

An empire of Penguins

Our history



George Palmer Putnam
(1814–72)



1935 First Penguin paperbacks published, sparking a paperback revolution.

1936 G. P. Putnam's Sons forms alliance with London-based Coward-McCann publishing writers from both sides of the Atlantic.

1939 Penguin sets up shop in New York. Two years later, it became a supplier of paperback books to the US armed forces.

1940 Puffin created as a series of non-fiction picture books for children.

1946 Penguin Classics launched, making classic texts accessible to everyone.

1946 Penguin Australia founded.

1958 Putnam publishes Vladimir Nabokov's *Lolita*, unleashing a storm of controversy. Banned by public libraries in some American cities, the book becomes a bestseller.

1960 Penguin charged under the Obscene Publications Act for publishing *Lady Chatterley's Lover*. After its acquittal Penguin sells two million copies in six weeks.

1961 Penguin is floated as a public company.

1965 G. P. Putnam's Sons acquires Berkley Books, a mass-market paperback house.

1967 Allen Lane The Penguin Press is founded – a new venture for Penguin, taking it into hardback as well as paperback publishing.

1970 Allen Lane dies in July. In the same month Penguin is acquired by S. Pearson & Son Ltd, predecessor to today's Pearson plc.

1973 Penguin New Zealand founded.

1974 Penguin Canada founded.

1975 Acquisition of The Viking Press, a top American hardback house, giving Penguin a strong presence in the US market for the first time.

1979 Perigee Books, a trade paperback imprint is introduced by The Putnam Berkley Group.

1970s Penguin takes a leading position in UK children's publishing, with titles such as Roald Dahl's *Charlie and the Chocolate Factory*.

1982 With the acquisition of Grosset & Dunlap, another children's publisher, Putnam emerges as one of America's premier children's book publishers.

1983 Acquisition of Frederick Warne, best known for its Beatrix Potter and Spot titles.

1985 Acquisition of Michael Joseph and Hamish Hamilton.

1986 Acquisition of the New American Library / Dutton Books, giving Penguin a presence in the US mass-market for the first time.

1987 Penguin India founded.

1988 Publication of Salman Rushdie's *The Satanic Verses*.

1989 Penguin South Africa founded.

1991 The Putnam Berkley Group acquires Jeremy P. Tarcher, Inc., a preeminent publisher of New Age books.

1994 The Putnam Berkley Group launches Riverhead Books, a new adult hardcover and trade paperback imprint.

1996 Acquisition of Putnam Berkley Group, one of the oldest, largest and most prestigious names in US publishing.

2000 Acquisition of Dorling Kindersley, the world's leading illustrated publisher.

2006 Penguin China founded.

2009 Penguin Group (Canada) launches Hamish Hamilton Canada

2010 **TWO BIG BIRTHDAYS:** Penguin's 75th and Puffin's 70th.

2010 Penguin Group (Canada) launches Allan Lane Canada

