

# Bookplate

Would you like to grow your sales  
and raise your company profile in  
the UK and Europe?

A stack of three books is shown from a side-on perspective. The top book has a bright yellow cover, the middle one has a blue cover, and the bottom one has a dark blue cover. The pages are white and appear slightly aged. The books are stacked on a red surface.

**If so, Bookplate can help you succeed**

## What is Bookplate?

**Bookplate** is a new service for publishers. It brings together three of the publishing industry's most experienced and highly respected groups – Yale Representation, Oxford Creative Marketing, and Marston – to provide a one-stop sales, marketing, and distribution package for publishers wanting to grow their sales and raise their profile in the UK and Europe.

### **Publishers joining Bookplate will benefit from:**

- The opportunity to profit from the experience of three of the publishing industry's leading companies, each run by successful, professional teams
- A pre-agreed fee encompassing the costs and services of all three companies payable as a % of net sales
- Wide-ranging, flexible services customised for each publisher
- Direct access to the individual sales, marketing, and distribution companies
- Total transparency in reporting on customers and sales
- Individual marketing for each publisher ensuring maximum visibility and profile raising
- 24/7 access to all sales information – you know who your customers are, and what each of them is spending – fully downloadable for your own analysis and use
- The opportunity to meet with representatives of the Bookplate team at the London and Frankfurt Book Fairs, and at Book Expo America

## Who are the three companies involved?

**Yale Representation** was founded in 1991. It now provides sales management and representation services for a highly prestigious portfolio of publishers, including Yale University Press's own list. The team consists of a Sales Manager plus four reps who between them cover the whole of the UK book trade, with strong links to all the major European markets. Yale Representation is one of the best established sales teams on the bookselling scene.

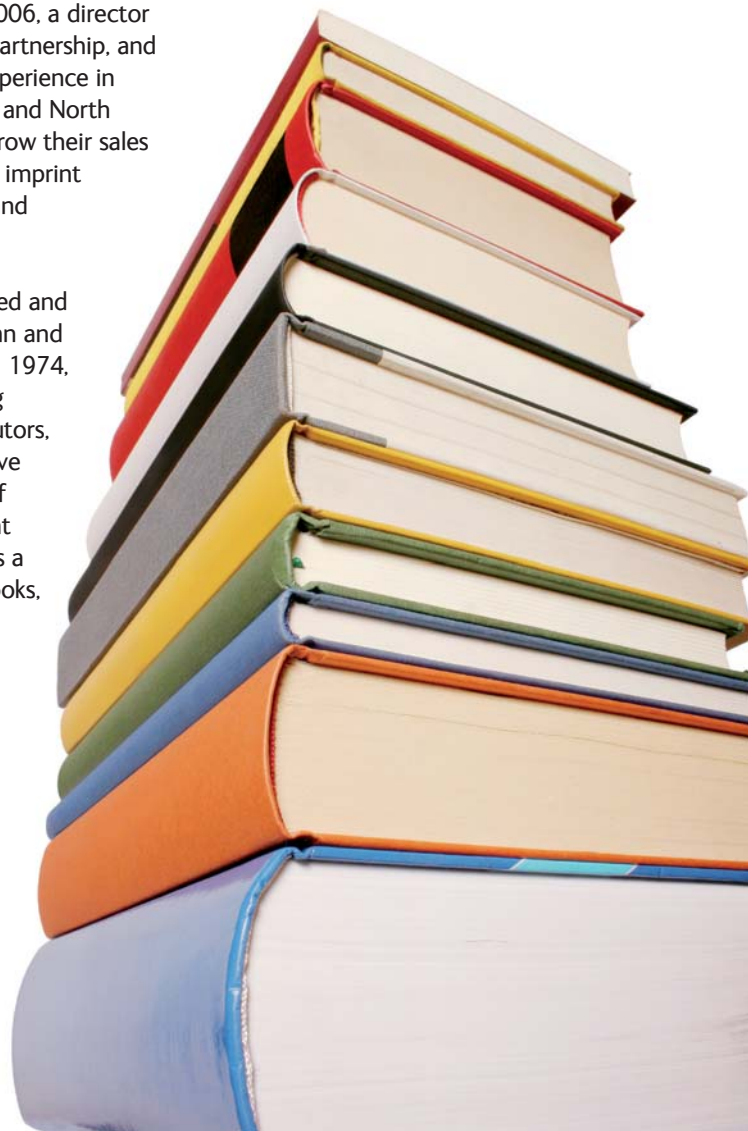
**Oxford Creative Marketing** is run by Sue Miller, who has been marketing academic, educational, professional, and trade books for 25 years. Sue was one of the founders and, until 2006, a director of The Oxford Publicity Partnership, and has a huge amount of experience in helping British, European and North American publishers to grow their sales and to achieve increased imprint visibility in both the UK and European market.

**Marston** is privately owned and managed by John Holloran and Ross Clayton. Founded in 1974, it is one of the publishing industry's leading distributors, providing a comprehensive and high-quality range of fulfilment and digital print services. Marston handles a huge cross-section of books, journals, and electronic products from publishers throughout the world, covering all sectors of publishing.

## How do I join Bookplate?

No two publishers are the same, so we start by asking publishers interested in joining Bookplate to complete a questionnaire and to share with us the existing marketing and publicity being done for the books. By analysing the questionnaire, we are able to draw up a profile that allows us to come up with the best possible commercial opportunity for each individual publisher.

Most importantly, we don't ask publishers to pay any money up-front towards the distribution implementation and marketing costs – everything we list is included within the price we quote, allowing you to budget what your costs will be year on year.



# What's included in the package?

## Marketing:

- Presentation of new season's books at twice yearly sales conference if publisher is unable to attend
- Writing and production of the Advance Information Sheets that reps use to sell from (including colour copying and despatch)
- Mailing of the publisher's twice-yearly seasonal catalogue to UK and European booksellers and libraries
- Production of review lists for all relevant new titles
- Management of an inspection copy system for all titles suitable for text adoption
- Development of a bespoke marketing database, built from names of responses to mailings, inspection copy and catalogue requests, etc
- Submission of key titles to the Bookseller Buyer's Guide and to Publishing News
- Monthly stock replenishment and OTO (Only-to-Order) orders based on the Marston reports

## Distribution:

- Links to 45,000 trade account-holding customers in over 200 countries
- Consolidated shipping from the U.S.
- Processing of all orders for the agreed territory
- Pick, pack and despatch
- Full range of customer services
- Handling of returns from the book trade
- Invoicing and debt collection
- On-line ordering for all major retailers
- Stock warehousing
- Daily and monthly reports
- Participation in hotlines at key times of the year, such as back-to-school in September, and at Christmas
- Customer data filter for direct-mail use

## Sales:

- Presentation of books to the UK book trade (booksellers, library suppliers, wholesalers, museums, galleries, and other retail outlets)
- Advice and help with appointing Continental reps (including Ireland)
- Presentation of selected books to head offices, such as Bertrams, Gardners, and Waterstone's
- Organisation of two UK sales conferences a year, which we encourage publishers to attend
- Comprehensive range of sales management services
- Consolidated weekly reports from the reps outlining their customer calls, and news from the market

## Additional services

As well as the range of services listed above, all three companies can help with a wide range of additional services. You are not obliged to take any of these, but if you are interested we can quote separately for the following:

- Mailing publisher's own subject catalogues and fliers
- Producing fliers for specific books or groups of books
- Advertising in journals, newspapers, magazines, or newsletters
- Writing press releases and handling PR campaigns
- Help with logistical arrangements in getting books and material to international book fairs
- Participation at key academic or professional conferences
- A superb digital management service incorporating either POD or (for our client publishers) a sophisticated 'managed print' service to ensure the right amount of stock is always available
- Only to Order (OTO) stock, removing the need for stocking slow-moving titles and reducing storage charges
- High quality b&w or colour digital printing of books, loose leaf folders, journals, newsletters, publicity material, posters, and just about anything else!
- Royalties management, subscription fulfilment, and web site hosting





## Contacts

If you would like more information or to discuss joining Bookplate, please contact any of the following:

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