

MARKETING STRATEGY

Corint Publishing House

1. How History Reaches Its Readers

At Corint Publishing House, the promotion of history books is understood as an extension of the intellectual validation process: each title connects the author's academic authority with the public's need to access credible and rigorous research.

The network of partners — universities, cultural media, bookstores, and reader communities — is described in detail in the sections dedicated to media partnerships and events.

The publishing house's four history collections — Corint Istorie (1996), Corint Istorie cu Blazon (2015), Corint Istorie Autori Români (2015), and Corint Istorie Urbane (2019) — publish together an average of 50 titles annually, with a combined print run of over 150,000 copies. Their thematic scope ranges from global history and large-scale societal transformations to the history of the Royal House, Romanian aristocracy, urban memory, and original studies by established Romanian historians. This diversity is supported by a rigorous editorial system, including external peer reviewers, critical notes, contextualized translations, and a comprehensive scholarly apparatus.

2. Publishing History and Thematic Profile of the History Collections

Founded in 1994, Corint Publishing House has gradually established itself as a leading publisher in the fields of history, education, and general culture, evolving into the Corint Editorial Group.

The Corint Istorie collection, launched in 1996, has become over nearly three decades a benchmark for historians and readers in Romania, publishing both essential translations from international historiography and original volumes. Beginning in 2015, three complementary editorial directions were developed around it, each with its own identity and dedicated coordinator:

- **Corint Istorie** (coordinator Ion M. Ioniță) – in-depth analyses of major eras, periods, and events, with a focus on global history and large-scale societal transformations;
- **Corint Istorie cu Blazon** (coordinator Filip-Lucian Iorga) – a collection dedicated to the history of the Romanian Royal House and aristocracy, through rigorously documented editions supported by exceptional archival materials;
- **Corint Istorie Autori Români** (coordinator Florin-Răzvan Mihai) – a collection dedicated to Romanian scholarship, where prominent historians publish their studies and interpretations, addressing history through local expertise and cultural contextualization;
- **Corint Istorie Urbane** (coordinator Adrian Majuru) – a series exploring urban memory and transformations, offering a dynamic perspective on everyday life, the objects that have shaped our spaces, and local identities.

This four-pillar editorial architecture allows the publishing house to address multiple audiences simultaneously—academic environments, history teachers, educated readers, young audiences, and local communities—while maintaining the same scientific rigor throughout.

From a thematic perspective, the collections offer balanced coverage of Romania's premodern, modern, and contemporary history; the two world wars; the history of communism and post-communism; minority history; Holocaust studies; diplomatic, military, social, and urban history; as well as major syntheses of world history authored by renowned international scholars such as Martin

Malia, Richard Evans, Richard Overy, Graham Allison, Helen Rappaport, Max Hastings, Henri Troyat, Tamim Ansary, and Ruth Goodman.

The prestige of the collections rests on three explicitly assumed pillars: academic authority (CNCS Category A accreditation), editorial quality and rigor (coordination by established historians, archival documentation, critical notes), and thematic diversity.

3. Contribution to Research Dissemination and Impact on the Field

Corint's history collections publish the results of academic research — doctoral theses, monographic studies, critical editions, journals, and memoirs — in formats accessible to the general public, without compromising scientific standards.

Among the authors who publish or collaborate regularly with the publishing house are Lavinia Betea, Cosmin Popa, Dragoș Ursu, Florin Müller, Cristian Vasile, Diana Mandache, Filip-Lucian Iorga, Stelian Tănase, Adrian Majuru, Constantin Hlihor, Alexandru Armă, Matei Cazacu, Simona Preda, Flori Bălănescu, Tudor Vișan-Miu, Silvan D. Ionescu, Florian Banu, and Ovidiu Raețchi — a list spanning multiple generations of historians and research institutes.

The impact of these collections is visible in three directions. First, they have introduced key works of international historiography into the Romanian public sphere, translated and rigorously contextualized. Second, they provide Romanian authors with a credible publishing platform, offering national visibility and a distribution chain that covers both physical bookstores and online environments. Third, through the topics addressed — Holocaust, communist regime, anti-communist resistance, urban memory, Royal House history, military history — the collections contribute directly to shaping public historical awareness and strengthening informed public debate.

Institutional recognition of this contribution is confirmed by the CNCS 2020–2024 evaluation, which placed Corint Publishing House, following an excellent result, in Category A in the field of “History and Cultural Studies,” alongside the most important scientific publishers in Romania.

4. Recognition through Awards and Distinctions

Over time, Corint Publishing House has received numerous national awards and distinctions, granted both for individual titles and for its editorial contribution in the fields of history and education. This recognition comes from the most prestigious cultural and academic institutions in Romania and confirms that the volumes published in its history collections are perceived as benchmarks by both readers and expert juries.

At the 2026 edition of the “Magazin Istoric” Cultural Foundation Awards — considered among the most important distinctions in the field, awarded annually at the headquarters of the National Bank of Romania — five Corint titles were honored, confirming our constant presence in the sphere of excellence in Romanian historiography.

5. Media Partnerships

5.1. Permanent Institutional Media Partners

Promotion of the history collections is based on a stable core of media partnerships built over the past decade, ensuring consistent visibility across print, audio, video, and digital media:

- Radio România Cultural (RRC)
- Radio România Actualități (RRA)

- Radio France Internationale (RFI) Romania
- Historia magazine
- Observatorul Cultural
- Magazin Istoric magazine

5.2. Regular Presence on Television and Radio

Corint authors and editors maintain a constant presence in programs dedicated to history and culture on TVR 1, TVR Cultural, Euronews Romania, and leading radio shows such as *Istorica*, *Pagini de istorie*, and *Vorba de cultură*.

5.3. Online Cultural Platforms

Reviews, features, and preview excerpts are systematically published on major Romanian cultural platforms, including Bookblog.ro, Bookhub.ro, Filme-carti.ro, LiterNet.ro, and OmiedeSemne.ro.

5.4. National Press

Interviews and editorial coverage regularly appear in major national outlets such as Libertatea, Adevărul, HotNews, România liberă, Forbes Romania, Revista 22, and România literară.

6. Events, Debates, and Conferences

Beyond media presence, Corint's promotion strategy is built around a consistent calendar of public events held in Bucharest and across the country, in partnership with academic, cultural, and civic institutions. These events transform each publication into a moment of public dialogue and reinforce the publisher's role as a space for historiographical debate.

Key initiatives include:

- The Romanian tour of American historian Grant T. Harward (November 2024);
- The debate series "How Hate Is Fueled" with Amir Tibon and Iain Overton (November 2025);
- The educational project "Dialogues with Corint Historians in High Schools" (May 2025 – February 2026), reaching over 3,000 students in 40 high schools.

In addition, the publishing house organizes regular book launches, participates in major book fairs (Gaudeamus, Bookfest), hosts academic debates, and collaborates with museums on thematic exhibitions.

7. Digital Promotion and Owned Media

Digital promotion complements media outreach through channels directly managed by the publishing house. The website (edituracorint.ro) serves as a central information hub, offering detailed book pages, free excerpts, author biographies, and an archive of events. The newsletter targets an active subscriber base with updates on new releases and event invitations.

On social media platforms—Facebook, Instagram, YouTube, TikTok, LinkedIn—the publisher maintains consistent communication focused on high-quality editorial content: video excerpts from launches, media appearances, quotations, historical anniversaries, live streams, and webinars.

8. Summary and Strategic Directions

Corint

The promotion strategy of Corint's history collections is an integrated system built on five components:

- (1) CNCS Category A academic accreditation;
- (2) a portfolio of over 50 annual titles;
- (3) stable media partnerships;
- (4) strong presence in television and national press;
- (5) a consistent calendar of public events.

For the 2026–2030 period, the strategy focuses on three directions: expanding the “Dialogues with Corint Historians in High Schools” project into a national network; institutionalizing the Corint History Awards; and developing international partnerships that bring relevant authors and debates on contemporary history into the Romanian public sphere.

Through these instruments, Corint Publishing House maintains its position as a leader in Romania's history publishing market while fulfilling its public mission associated with CNCS accreditation: to serve as a space for validation, debate, and dissemination of high-level scientific research.