

BIBLIOPHILE

News for and about publishing for our publishers.

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I feel compelled to once again thank all of you for the positive attitude and professional behavior you have exhibited over the past few months as we worked through our warehouse and availability issues. We all appreciate the patience you showed while we learned how to deal with it (and how not to deal with it in some cases).

Despite these challenges and my being out of the office for most of the last six weeks, sales have been excellent. The best explanation is that you must be doing a wonderful job with promotion—driving customers into the stores and making your titles known. With used book sales becoming more popular on the web, I expect it to continue to be a challenge for independent publishers to succeed, but your sales are a positive indication that the community will continue despite the obstacles.

I've been all over the last six weeks—to Nashville for the Ingram Fall Showcase, Austin for the Mid-South Booksellers Fall Show (MSIBA), New York to B&N, and Jekyll Island, Georgia for the Southeast Booksellers Fall Show (SEBA). This month, I'll be in St. Paul for the Upper Midwest Booksellers Fall Show (UMBA) and Providence for the New England Booksellers Show (NEBA). I feel that SEBA, UMBA and NEBA have always been the strongest of the regional association shows and this year is proving no different. *Please read the following article, written by Davida, for an up close and personal account of one of these shows.* If you have a chance to get involved in your regional bookseller association, you should consider it—I think it's important for independent presses to have the support of their local booksellers and vice-versa.

NAIBA 2003 REPORT

Vicki (an NBN colleague) and I attended the New Atlantic Independent Booksellers Association (NAIBA) Fall Trade show in Atlantic City, NJ in late September. After a circuitous drive, ferry ride, and tour of undiscovered parts of Atlantic City (they really weren't on the map), we arrived at the golden throb of the Borgata Casino and Spa. This billion-dollar hotel opened in July and shell-shocked booksellers were easy to spot among the chain-smoking, chain-gambling curiosity seekers.

Due to a just missed ferry and unintentional sightseeing (okay, we were lost), we arrived a little later than expected. We were shocked to find elves had already set up our booth! We soon learned the elf in question was Laura Compton, our Biblio regional sales rep, who had arrived much earlier.

We checked in and dropped our belongings off in our rooms, which can best be described as unrestrained Ikea. The place was over the top in design and decor. If there is such a thing as too much, the Borgata achieved it.

We headed back downstairs and through the electric cacophony of the unavoidable casino for the grand opening reception. I was able to finally meet Laura in person and thank her for her help. It seemed moderately busy, with booksellers and publishers stopping by to say hello and scan the titles. Once the hall was closed for the evening Vicki and I wandered through the tables, appraising the publishers and books.

The next morning our booth hummed like a machine oiled by strong coffee and dark chocolate. I had been warned that it might be a slow show, but it didn't seem slow at all to me. According to PW Daily, "More than 1,000 people were on hand, including 568 booksellers from 212 stores...In addition, 342 publishers and 135 authors" attended. I asked Vicki and Laura who said it was busier than they expected. This was my first regional trade show and I found the event very educational. My prior experience had been focused on generating sales at shows, but as I learned, this is not necessary the primary focus of shows like NAIBA. I met several prospective publishers, set straight a few of the many fallacies that surround Biblio, gauged interest and feedback on new titles, and spoke to several of the NBN and Biblio publishers. Over the course of the day I began to see the many facets of attending.

I'm not certain how many orders Laura took at the show, but as I learned this is routine and that the stores will order when she calls upon them. We had 50 copies of the catalog sent to the show, but interest was high enough that we were out of catalogs by early afternoon! -Davida Breier, Marketing Coordinator

NOTES FROM THE FIELD—SELECTED BIBLIO ACCOUNTS IN BRIEF

I know many of you have asked for a listing of all the accounts we sell to and it's not something we can provide easily. However, this is a listing of our largest accounts with a brief description of each which may help you understand more of what our sales people are doing. Please note: "buys direct" means they usually buy directly from Biblio/NBN rather than through a wholesaler.

- **Advanced Marketing Services (AMS)**: Specialty wholesaler; primary supplier to BJ's, Costco and Sam's with some business in other specialty markets; buys direct
- **Amazon.com**: Biggest on-line retailer; currently has limited advertising possibilities; buys majority of its books from Ingram and Baker & Taylor but will buy 'big' books direct
- **American Wholesale Book Company (AWBC)**: Distribution Center for BAM; strong with book clubs like Sam's and Wal-Mart; buys direct
- **Anderson News**: Regional ID wholesaler; buys direct; not to be confused with Anderson Merch
- **Baker & Taylor (B&T)**: National wholesaler with four warehouses and next-day service to most of its market, 60% of which are libraries; Biblio's 4th-largest customer; has excellent advertising vehicles for the library market; buys direct
- **Barnes & Noble (B&N)**: Largest chain of book superstores and second-largest mall-based chain (B. Dalton); Biblio's second-largest customer; excellent with local or touring authors; buys direct at corporate level and from Ingram at store level
- **Barnes & Noble College**: Chain of college bookstores, including such luminaries as Columbia and Harvard; sold to separately from B&N
- **barnes&noble.com**: Second-largest on-line retailer; no advertising (yet); buys direct
- **BJ's Warehouse Club**: usually buys from AMS
- **Blackwell N.A.**: Library wholesaler; buys direct

- **Book People:** New age wholesaler; buys direct; not to be confused with the Independent bookstore in Austin
- **Bookazine:** Regional wholesaler with same-day service to Manhattan; quite strong from DC to Maine; offers good telemarketing; buys direct
- **Books-a-Million (BAM):** Regional retailer with stores from Virginia to Texas, especially strong in the Old South; particularly strong with military, automotive, conservative and regional subject matters; stocked only by AWBC
- **Borders Group Inc. (BGI):** Second-largest national chain (includes Waldenbooks); Biblio's third-largest customer; excellent with local (or touring) authors; buys direct at corporate level and from Ingram at store level
- **Borders.com:** Third-largest on-line retailer; owned by Amazon
- **Brentanos:** (see Waldenbooks)
- **Brodart:** Regional library wholesaler; buys direct
- **Byrrd Enterprises:** Military wholesaler serving PXs; prefers paperbacks; buys through wholesalers
- **B. Dalton Bookseller:** (see: Barnes & Noble)
- **Costco Wholesale Club:** usually buys from AMS but will also purchase from RSI
- **Davis-Kidd:** Independent chain of three superstores in the South; buys through Ingram
- **Follett Library:** Library wholesaler; buys direct
- **Follet Stores:** Chain of college stores; buys direct
- **Hastings:** Regional retailer based in Texas; buys frontlist direct and restocks through Ingram
- **Hawley-Cooke:** Independent chain of four superstores; excellent promotional opportunities; buys through Ingram
- **Ingram:** National trade wholesaler with four warehouses and next-day service to 90% of U.S. market; Biblio's largest customer; growing rapidly in the library area; has excellent advertising abilities, both print and telemarketing; buys direct
- **K-Mart:** Carries mostly mass merchandise; buys from several regional wholesalers, including Levy, who present our list for us
- **Koen:** Regional wholesaler strong throughout the Mid-Atlantic; supplies regional titles (Southern interest) to Waldenbooks; buys direct
- **Levy Home Entertainment:** Regional ID wholesaler; supplies some Target and K-Mart stores and all of Best Buy; buys direct
- **NACSCORP:** Chain of college stores; buys direct
- **New Leaf:** National wholesaler of New Age product; buys direct
- **Partners:** Regional wholesaler located in the Midwest; major supplier of regional titles to Walden; buys direct
- **Partners West:** Regional wholesaler located in the Pacific Northwest; one of our fastest-growing accounts; buys direct
- **Retailer Services, Inc. (RSI):** Division of Ingram; supplies product to BJ's, Costco, Sams and PetsMart as well as to the college, national park and gift shop markets; orders through Ingram
- **Sam's Warehouse Club:** usually purchases from AMS but will use RSI or AWBC
- **Southern Book Service:** Regional wholesaler (South); controls book selection for the cruise ship industry; buys direct
- **Target:** National non-book retailer; carries only titles with broad appeal; buys through Levy
- **Tower:** Chain of 200 stores worldwide with focus on music; currently in process of downsizing their book department; buys direct

- **W.H. Smith:** Chain of 200 hotel and 60 airport gift shops; good but extremely expensive promotions; buys through regional wholesalers, including Anderson News, Aramark and Levy; soon to be renamed Hudson Booksellers—owned by Hudson News Distributors
- **Waldenbooks:** Largest mall-based chain—a division of Borders; will take only product that is being promoted; excellent with conservative themes; buys most product through Ingram, Partners, Koen and other regional wholesalers
- **Yankee Book Peddler:** Library wholesaler; buys through B&T

Online Reports: Sales>Returns by Account/Title

The PROSAT provides a summary of sales and return transactions by account, and by title within that account.

The PROSAT is available online for a current month-to-date or a year-to-date period. This period is identified in the header, on the right, with "From: ###/###/### to: ###/###/###." The MTD version of this report will have From and To dates within the same month. The YTD version of this report will have From and To dates within the same year.

- **BT NBR** (Bill To account number): The bill to account may be the same as the ship to, or may be a single account, which consolidates the billing for multiple ship to accounts.
- **COMPANY:** Account company name
- **CTM TYPE** (Customer Type): Designates the RLPG/NBN customer type. Customer type, combined with item category, determines discount.
- **ITEM:** ISBN without dashes
- **TITLE:** Title of book
- **FMT:** Format of book (Some common formats are BTP = paperback, BTC = cloth, COO = calendar, LTB = leather, OOO = unknown, catalog)
- **PUB DT** (Date of Publication): On a 'new' title it corresponds to the date that the book was first received at the NBN warehouse.
- **ST** (Status): Current item status (Values for Status: AV = Active i.e. IN PRINT—this does not reflect physical availability of product—Physical availability is determined by QAV; NF = Not yet published; OP = Out of print; IH = On inventory hold for research purposes; DS = Out of stock indefinitely (unknown ready date); CX = Cancelled; never published)
- **PRICE:** List price
- **GROSS SALES:** Units shipped and extended (discounted) amount charged.
- **RETURN:** Units returned and amount credited.

NOTES:

The online reports provide two sets of the PROSAT reports, the DAILY PROSAT and the MONTHLY PROSAT. The monthly YTD PROSAT provides you with a summary of the transactions that have occurred year to date, while the daily MTD only includes transactions which have taken place during the current month. Bear in mind that the monthly YTD PROSAT is updated only at the End of Month. The Monthly PROSAT is typically available no later than the second business day of the following month.

This report excludes transaction to individuals and non-customer accounts. In addition, the calculation of return units does not take billing corrections into account in the same manner as the INVGRN

Gross, Net, Returns report. For these two reasons, please do not attempt to reconcile these reports. This report is to serve as a guide to account activity and should not be relied on for accounting purposes.

COVER IMAGES

Biblio has recently started asking publishers to submit scans of their covers along with their tip sheets. Ideally, we'd like to receive an e-mail with a copy of the front cover (no spine) at 72 to 300 DPI in .JPG file format and RGB color format.

We also recognize that many of our publishers have an uneasy alliance with computers and might find that last sentence to be pure gibberish, so I'll explain what that all means:

72-300 DPI: This refers to the resolution of the image. DPI stands for dots per inch - images, both print and digital, are made up of tiny dots. In computer terms they are known as pixels. Computer monitors display at 72 dots per inch. Printed images generally have a resolution of 300 to 600 dots per inch. The higher the DPI, the larger the file.

JPG stands for Joint Photographic Group, a standard compressed file format. **GIFs** (Graphics Interchange Format) are another popular way to compress files. However, GIFs do not have the color capabilities that JPGs do. You might have your cover saved as a **TIF** (Tag Image File Format) file, which is a desired file format for printers. These are usually very large files, which is why we'd prefer to receive a smaller JPG file.

Another common problem I have is when files are sent in **CMYK** format instead of **RGB**. **CMYK** stands for cyan, magenta, yellow and black, which are the process colors used in four-color offset printing. However, "display" devices such as computer monitors use the **RGB** (red, green, blue) color model. This is why colors often don't match between what you see printed and what you might see on a website.

In many instances, you'll just need to change a configuration in your scanner program or make a copy of your file in Photoshop to suit our needs. Easier still would be to let your printer or graphic designer know our specs (specifications) and have him or her send the file.

If you have questions about submitting your cover images to us, please contact me at dbreier@bibliodistribution.com or 301-459-3366 ext.5513. -Davida Breier, Marketing Coordinator

DIY BOOK FESTIVAL HONORS THE EFFORTS OF THE SELF-PUBLISHED

The third annual Do-It-Yourself Book Festival, [took place on October 2] in Los Angeles, offer[ing] spoken word performances, music, exhibits and panels on the topic of self-published and independent literature. An offshoot of the DIY Convention, it "teaches people how to create, promote, protect, and distribute independent books," according to festival founder Bruce Haring. He expect[ed] 800 attendees.

"We feel with the tools out there and the distribution power of the Internet there are options for people other than signing a deal with someone," Haring told *PW Daily*. "We're not against big publishers; it's just that a lot of people don't realize there are options."

The Convention holds monthly seminars in Los Angeles and occasional others around the rest of the country.

Haring says that self-publishing is a viable business option. "The economics are such that the big publishers are having trouble making a killing," he said. " But there's a whole class of people out there who are making a comfortable living from selling 20,000 to 30,000 units of their art. That level of sales sets you up to take it to the next level if you want. It's all about controlling your art, knowing your rights and being smart about your licensing."

In addition to educating attendees, the Festival offers prizes for DIY Author of the Year and DIY Publisher of the Year, as well as in individual book categories. The winners receive cash, travel, software and books and are honored at a gala event, this year benefiting the Venice, Calif., literary institution Beyond Baroque.

More information is online at www.diyconvention.com --Edward Nawotka, *PW Daily* 10-1-03

13-DIGIT WORLD: BISG APPROVES SINGLE BAR CODE, EXPANDED ISBN

The Book Industry Study Group unanimously approved a policy statement that calls for the 13-digit Bookland EAN bar code to be the sole bar code for books and book-related products, effective January 1, 2005. At the same time, the group endorsed the expansion of ISBNs from 10 digits to 13, effective January 1, 2007.

The many proponents of the measures emphasize that the 13-digit standard will make it much easier for book publishers to communicate electronically with trading partners in other industries and around the world, which are already using EAN bar codes for an array of products.

The most noticeable result of the new policy will be the absence from mass-market titles of the 12-digit UPC bar code printed on the back cover. It tells only the price of the book and is used mainly by U.S. non-bookstores, particularly drug and grocery stores. Bookland EAN bar codes already are the only bar codes printed on hardcovers and trade paperbacks; on mass markets they appear on the inside front cover. Having two bar codes on mass-market titles sometimes confuses employees at the cash register and slows down processing.

BISG executive director Jeff Abraham called the changes "evolutionary, not revolutionary," although he acknowledged that "it makes some of our members nervous, of course--sometimes justifiably so, sometimes not." He emphasized that through BISG, "We are working to create consensus to bring different players in the industry together. If done appropriately, publishers, distributors, retailers and manufacturers should be able to find a forum to sit around the table and agree on a middle ground."

He added, "This is not like Y2K. There is not a magic moment; rather it's a transition. It can be phased in. No one should panic, but no one should ignore it, either." He emphasized that the conversion process has two steps. The first is relatively cheap and involves communicating with partners. The second, longer-term one requires companies to fix internal systems to deal with 13-digit ISBNs.

The many technophobes in the book business should rest assured: many elements of the transition are already in place. The very familiar Bookland EAN bar codes on books include a 13-digit number at the bottom that is the Bookland EAN: it is essentially a 13-digit ISBN, consisting of the current 10-digit ISBN with a 978 prefix. (The last digit, a check digit, varies between the two types of numbers.) As BISG's Abraham says, "Everyone's using it already." Eventually, another prefix--979--will be used as well.

The change to a 13-digit world has been long in the making. Speaking at a BEA panel on the issue in June, Michael Cairns, president of Bowker and head of the U.S. ISBN agency, said that the new standards "will allow U.S. books to be sold in all channels" and "embraces emerging markets and technology."

Michael Healy, editorial director of Nielsen Book Data U.K. and head of the working group at the International Standards Organization working on revising the ISBN, noted that the ISBN "was last revised 10 years ago. No standard is static."

Ed Ramsey, director of corporate application services at Random House and chair of BISG's Book Industry Standards and Communications (BISAC), said that Random began its transition to a 13-digit ISBN "two years ago."

Barnes & Noble is a major proponent both of Bookland EAN bar codes being the sole bar code on all books and of a 13-digit ISBN. "The UPC is not universal. The rest of the world is EAN."

In fact, many general retailers that carry books are 13-digit compatible already. A prime example is Wal-Mart. Even some of the long-term traditional users of UPC codes are moving to a 13-digit format and no longer need UPC codes.

Although some people have believed that the ISBN is expanding to 13 digits because the number of available numbers will soon run out, proponents say that while more numbers will be possible, this is not the a major reason for the change. Instead, it's a matter of expanding the community of possible trading partners. --John Mutter, *PW Daily* 9-24-03

BENJAMIN FRANKLIN AWARDS CALL FOR ENTRIES

December 31, 2003 is the deadline for submissions to be considered for the 2004 Benjamin Franklin Awards presented by PMA at the Book Expo America. This is the 2nd call and is primarily for titles published July 1-December 31 of this year. See <http://www.pma-online.org/2.cfm> for more information.

WRITER'S DIGEST SELF-PUBLISHED BOOK AWARDS

Submissions are being accepted for the 11th Annual *Writer's Digest* International Self-Published Book Awards. See http://www.writersdigest.com/contests/self_published.asp for more information.

Deadline: December 15, 2003.

PW CALL FOR INFORMATION

PW is requesting submissions for their January 26 Spring Announcements Issue, covering ADULT titles only. There are very specific guidelines for submitting your new books to PW for FREE coverage in this seasonal issue. Submissions are due November 5! Please follow the instructions from their website carefully:

<http://publishersweekly.reviewsnews.com/index.asp?layout=article&articleId=CA321208&display=searchResults&text=call+for+information&>

INFORMATION THAT BEARS REPEATING

To Correct Online Retailer/Database Errors AND to Add Reviews:

<http://www.bibliodistribution.com/publishers/passwordprotect/datacorrections.shtml>

(Username: bibliopublisher ; Password: bigsales)

Publicity Updates: If you have an update about your publicity and you want the sales reps and our buyers to know about it, please put it into our preferred publicity update format. The format can be found on our website at: <http://www.bibliodistribution.com/publishers/marketing.shtml>

A Plea From the Biblio Staff: Please identify yourself in your e-mails to us. We have quite a few publishers now and we need you to include your name, publishing company, title and ISBN when you contact us. Not including that information will delay response to your request.

Here are a couple of ideas for getting all-important industry information and for networking opportunities:

Subscribe to *Publishers Weekly*: www.publishersweekly.com

JOIN PMA: <https://pma-online.org/membappl.cfm>

SUBSCRIBE TO THE *SPAN NEWSLETTER*: email Lurina@SPANnet.org and type in "SUBSCRIBE."

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. I will do my best to include it. Thank you! -Jen

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