

BIBLIOPHILE

News for and about publishing for our publishers.

Published Monthly by Biblio Distribution

Volume One, Issue One August 2002

A WORD ABOUT DATABASES

This is one of the most tedious and time-consuming issues that we deal with—it's very important that you provide Biblio with accurate bibliographic information with your title template. However, we all know that frequently this information can change. By and large it's not a problem unless you fail to notify us in a timely way. If any information changes from the time you submit your title template, please fill out our online Data Update form:

(<http://www.bibliodistribution.com/publishers/passwordprotect/datacorrections.shtml>). This includes changes in title, sub-title, author, price, ready date, ISBN, format, page count and carton quantity.

ONLINE REPORTING

The online reporting system is your primary link to Biblio—allowing you to monitor the activity of your books at any time. If you have not yet installed your online reporting certificate, please contact Karen Mattscheck in Inventory Management. Her phone number is 717-794-3800 ext. 3513, or e-mail kmattscheck@nbnbooks.com

NEW YORK IS BOOK COUNTRY

On September 29, New York Is Book Country's Sunday book fair returns to Fifth Avenue between 48th and 57th Streets, from 11 a.m. to 5 p.m. Publishers, booksellers and book-related organizations are invited to participate. Once again, some 250,000 New Yorkers and visitors are expected to attend.

For more information, go to <http://nyisbookcountry.com/forms/index.asp> or contact Courtney Muller, Executive Director at 646-557-6604.

BENJAMIN FRANKLIN AWARDS

It's time again to submit books to the Publishers Marketing Association (PMA) for the Benjamin Franklin Awards for excellence in publishing during the year 2002. Since marketing is the primary focus of PMA, they look for the most impressively marketed title for the Book of the Year Award. Other awards recognize excellence in editorial and design, which can certainly affect the successful outcome of marketing programs.

The first deadline—August 31—is for titles published January 1 through June 30, 2002. The second deadline—December 31—is for titles published July 1 through December 31, 2002. Winners will be announced at the 2003 Book Expo in Los Angeles.

For more information and submission instructions, please visit the PMA website at www.pma-online.org.

FALL REGIONAL BOOKSELLER SHOWS

Biblio will be exhibiting at several of the major regional shows this Fall, including MSIBA (Mid-South), SEBA (Southeast), NEBA (New England), UMBA (Upper Midwest), and NAIBA (New Atlantic). If you are at any of these shows, please stop by and say hello. Either Larry or I will be in attendance.

Because these are small shows, we will not be selling display space. Instead, Larry and I will choose the books based on the region and the buyers we expect to see.

JUNE SWOON: B&N COMP-STORE SALES SOFT

Sales at Barnes & Noble superstores open at least a year rose 0.6% in June, less than expected. The company said that given the softness in same-store sales through the first five months of the fiscal year, it is now forecasting that comparable-store sales for its superstores will be up 1-2% for the six months ending July 31. Original predictions called for a 2-3% gain. Same-store sales at Dalton were down 3% in the month.

SALES UP 21% AT AMAZON

Thanks to results in the book division, improved margins and the appeal of discounting, Amazon.com reported higher sales and reduced losses in the second quarter ended June 30. During the period, Amazon.com net sales rose 21% to \$806 million compared to \$668 million in the second quarter last year. The net loss was \$94 million, down from \$168 million in the same period in 2001. Book, music and DVD/video net sales were \$411.8 million and pro forma operating profit in the segment grew to \$49 million, or 12% of sales.

(The following information was taken, with permission, from the SPAN newsletter.)

WHAT'S A NICE BOOK LIKE YOU DOING IN A HARDWARE STORE?

Author June Cotner comments, "I make more money from the sales of two of my titles in the 100 Restoration Hardware (RH) stores nationwide than I do from the sale of all 10 of my books in all bookstores nationwide." Tantalizing food for thought. Restoration Hardware is a family-oriented home furnishings store—and books are very much a part of the home. They carry coffee-table tomes, how-to books, and design books, even spiritual reading. It's a place where *Bedside Prayers* shares shelf space with the *Yacht Log* and *Office Yoga*. For seven years now RH has been presenting books as accessories carefully displayed within the store's "context of rooms." They don't stock a lot of titles, but they buy lots of copies of what they do carry.

Let's extrapolate from this idea: What non-traditional retail outlet might be interested in your books? Toy stores, gift shops home-improvement emporiums, dress shops, bait 'n tackle outlets, gourmet shops, pet stores, luggage shops...even dry cleaners are fair game. They might sell your book on job hunting. After all, job candidates need to get their suits cleaned and pressed for interviews. You get the idea. And the beauty of such sales is these establishments typically pay promptly, re-order often, and have never heard of returns!

GET EXPOSURE FOR YOUR TITLES IN *PUBLISHERS WEEKLY*

Wondering what upcoming stories in *PW* might be appropriate to mention your title? Did you know you can access their Editorial Calendar right on your computer? Simply surf over to <http://publishersweekly.reviewsnews.com> and look on the lower left side for "Inside PW" and click on "Editorial Calendar." Go to the month of August and read what the offerings are from then to the end of the year. Here, for instance, are some topics they will be discussing: science fiction, management books, gay and lesbian publishing, illustrated gift books, mysteries, romances, diet and health, personal finance, etc. Determine who will edit the piece that applies to you, then send a powerful pitch letter, a book, and promotional material.

Additionally, the current issue of the magazine calls for information on illustrated gift books (adult; hardcover only) for the holiday season (October 7 issue), to be published between August 1, 2002 and January 31, 2002. To submit your title(s), include title, author, price, pub month, first printing, brief description and marketing information. Mark packages "Gift Books" and send to Laurele Riippa, PW, 360 Park Avenue South, New York, NY 10010 by August 14. For questions: lriippa@reedbusiness.com.

Please note: Every issue of *PW* has a "Call for Information" on the masthead page letting publishers know what issue is coming up so they may submit materials.

THE "BIG KAHUNA" OF CONFERENCES SHOWS YOU HOW TO SELL MORE BOOKS!

We recommend you attend the seventh annual SPAN Publishing College and Trade Show. It promises to introduce you to numerous marketing and promotional concepts designed to raise your income geometrically. Dubbed "BookPublish 2002," it is for authors, independent presses, and self-publishers who realize the value of optimizing their time, energy, and money. This event takes place in Denver, Colorado, October 18-20 at the Denver Marriott Southeast.

To see more details about the College and to register, visit <http://www.SPANnet.org/2002> or call 719-395-4790 for a free brochure. The Small Publishers Association of North America (SPAN) is the second largest such non-profit organization in the world.

ARE YOU CAPITALIZING ON ANNIVERSARY DATES TO GET NEW PR?

June 17 was the 30th anniversary of the Watergate break-in. Do you have a book that somehow relates to this topic? Then weep for now -- and mark your calendar for that date next year - as you just missed a phenomenal publicity opportunity. Do a little research and see if you can piggyback on the anniversary of an event that ties in with your message. Of course, 10, 25, 50, and 100 years are the ideal pegs. But a clever publicist can often spin something appropriate for virtually any anniversary. Good luck!

HERE'S THE "SECRET WEAPON" THAT GETS YOU ON NATIONAL TV...GUARANTEED!

If you want to commandeer attention on television media, you owe it to yourself to get *Bradley's Guide to the Top National TV Talk & Interview Shows* and the accompanying database. This package is the baby of Bill and Steve Harrison, founders of the highly respected *Radio-TV Interview Report*. The listings in their directory/database are complete, current, and include direct phone numbers and faxes. Included are detailed suggestions on specifically how to pitch each individual lead. The profiles of over 240 shows -- such as *Oprah*, *Good Morning America*, *Today* and *Larry King Live*—are listed

alphabetically, so finding info on the program you want is quick and easy. This insider information can dramatically increase your chances of being booked as a guest on national television shows—exposure that can make the sales of your book really take off. Highly recommended! For full details and ordering information, go to <http://www.freepublicity.com/getontoptv/?10008>.

NEW COLUMN: "THE BOOK NOOK" INFORMS MANHATTANITES

The New York Resident is a weekly free newspaper distributed throughout Manhattan. They have added a column devoted to reviewing the latest fiction, non-fiction, and poetry releases. Send review copies and PR material to the book critic, Phil Hall, at 292 Fifth Avenue, Suite 200, New York, NY 10001. If you're hoping to catch the eye of a Madison Avenue publisher with your self-published book, a positive review here could be seen by important New York publishing types.

SUBSCRIBE TO THE SPAN NEWSLETTER

To subscribe email Lurina@SPANnet.org and type in "SUBSCRIBE." They accept no advertising and don't rent, sell, or share your email address with anyone.

Attention Publishers: If there is anything you would like to read about in an upcoming issue of *Bibliophile*, please e-mail your idea to me at info@bibliodistribution.com. In future issues, we hope to have contributions from our sales, accounting and inventory management departments. Thank you! --Jen