

Malakoff, Friday 5 September 2025

## **Bayard and Hachette Livre announce a new partnership to support bookshops**

On 1st January 2026, Bayard and Hachette Livre will form a new sales team dedicated to Bayard Group's imprints for young readers: Bayard Jeunesse, Milan, and Tourbillon.

This new unit will form part of Diffusion Groupe Alexander Hatier and will be staffed by a head of sales and 12 sales representatives. The team will distribute the catalogues held by Milan (previously managed by Larousse), Bayard Jeunesse, and Tourbillon (previously with GAH).

Bayard and Hachette Livre have built a trust-based relationship over the years, which has led the two partners to create a new sales force focused exclusively on the Bayard Jeunesse, Milan and Tourbillon catalogues. The initiative reflects market developments requiring more detailed, responsive and personalized support for bookshops.

At a time when youth reading is a more critical issue than ever, the team will serve as the pillar of relations with bookshops, in terms of quality, as well as innovation and implementing the strategy of Bayard Group's imprints for children.

*"At Bayard Jeunesse and Milan, we're firm believers in the power of relationships between publishers and bookshops. This brand partnership represents a milestone in our efforts to strengthen these relationships with booksellers, who are vital to promoting children's reading. Joining forces with Hachette Livre will give us the resources to work more closely with retailers and to be more attentive, more responsive, and more creative. The alliance is rooted in trust, dialogue, and a shared desire to help more children discover reading."*

Héloïse des Monstiers, Director of Bayard Jeunesse

*"Hachette Livre is proud to join with Bayard Group in creating this new distribution team for its children's imprints. The partnership will strengthen our support for bookshops through structured, responsive follow-up, while providing young readers with easier access to high-quality collections."*

Philippe Lamotte, Executive Vice President, Operations, Digital, and Sales Development Division at  
Hachette Livre

The Bayard Jeunesse and Milan comics catalogues will continue to be distributed by La Diff, and the Bayard éditions adult catalogue by Prolivre, UP Diff and H+ Spiritualité.

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### **About the Bayard Group**

Bayard, a Catholic and independent press and publishing group with a mission, is an international creative network made up of teams of journalists, editors and designers of print, digital and audiovisual content. In France, it publishes the daily newspaper *La Croix*, the weekly *Le Pèlerin*, the monthly *Notre Temps* and children's titles such as *Pomme d'Api*, *Astrapi*, *Okapi* and *J'aime lire* under the Bayard Jeunesse brand, and *Toboggan*, *Wapiti* and *1 jour 1 actu* under the Milan brand. The Group also has 5,500 books in the catalogues of its publishing houses and publishes more than 800 new titles every year. The Group also operates in Europe (Germany, Belgium, Spain), the United States and Canada, Côte d'Ivoire and Hong Kong.

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## About Hachette Livre

Hachette Livre is a subsidiary of Lagardère SA and the world's third-largest mainstream publishing group (trade and educational). With revenue of €2,873 million in 2024, it is the market leader in France, number two in the UK, third in Spain and in the US (in trade publishing). The Group comprises over 200 imprints which together publish around 15,000 new titles each year in a dozen languages (mainly French, English and Spanish). Hachette Livre covers all segments of the mainstream publishing market: general fiction, nonfiction, paperbacks, children's and YA books, illustrated books, travel guides, textbooks, study guides and partworks.

<https://www.hachette.com/>

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