

PRESS RELEASE

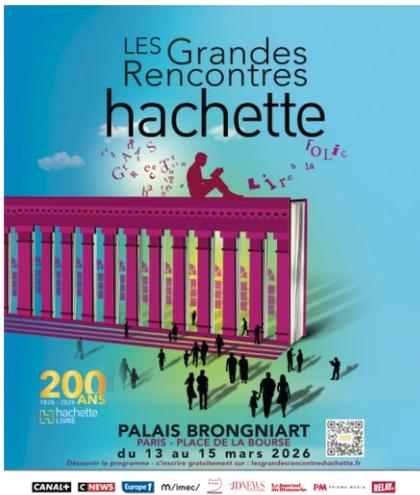
Nearly 15,000 visitors attend the inaugural edition of *Les Grandes Rencontres Hachette, Lire à la folie*, a new standout cultural event in Paris

Vanves, March 15, 2026 – For its 200th anniversary, Hachette Livre transformed Palais Brongniart into a free culture fair open to all. Held from March 13 to 15, the event:

- Drew nearly 15,000 visitors
- Welcomed more than 60 authors from France and further afield over three days
- Offered more than 55,000 books for sale
- Featured 68 book signings
- Captivated audiences with an immersive exhibition on the history of Hachette Livre

This strong turnout underscores the success of this inaugural edition and French readers' fondness for the wide variety of books offered by France's top publisher and distributor and the world's third-largest publishing group.

Hachette Livre innovates by organizing a brand-new cultural event for all audiences



Embracing the pioneering spirit of Louis Hachette, Hachette Livre created a festival open to all and free of charge at Palais Brongniart in Paris, featuring a hundred events and activities. Generations of readers came together to attend talks on current issues in literature and knowledge, meet-ups on careers in publishing, book signings with some 60 authors, and creative workshops for families. The programming was intellectually stimulating, but also had broad appeal.

Les Grandes Rencontres took visitors inside the wide array of books and businesses that coexist within Hachette Livre, showing how the Group unites authors, publishers, partners and readers.

This resounding success was paired with an expansive exhibition looking back at Hachette Livre's two centuries in publishing since its founding in 1826, showcasing its publishing houses' unique heritage.

The three-day event was a step towards Hachette Livre's goal of making reading accessible to all, especially for younger generations.

Two highlights from the inaugural edition

Two moments stood out during *Les Grandes Rencontres Hachette, Lire à la Folie*. The first was the announcement that Académie Française member Boualem Sansal would sign with the renowned publishing house Grasset, a testament to Hachette Livre's steadfast support for freedom of expression and plurality in publishing.

The other highlight was an appearance by Dan Brown, the fair's guest of honor, who led an exclusive masterclass. The world's most famous thriller author shared insights into his craft and was presented with

the title of Chevalier de l'Ordre des Arts et des Lettres by French foreign minister Jean-Noël Barrot, in front of an audience of avid readers and institutional guests.

Jean-Christophe Thiery, Deputy CEO of Hachette Livre: *“The inaugural edition of Les Grandes Rencontres Hachette was a huge success with the public, drawing nearly 15,000 visitors. The event is a great example of how reading remains key to bringing all types of people together. Seeing our publishing houses attract so many authors, creators and readers shows the vitality of publishing and the public’s fondness for the diverse range of books that we have sought to offer for two centuries. We are proud to have held a free event open to all, which demonstrates the broad appeal of books and reading, while celebrating all forms of creativity. This inaugural edition reflects our top ambition: to make reading accessible, inspiring and vibrant for all generations.”*

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 €3,001 million in 2025, it is the market leader in France, number two in the UK, third in Spain, and third 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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