nonfiction, educational, faith-based, and STEM publishing.



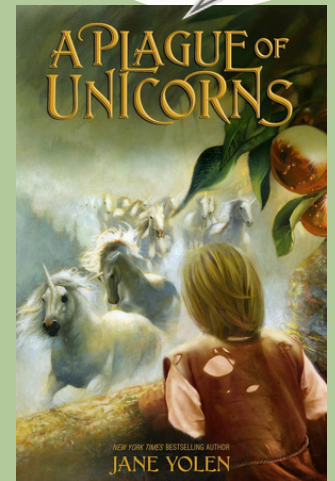
★ SLJ Starred Review  
SCWC YA Notable Book Award  
Developer & Literary Agent



★ Agatha Award Recipient & Finalist Series  
Editor, AE & DE



★ School Library Journal Top 10  
Mystery for Young Adults  
★ Starred Booklist Review  
Editor, AE & DE

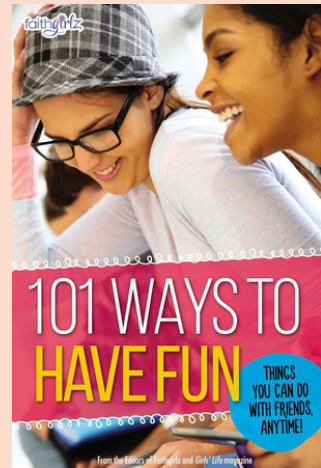


Editor, AE & DE

Career Highlight:  
Working with  
legendary author  
Jane Yolen

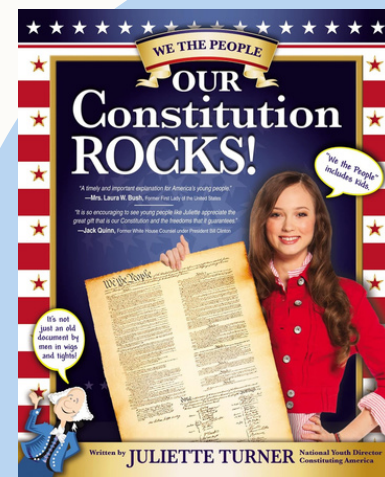


Contributor & Editor  
AE & DE

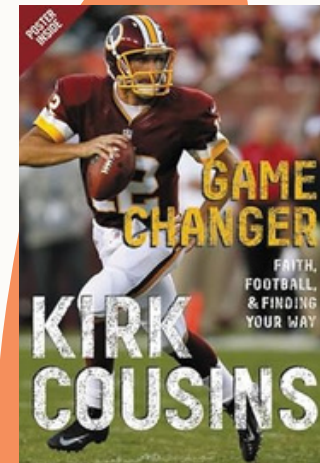


★ Christian Retailing's Best  
Nonfiction Winner  
Editor, AE & DE

Career Highlight:  
National Bestselling  
Author Bethany  
Hamilton



Contributor & Editor  
AE & DE



★ ECPA Top Ten  
Bestseller  
Editor, AE & DE



Editor, AE & DE

Career Highlight:  
Lee Strobel  
& Kirk Cousins  
Two powerful  
books- honored to  
work on.

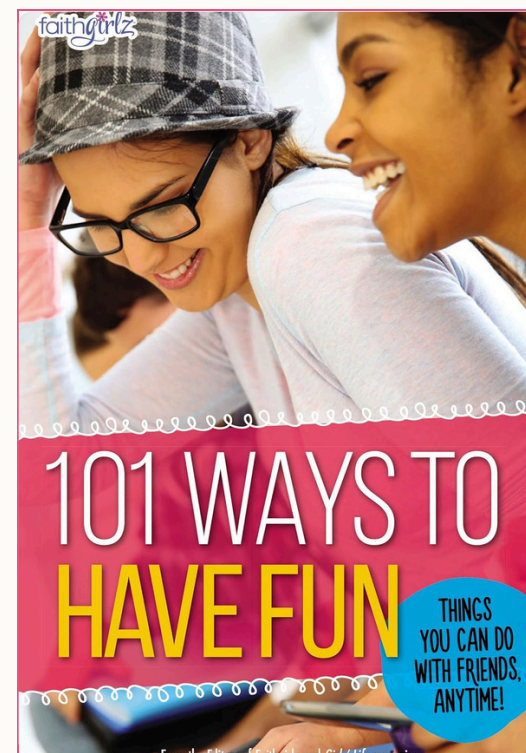
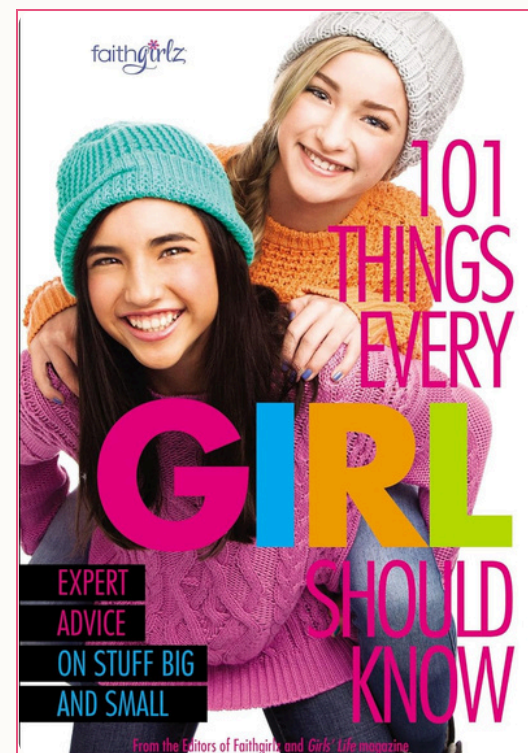
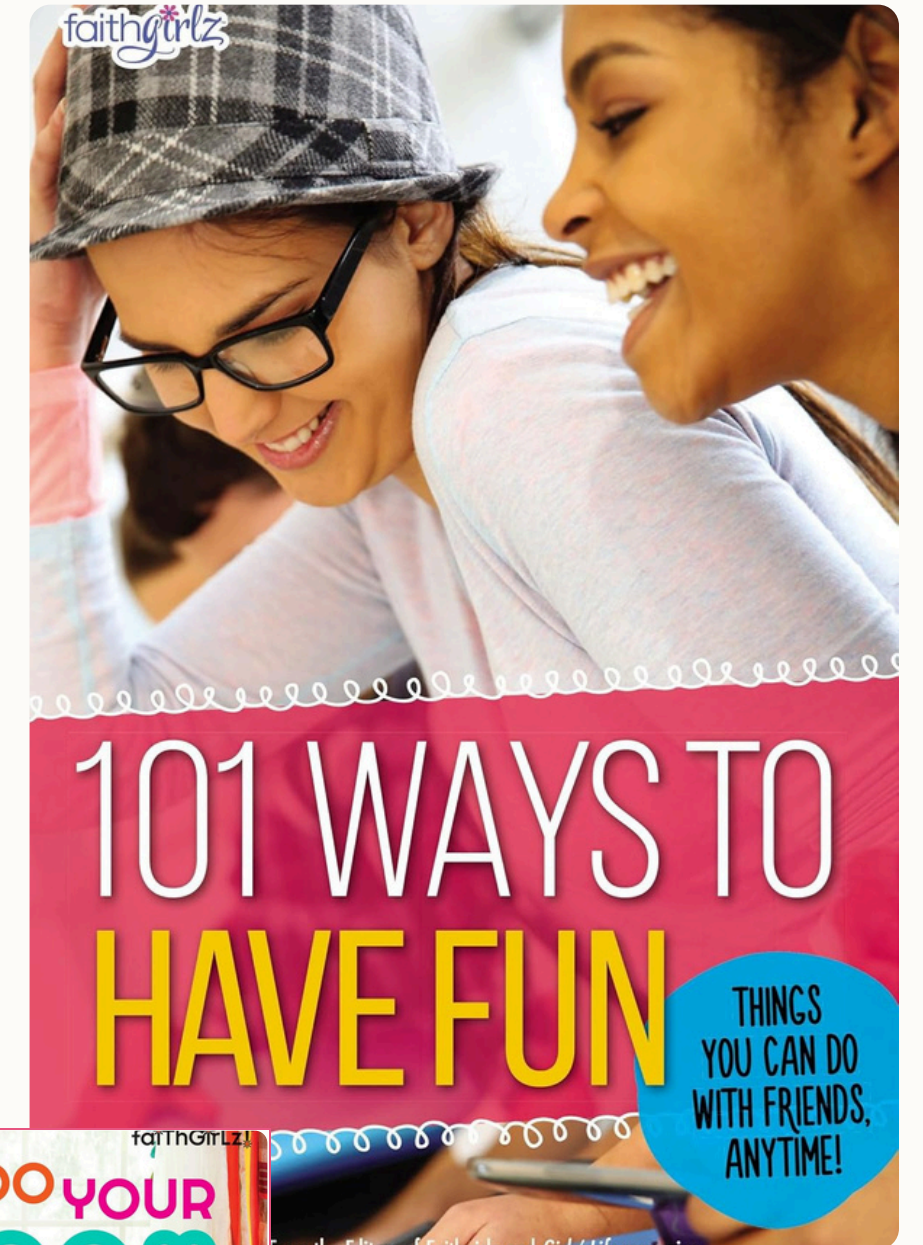
35+ Years in Publishing • Award-Winning Titles • Starred Reviews • National Bestsellers • Literary Representation • Product Development • Girls' Life Magazine Since 1994

# Girls' Life & Faithgirlz Publishing

Helping Create Content for Girls & Young Women Since 1994

## Kim Childress

- Girls' Life Book Editor since its 1994 debut
- Faithgirlz contributor & editor
- Christian Retailing's Best Nonfiction Winner
- Helping create trusted content for tween and teen girls for more than three decades.



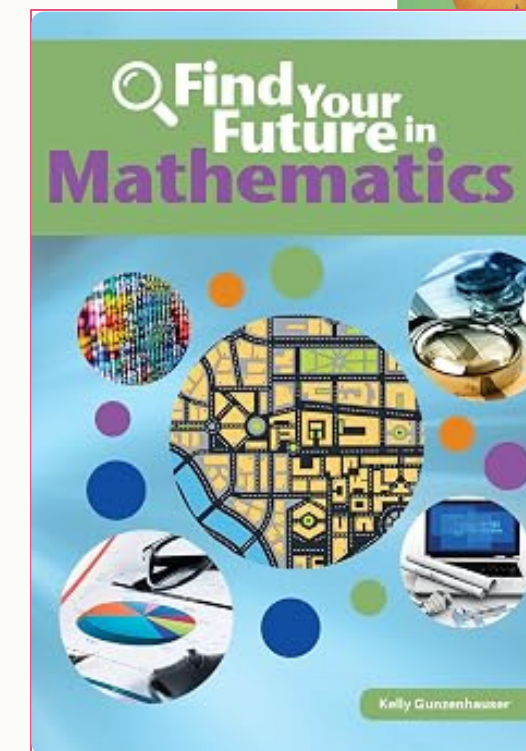
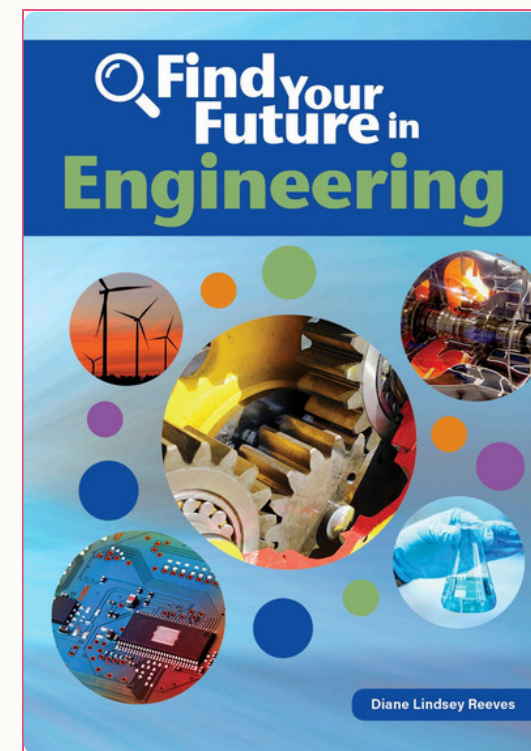
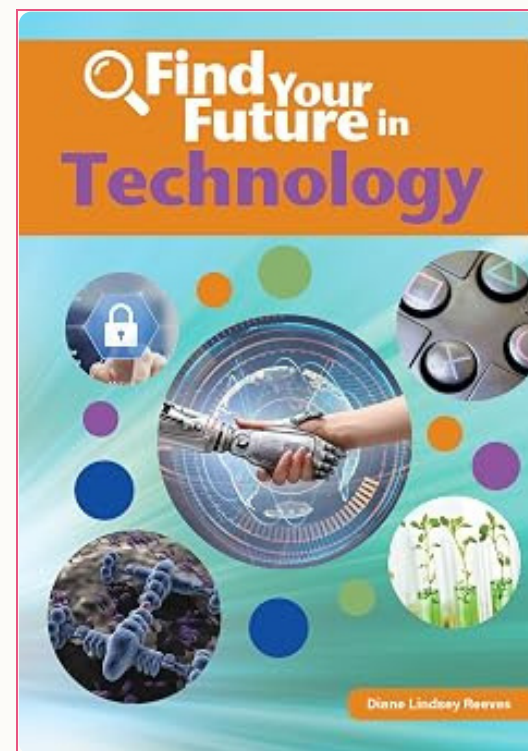
Childress Ink Ink a Dink  
Product Development Bookstore

# STEAM Series & Product Development

## Series Development & Educational Publishing

Co-conceptualized and helped develop the nationally distributed Find Your Future in STEAM series, including collaboration on the first 19 titles and authorship of Find Your Future in Art. The series was selected as a featured resource for Take Our Daughters and Sons to Work Day and continues to inspire young readers to explore careers in science, technology, engineering, art, and mathematics.

Ten Years  
Strong!  
Anniversary!



2020 Featured Series  
Take Our Daughters &  
Sons to Work Day

#WorkplaceSuperstars

# The People Behind Childress Ink

Publishing may begin with a single idea, but bringing books to readers is always a team effort.

Over the years, I've been fortunate to work alongside talented editors, designers, booksellers, reviewers, marketers, and interns who share a love of great stories and meaningful work. Their contributions have helped shape Childress Ink into what it is today.

~Kim Childress

## Mentoring the Next Generation of Publishing Professionals

**20+ Interns Mentored**

Former interns have gone on to careers with Sourcebooks, Tyndale House Publishers, ATP Learning, literary agencies, and other publishing organizations.

The time has come, the Walrus said,  
to talk of many things.  
*Through the Looking-Glass*



Kim Childress, Founder  
Author, Editor, Reviewer

God, infinitely perfect and blessed,  
freely created man to make him share  
in his own blessed life -CCC1



Diana Vilic, Representation  
Author, Editor, Bookseller

Sometimes we have to go a long way  
to find out who we are  
*The Stars in April*



Kelly White, Co-founder  
Author, Editor, Representation

No! I am not Prince Hamlet, nor was  
meant to be.  
*-The Love Song of J. Alfred Prufrock*



Robert (Bob) E., Carter  
Executive Producer

But I am the strongest girl in the world,  
remember that." -*Pippi Longstocking*



Jacque Alberta,  
Editorial Consulting, Bookseller

Where the fear has gone there will be  
nothing. Only I will remain." -*Dune*



Paul Childress, Development,  
Photographer, Bookseller

I declare after all there is no enjoyment like  
reading!...When I have a house of my own, I  
shall be miserable if I have not an excellent library.  
*-Pride and Prejudice*



Laurel Childress, Illustrator  
Graphic Designer, Bookseller

# Let's Grow Together

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Product Development Bookstore



**35+ Years in Publishing**

**Girls' Life Book Editor Since 1994**

**James Patterson Holiday Bookstore Bonus Award (2021 & 2023)**

**400,000+ Books Placed into the Hands of Readers**

**20+ Publishing Interns Mentored**

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