



Press Kit

Series Overview

DJ ORANGES is a children's book series that introduces real DJ concepts through storytelling. Each story follows DJ Oranges and his crew as they learn skills like beatmatching, phrasing, looping, and more.

But these aren't just stories about music—they're stories about listening, collaboration, and finding your place in the mix.

Quick Facts

Target Age	4-8 (read-aloud), 6-10 (independent)
Books Published	12 titles
Formats	Paperback, Hardcover, eBook
Characters	7 original characters
Retail Platforms	40+ worldwide
Countries	15+

The Books

DJ ORANGES — The complete collection with all 8 stories

DJ ORANGES - The First Session — Stories 1-4: Beatmatching, Phrasing, Looping, Stage Presence

DJ ORANGES - The Next Session — Stories 5-8: Pacing, Reading the Crowd, Backups, Harmony

DJ ORANGES - Mix & Color — Coloring book companion

Individual Stories — 8 standalone titles available separately

DJ Concepts Introduced

- Beatmatching — syncing two tracks to the same tempo
- Phrasing — understanding song structure
- Looping — repeating sections to build energy
- Stage Presence — confidence and crowd connection
- Set Pacing — guiding energy throughout a set
- Reading the Crowd — adjusting to audience needs
- Backups — preparing for equipment failures
- Harmony — collaboration and layering sounds

About the Creator

E.S. Aesthetic is the creator of DJ ORANGES. The series was inspired by real pets and a love of music, storytelling, and the magic that happens when sounds come together.

Publisher

Hotline District

Website: www.hotlinedistrict.com

Contact

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Available Assets

- High-resolution logo (PNG, SVG)
- Book cover images
- Character artwork
- Author photo
- Series fact sheet (this document)

To request assets, contact press@hotlinedistrict.com

*"These aren't just stories about music. They're stories about **listening**. About **remembering**. And about finding **your** place in the mix."*