

# BIBLIOPHILE

News for and about publishing for our publishers.

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## Staff Changes

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As most of you are aware, the start of 2005 brought some changes to Biblio. Jen Linck, who managed Biblio for the last three years moved to another position with Biblio's parent company, Rowman & Littlefield. As of January 1<sup>st</sup>, I (Davida Breier) became Biblio's new Sales and Marketing Manager. Since I'll be writing and editing *Bibliophile* going forward, I thought I'd introduce myself a bit.

I started at Biblio in June 2003 as Biblio's Marketing Coordinator. My background included working for a small publisher, where I wrote and marketed a book in 2001, and I was also employed by an independent bookseller in Baltimore. I have experience as a graphic designer and have been actively involved within the small press community for the last ten years. All of these pieces meant an excellent fit with Biblio.

Many of you have asked if I will continue to be your primary contact. In some instances, yes, but knowing whom to send your inquires to will help save you time, especially if I am traveling or otherwise out of the office. Here are some tips:

**Theresa Thomas** handles all general inquiries, and normally receives publicity updates, tip sheets, and some of the paperwork concerning new publishers. She is the best person to ask when you're not sure whom to ask: [tthomas@bibliodistribution.com](mailto:tthomas@bibliodistribution.com).

**Eliza Dyar** handles sales to B&N, Walden's, and Borders. She can be contacted with questions about these accounts or sales in general: [edyar@bibliodistribution.com](mailto:edyar@bibliodistribution.com).

**Karen Mattscheck** runs our inventory management department, which is responsible for setting up new titles and making changes in our databases, online reporting, and managing the flow of inventory. You would contact her, or your inventory liaison, Ruth Proctor, for stock transfers, notification of new shipments, online report questions, database issues, and anything else having to do with your inventory. Karen can be reached at [kmattscheck@nbnbooks.com](mailto:kmattscheck@nbnbooks.com) or you can contact Ruth Proctor at [rproctor@nbnbooks.com](mailto:rproctor@nbnbooks.com).

**Betty Hetrick** is the primary accounting contact for our publishers. If you have questions about your checks or any statements received, she would be the best person to contact: [bhetrick@nbnbooks.com](mailto:bhetrick@nbnbooks.com).

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## **Book Expo America 2005**

It is hard to think of June as “just around the corner,” but the book industry is already hard at work planning for Book Expo America (BEA) 2005. BEA is being held in New York City June 3<sup>rd</sup>-5<sup>th</sup> 2005 and is the book industry’s largest trade show in the U.S. If you are able to attend, it is an excellent opportunity to sell rights, network with media, learn more about the publishing world, and possibly meet book buyers.

Information about having your book(s) displayed in the Biblio booth was sent out in January, as well as information regarding our booksigning opportunities and how to obtain a badge to attend. The deadline was February 28<sup>th</sup>, but if for any reason you did not receive the email and you still wish to participate, please contact Theresa Thomas by March 7<sup>th</sup> 2005.

To learn more about BEA, check out the official show website at [www.bookexpoamerica.com](http://www.bookexpoamerica.com). You might also enjoy reading “How to Behave at a Book Fair: Tips on Getting the Most from the Experience” from the February 2005 issue of the *PMA Newsletter*: <http://www.pma-online.org/scripts/shownews.cfm?id=1119>.

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## **The New 13-Digit ISBN and What it Means for You** *Courtesy of Karen Mattscheck*

The 13-digit ISBN has officially arrived. Industry-wide implementation is starting this month and is set to be completed by January 2007.

The following are key points you should bear in mind as the implementation period begins.

### **Reference Web Sites**

There are several websites that provide comprehensive information. The first is the International ISBN Agency which is responsible for the transition. Their web site is [www.ISBN-international.org/revision.html](http://www.ISBN-international.org/revision.html). The second is the Book Industry Study Group (BISG) found at [www.bisg.org](http://www.bisg.org). BISG is an organization of book retailers, wholesalers and distributors who work to develop common standards for the industry. Companies such as Barnes & Noble and Ingram belong to this organization, as well as NBN, Biblio’s sister company. BISG has an extensive overview on their site about ISBN 13. When you enter the site, click on the ISBN-13 area listed on the left side of the page. Both sites have several sections devoted to the changeover to the ISBN 13 and will answer your detailed questions. In addition, there is a short article on the Publishing Marketing Association site, [www.pma-online.org](http://www.pma-online.org), outlining the change.

### **Quick Overview**

The ISBN is being converted so that all product is sold internationally with the same type of item number. This will include mass market outlets, such as WalMart, Target, and grocery stores that currently use a different item number to sell books (a UPC code).

You may be surprised to learn that you already have the 13-digit ISBN number on your books currently in print. It appears underneath the barcode. This number starts with 978, then includes the first 9 digits of your ISBN and the final number of the new ISBN is a check digit whose calculation is based on the first 12 digits of the new ISBN. (There will soon be a place on the web to do this calculation.)

The 978 prefix has been reserved for any ISBNs which you have already purchased and will also be used on any ISBNs purchased between now and January 1, 2007. After that date, Bowker will issue ISBNs under the new standard and, at some point, the first three digits on the ISBN will change over to 979 as Bowker runs out of 978 ISBNs. As of January 1, 2007, the current prefix for your publishing company will no longer be valid. As Bowker needs to, they will be reissuing prefixes with 979 as the first three digits and will not issue the same prefixes to the publishers who already had them. So, for example, Taylor Trade Publishing has a prefix of 087833, but after January 1, Bowker could issue that prefix to another publisher.

The appearance of the ISBN with dashes between the numbers will not change. The only change you will need to make is to add a dash after the 978. So for example, current ISBN 1-873671-00-8 becomes 978-1-873671-00-9. Bowker and BISG both plan to put up a site allowing you to calculate your new ISBN with a 978 prefix by entering the current 10 digit ISBN. In the meantime, whoever prepares your barcodes can calculate the new ISBN quickly by going into their barcode program and setting up that ISBN. The number underneath the bar code that starts with 978 is your new ISBN number.

### **Impact on ALL Publishers**

For publishers, whose books are sold through Biblio and not through any other warehouse, the impact is minimal. You will, however, have to make a few changes:

- (1) put the new ISBN on the back of the book above the bar code
- (2) put the new ISBN on the copyright page
- (3) begin marking your cartons with the new ISBN
- (4) begin to submit title information to Biblio with the new ISBN when we request it

The transition period for these changes begins in January 2005 and ends on January 1, 2007. In the interim, you can put both the ISBN 10 and ISBN 13 on the back of the book and the copyright page. It is strongly suggested that if you expect the book to backlist after 2007 that both ISBNs be put on the book for print runs through 2006. Once you start printing the book in 2007, the only ISBN that goes on the book is the new 13-digit ISBN. Any frontlist product published after January 1, 2007 should have the 13-digit ISBN only.

Samples of how to lay out the ISBNs on the back of the book and on the copyright page are shown on the BISG site in the area marked: *What's Happening and When? The Timelines*. Please note that the sample barcode included does NOT have the U.S. price listed by the barcode in addition to being embedded in the barcode, but this is a recommendation we have made to our publishers based on a standard set by Barnes & Noble. Please DO list the U.S. price in addition to embedding it in the barcode.

### **Additional Requirements for Publishers Who Sell on Their Own**

Publishers who sell books to customers directly (in addition to those sold through Biblio) will have to make some additional changes, the same changes Biblio is making to its system.

- (1) Convert transmissions of data to trading partners to send either format until January 1, 2007, when all transmissions will be in the ISBN 13 format. The transmissions will be mutually agreed upon (both parties have the ability to work with the same format).
- (2) Accept transmissions of data from accounts in either format. Again, implementation will vary as accounts are ready to accept the new format.
- (3) Change internal records so the new ISBN shows on:
  - a. Title records and related databases
  - b. Invoices
  - c. Order Processing
  - d. Receiving
  - e. Returns processing
  - f. Order fulfillment
  - g. Registration agency transactions, such as Books in Print
  - h. Accounting and royalty statements
  - i. Catalogs
  - j. Forms exchanged with trading partners
  - k. Electronic formats exchanged with trading partners

I hope this was helpful and we'll certainly work with you closely through the transition.

If you have any immediate questions, please contact me at [kmattscheck@nbnbooks.com](mailto:kmattscheck@nbnbooks.com) or at 717-794-3800 x3513.

## New Timing Chart (effective 4/1/05)

We listened to our reps who asked for the spring catalog to be delivered before the holidays, as well as our publishers who had trouble determining which season their book was part of, and made some changes to our timing chart. The main differences are:

1. a larger fall catalog and smaller winter catalog, which follows a more traditional publishing schedule
2. the catalog deadlines are more clearly noted

The all important stock receipt dates and corresponding pub dates remain the same and as you can see below. This timing chart will go into effect on April 1<sup>st</sup>, 2005.

We get the question frequently, so to summarize the timing chart, if books are received in March, they will be presented to the major wholesalers (Baker and Taylor and Ingram) in April, and then the major retail accounts (Borders, Barnes and Noble, and Waldenbooks) in May. During the months of May and June the books will be added to the various databases the retailers and wholesalers utilize. We anticipate that Ingram would have the title listed and in stock by July 1<sup>st</sup>, which is the "official pub date." By that date, the books should be available to any store that wishes to order. The books are available direct from Biblio as soon as we have stock at the warehouse, but many stores will wait to order until it is in their internal database and/or one of the major wholesalers has stock.

Title Info Set Up in Biblio Databases	Title Info to Account Databases	Books Received by Biblio*	Book Sold to Top 4 Accounts**	Book in Biblio Catalog	Catalog Deadline - Books Rec'd By	Catalog Mailed to Reps	Book Sold by Reps***	Official Pub Date****	Promotion Begins*****
November	December	January	Feb-March	Fall (Nov-Mar)	March 31	May	May-Sept	May 1	May
December	January	February	March-April	Fall (Nov-Mar)	March 31	May	May-Sept	June 1	June
January	February	March	April-May	Fall (Nov-Mar)	March 31	May	May-Sept	July 1	July
February	March	April	May-June	Winter (Apr-Jun)	June 30	August	Aug-Nov	August 1	August
March	April	May	June-July	Winter (Apr-Jun)	June 30	August	Aug-Nov	September 1	September
April	May	June	July-August	Winter (Apr-Jun)	June 30	August	Aug-Nov	October 1	October
May	June	July	Aug-Sept	Spring (Jul-Oct)	October 31	December	Dec-Apr	November 1	November
June	July	August	Sept-Oct	Spring (Jul-Oct)	October 31	December	Dec-Apr	December 1	December
July	August	September	Oct-Nov	Spring (Jul-Oct)	October 31	December	Dec-Apr	January 1	January
August	September	October	Nov-Dec	Spring (Jul-Oct)	October 31	December	Dec-Apr	February 1	February
September	October	November	Dec-Jan	Fall (Nov-Mar)	March 31	May	May-Sept	March 1	March
October	November	December	Jan-Feb	Fall (Nov-Mar)	March 31	May	May-Sept	April 1	April

## The Green Press Initiative

The Green Press Initiative, a non-profit program, is asking the book industry to protect and preserve endangered forests and conserve natural resources. They are working with book publishers to replace their current non-sustainable paper with post-consumer recycled paper. Publishers who wish to join the initiative must agree to sign a letter of commitment, develop and implement internal policies which support their commitment, and report their progress.

From the Green Press Initiative website, "Over the past 3 years, the U.S. book publishing industry has consumed an average of approximately 20 million trees per year to print books sold in the U.S. If book and other publication papers were produced with recycled or alternative fibers, the environmental savings could be tremendous. However, recycled fiber usage is less than 5% of the entire printing and writing market. This ever-increasing demand for wood fiber is contributing to the destruction of endangered forests worldwide."

Please contact Erin Johnson ([Erin@greenpressinitiative.org](mailto:Erin@greenpressinitiative.org)), Program Manager, with any questions or visit their website at <http://www.greenpressinitiative.org/>.

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## Good to Know

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- The average price of a trade paperback is \$15.65. (*Source* – Books in Print)
- Reading is not only the #1 leisure activity in the US, it has grown in popularity. 35% of adults polled list reading as their favorite pastime (up from 28% in 1995), while 21% listed TV watching as their favorite pastime. (*Source* – [The Harris Poll](#) and *Publishers Weekly Daily* 1/7/05)

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## How to Read Your Online Reports

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Reports supplied to Biblio client publishers on-line show a wide range of information for the publishers' daily use. Information provided includes information on sales, inventory, receipts and low stock.

Reports are in two formats – Microsoft Excel for any calculations the publisher might need to do with the numbers, and Monarch, which is the information formatted in an easy to use report. Monarch can potentially be used on MACs using a couple of short cuts. If you have a MAC and are interested, please contact Karen Mattscheck at [kmattscheck@nbnbooks.com](mailto:kmattscheck@nbnbooks.com).

We will be explaining a report in each issue of this newsletter.

### Online Reports: Sales>Returns by Account/Title

This information is summary information only for each title. There are other reports which have detailed information on activity for your titles.

The report where you can look at this detailed information during the month is the Sales>Returns by Account/Title report. This report is updated on a daily basis during the month in the area noted as Daily. Year-to-date information for the entire calendar year EXCLUDING the month we are currently in is shown at the bottom of the online reports.

The report shows transactions to all retail and wholesale accounts. It does not include transactions to individuals and non-customer accounts. It also does not take into consideration any billing corrections. This means it will not tie into the Gross>Returns/Net report. You will need to wait until the end of the month to see all transactions tying into the Gross>Returns/Net report. The report is intended to serve as a guide to account activity only and cannot be used for accounting purposes.

The Sales>Returns by Account/Title report is an invaluable tool—answering your questions on what accounts have purchased your title or returned it. It summarizes information for each account.

The report begins by listing the Bill-To account number (BT NBR) and the account name (COMPANY).

The report also shows the customer type (CTM TYPE). This code indicates what type of customer this is. The customer type determines the % discount the customer gets, in tandem with the item category which is shown for each title on the Gross>Returns/Net report. The N designates the account as an NBN/FaithWorks/Biblio customer. The middle part of the code shows what type of account it is. RT is a retail account while WHL is a wholesale account. The last letter typically shows whether the account can return product or not. An R is a returnable account while NR is non-returnable.

All titles with activity during the report period are shown on a single line in summary fashion. You will see how many units were shipped or returned, but you will not see how many times that happened during the month.

The title of the book is shown in the field named TITLE.

Format of the book is shown in the field named FMT. Common format abbreviations include BTP for paper, BTC for cloth, PPK for prepack, BC for a book and CD, CAL for calendar and 000 for miscellaneous (not already defined in our codes).

Date of publication is shown under PUB DT. This date indicates when the title was first received in the Biblio warehouse.

The current status of the item is shown in the field named ST. Common statuses of titles are AV (active in print), NF (not yet published), RP (out of print, in returns period), OP (out of print, no returns accepted), DS (indefinitely out of stock) and CX (cancelled, never published).

PRICE shows the retail list price of the book.

GROSS SALES indicate the total shipments of that title to that account in the report period. We show both units and dollars.

RETURNS indicate the total returns for the title from that account in the report period, shown in both units and dollars.

Again, this is provided so you can see who has been shipped your title during the month. It is geared to show activity for retailers and wholesalers only. Other month-end reports should be used for accounting purposes. (Courtesy of Karen Mattscheck at [kmattscheck@nbnbooks.com](mailto:kmattscheck@nbnbooks.com))

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## **A Special Offer from Baker and Taylor's Advertising Department**

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If you would like to place an ad in the June issue of Baker and Taylor's *Forecast*, *Paper Clips*, *Spirit*, or *Books for Growing Minds*, they are offering Biblio publishers a special "buy 1, get 1 free" offer, along with special reduced rates. The June issues will be on display at BEA. Publishers can list different titles within the same publication or they can do a separate ad for the fall months. Biblio's special discounted prices and dates are listed below. (*Note: These rates are well below the normal costs. A full page in Forecast is normally \$3100, and for Paperclips one would be \$2200.*)

*Forecast* – June – Artwork due 4/1  
(Half Page - \$825/Full Page - \$1100)

*Paper Clips* – June – Artwork due 4/1  
(Half Page - \$750/Full Page - \$990)

*Books for Growing Minds* – June/July – Artwork due 4/1  
(Half Page - \$840/Full Page - \$1000)

*Spirit* – Summer – Artwork due 4/15  
(Half Page - \$750/Full Page - \$990)

If you choose to take advantage of this promotion, you must email me directly ([dbreier@bibliodistribution.com](mailto:dbreier@bibliodistribution.com)) for an insertion order and visit our website for the ad specs: <http://www.bibliodistribution.com/publishers/advertising.shtml>.

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## **Review and Other General Information**

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### **PW Call for Information**

Feature Listing: Mystery  
Issue: April 18, 2005  
Send info to: Daisy Maryles  
Deadline: March 4, 2005

This category closeup will look at latest trends and examine the category's many labels---i.e., when is a mystery not a mystery? What differentiates mysteries, suspense novels, thrillers, etc., and in what ways are the differences important to publishers and retailers? We'd also like to address such questions as, Are mystery writers turning into "novelists"? What are the pros and cons of mystery series? Please send us your thoughts on these topics, along with possible sidebar ideas, and please include the names of editors we might interview. Note that we do not need title information at this time. Mark packages "Mystery" and send to Daisy Maryles, PW, 360 Park Ave. South, New York, NY 10010. Please do not respond via e-mail.

OR, if you just want to submit your new book to PW for review (as all publishers should!), here's the link to instructions on how to submit properly:

<http://publishersweekly.reviewsnews.com/index.asp?layout=submissions&publication=publishersweekly>

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## Information That Bears Repeating

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### **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*:** <http://www.publishersweekly.com/>

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

**Subscribe to the *SPAN Newsletter*:** email [Lurina@SPANnet.org](mailto:Lurina@SPANnet.org) and type in "SUBSCRIBE."

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