
Best Practices for Publishing & Distributing Midlist Books



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- Independent Publishers Group is a full-service distributor representing about 400 small and medium-sized publishers
 - The bulk of IPG sales are from trade paperback nonfiction midlist with a well-defined audience
 - Approximately 80% of IPG's titles start with first printings of 5,000 – 10,000 copies



IPG's Goals

- Sell each book to its potential
- Make each book profitable for the publisher

Principles

- Use account data with marketing and promotion plans to better determine reasonable first orders
- Reduce risk by printing as few as possible
- Let the market determine a book's potential
- Take advantage of every sales opportunity, no matter how small the account or how old the title



Best Practices

- Focus on selling to the largest number of accounts rather than selling the largest number of units
- Promote to a wide and deep audience to drive the highest potential sales
- Keep titles alive longer in the large accounts by closely monitoring sales performance data
- Keep titles alive longer overall and reduce the risk of returns by selling beyond the book trade



Over time it is not unusual for IPG to sell 30,000 – 50,000 copies, and occasionally 200,000 – 300,000



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- Remove all hopes, dreams, expectations, and notions of huge immediate sales, riches, and fame (while remaining positive about the book)
 - Use market information rather than emotional information to gauge a book's ultimate potential
 - Most of us have ideas of how many we can sell of a title, but there is no information that is better than the response of the market



Print a very conservative number to cover initial orders plus the first small wave of reorders, which is enough to generate initial sell-through data



Encourage accounts to take a reasonable, initial amount;
encourage national accounts to take a lower number almost as
often as a higher number



Judge reps more on the number of accounts they sell to,
rather than the number of units they sell



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- Try to achieve economies on the second printing rather than the first
 - Promote midlist books as vigorously as bestsellers



Some recent PR hits on titles with initial printings of 5,000 - 10,000 copies

- The Today Show
- Good Morning America
- Martha
- The O'Reilly Factor
- NPR Fresh Air
- PRI's The World
- Access Hollywood
- Montel Williams
- CNN Tonight
- The New York Times Book Review
- USA Today
- Newsweek
- People magazine
- Rolling Stone
- The New Yorker
- Cosmopolitan
- Entertainment Weekly
- AARP Magazine
- Better Homes and Garden
- The Wall Street Journal
- The Washington Post
- Men's Health
- The Economist
- First for Women
- Woman's Day
- Seventeen Magazine
- Southern Living
- Los Angeles Times
- Ebony
- Parenting magazine
- The Village Voice
- Esquire
- The Nation
- Forbes
- Marie Claire
- Self
- Salon.com
- Slate.com
- About.com
- iVillage.com



Some recent not-so-national PR hits

- **UniVibes** (a magazine for Jimi Hendrix fans)
- **Zaghareet!** (a belly dancing magazine)
- **Cool & Strange Music** (circ. 3,600)
- **Rat and Mouse Tales** (the official newsletter of the American Fancy Rat and Mouse Association)
- **Minnesota Motorcycle Monthly**
- **Lindbergh Foundation Newsletter**
- **In the Groove** (circ. 1,200, the Michigan Antique Phonograph Society's monthly newsletter)
- **Blue Suede News** (circ. 3,700, for Elvis fans)
- **Multiple Moments** (for parents of twins and triplets living in Canada)
- **Maine Organic Farmer and Gardener** (circ. 5,000)
- **Green Teacher** (circ. 7,500, magazine for environmentally inclined teachers)
- **About Time** (circ. 500, African American lifestyle magazine)
- **Rivet** (circ. 4,000, an alternative art and culture magazine)
- **Bubblegum Slut** (circ. 500, a glamrock/punk magazine)
- **Divorce Talk** (a radio call in show for divorced parents)
- **You Can Bet on It** (a radio show for poker players)
- **Fan Boy Radio** (a radio show for comic book fans)
- **www.bobbyvee.com** (the official fansite for Bobby Vee)
- **www.doggienews.com** (“things your dog would want you to know about”)



100+ Retailer X sales, <10 Retailer Y OH Q106

ILC Report Version 10-10-05

Category	ISBN	Title	Author	Ship Date	Sum of Retailer X Sales for Past 30 Weeks	Sum of Retailer Y Sales for Past 30 Weeks	Avg OH at Retailer X for Past 30 Weeks	Avg OH at Retailer Y for Past 30 Weeks	Retailer X YTD Sales	Retailer Y YTD Sales
LITERATURE	ISBN 1	Title 1	Author 1	03/01/03	864	0	380.1	0.6	434	0
BUSINESS	ISBN 2	Title 2	Author 2	09/01/04	757	1	465.0	3.1	525	1
STUDY AIDS	ISBN 3	Title 3	Author 3	09/01/96	634	1	375.4	3.8	124	1
NY CITY/LONG ISLAND	ISBN 4	Title 4	Author 4	10/01/04	383	15	197.2	6.1	9	0
ARCH/DESIGN	ISBN 5	Title 5	Author 5	01/01/90	358	1	712.5	0.9	219	0
AFRICAN AMERICAN	ISBN 6	Title 6	Author 6	03/01/85	330	0	397.6	0.3	247	0
REFERENCE	ISBN 7	Title 7	Author 7	08/01/97	278	7	341.4	7.4	196	1
SELF IMPROVEMENT	ISBN 8	Title 8	Author 8	11/01/99	272	1	268.3	4.5	0	0
HUMOR	ISBN 9	Title 9	Author 9	04/01/05	268	7	913.7	2.9	17	3
STUDY AIDS	ISBN 10	Title 10	Author 10	09/01/03	264	9	54.7	3.1	143	2
TRANSPORTATION	ISBN 11	Title 11	Author 11	09/01/04	237	6	203.6	7.7	-3	2



100+ Retailer Y sales, <10 Retailer X OH Q106

ILC Report Version 10-10-05

Category	ISBN	Title	Author	Ship Date	Sum of Retailer X Sales for Past 30 Weeks	Sum of Retailer Y Sales for Past 30 Weeks	Avg OH at Retailer X for Past 30 Weeks	Avg OH at Retailer Y for Past 30 Weeks	Retailer X YTD Sales	Retailer Y YTD Sales
CRAFTS/HOBBIES	ISBN 1	Title 1	Author 1	11/01/05	0	1859	0.0	2131.5	821	602
TRANSPORTATION	ISBN 2	Title 2	Author 2	11/01/05	0	1539	0.0	1281.4	917	749
SELF IMPROVEMENT	ISBN 3	Title 3	Author 3	03/01/04	5	1413	0.8	439.6	1	539
JUV PICT BOOKS	ISBN 4	Title 4	Author 4	08/01/05	3	1317	2.0	1544.1	35	255
JUV PICT BOOKS	ISBN 5	Title 5	Author 5	10/01/05	0	1112	0.0	1943.0	11	193
CRAFTS/HOBBIES	ISBN 6	Title 6	Author 6	10/01/05	0	1071	0.0	928.8	348	474
JUV PICT BOOKS	ISBN 7	Title 7	Author 7	08/01/05	17	1040	8.3	1845.6	103	276
SPORTS	ISBN 8	Title 8	Author 8	09/01/05	0	912	0.0	618.0	294	604
HEALTH & FITNESS	ISBN 9	Title 9	Author 9	05/01/01	27	830	5.1	457.9	20	361
CRAFTS/HOBBIES	ISBN 10	Title 10	Author 10	08/01/05	9	786	3.6	1454.3	149	198
MUSIC & DANCE	ISBN 11	Title 11	Author 11	10/01/05	33	782	7.6	478.1	626	353



BL 10% & 50+ OH 04/10/06 to 04/16/06

Chain-wide

BN Super Stores

Category	Model Type	Dept Code	ISBN	Title	Author	Pub Date	Chain-wide			BN Super Stores														
							YTD Total	Weekly Total	Total Retail	YTD Sales	PR YR Sales	Sales TW	Sales Count	OH	OH Count	OO	Due Out	Model	Model Count	% Sold TW	% Sold LW	Model %	Sales %	% Stores Selling
FAMILY/CHILD	NOS	1	ISBN 1	Title 1	Author 1	10/01/03	8478	395	368	7633	25176	360	255	3340	677	405	0	3708	689	10%	13%	98%	91%	38%
HEALTH & BIOGRAPHY	NOS	2	ISBN 2	Title 2	Author 2	01/01/05	2716	173	153	2376	5014	151	134	1289	651	219	0	1443	688	10%	10%	95%	87%	21%
ARIZONA		1	ISBN 3	Title 3	Author 3	10/01/04	495	40	39	425	1228	35	22	277	168	32	2	215	145	11%	10%	116%	88%	13%
STUDY AIDS		1	ISBN 4	Title 4	Author 4	02/01/05	93	31	31	84	0	31	27	213	169	44	0	0	0	13%	10%		100%	16%
GARDENING EDUCATION		2	ISBN 5	Title 5	Author 5	08/01/03	417	31	27	356	944	27	31	198	151	31	0	204	154	12%	14%	98%	87%	21%
STUDY AIDS		1	ISBN 6	Title 6	Author 6	04/01/04	481	35	27	414	829	26	26	198	193	311	2	455	447	12%	11%	43%	74%	13%
JUV PICT BOOKS		1	ISBN 7	Title 7	Author 7	04/01/04	248	24	15	143	343	15	16	123	106	24	1	101	98	11%	12%	108%	63%	15%
		1	ISBN 8	Title 8	Author 8	09/01/04	147	15	7	74	183	7	9	63	63	3	0	0	0	10%	12%		47%	14%
		6	ISBN 9	Title 9	Author 9	10/01/04	68	19	19	68	112	19	6	51	20	25	0	0	0	27%	14%		100%	30%



Stock Turn Report Crafts & Hobbies 50+ OH for Q106

ILC Report Version 04-01-05

Category	Model Type	Dent Code	ISBN	Title	Author	Ship Date	SS Sales TW	YTD SS Sales	SS Model	SS OH	SS OO	PY SS Sales	% of SS OH/SS Model	4 WK SS Stock Turn Index	13 WK SS Stock Turn Index	52 WK SS Stock Turn Index	% SS OH sold in WK	DC OH	DC OO	Dot Com TW	Dot Com YTD	% Dot Com YTD/YTD SS Sales
CRAFTS/HOBBIES		1	ISBN 5	Title 5	Author 5	09/01/05	95	1382	2983	2177	915	752	76%	2.3	2.3	2.7	4%	0	1189	1	11	1%
CRAFTS/HOBBIES		2	ISBN 1	Title 1	Author 1	09/01/05	173	1623	2880	2986	294	1079	110%	3.3	3.7	4.1	5%	1	540	2	25	2%
CRAFTS/HOBBIES	Core	1	ISBN 2	Title 2	Author 2	11/01/05	45	821	2638	2900	92	1646	112%	1.0	1.2	2.5	2%	755	40	4	86	10%
CRAFTS/HOBBIES		2	ISBN 7	Title 7	Author 7	10/01/05	42	348	1268	1223	197	554	100%	1.8	2.7	3.7	3%	438	1	4	48	14%
CRAFTS/HOBBIES		1	ISBN 3	Title 3	Author 3	09/01/05	34	599	996	2332	66	1656	238%	0.7	1.0	1.6	1%	63	32	0	31	5%
CRAFTS/HOBBIES	Core	1	ISBN 8	Title 8	Author 8	09/01/04	18	316	852	959	31	2340	115%	0.8	1.3	1.5	2%	241	0	1	53	17%



Stock Turn Report Crafts & Hobbies 50+ OH for Q106

ILC Report Version 04-01-05

Category	DEPT CODE	ISBN	Title	Author	Ship Date	SS Sales TW	YTD SS Sales	SS Model	SS OH	SS OO	PY SS Sales	% of SS OH/SS Model	4 WK SS Stock Turn Index	13 WK SS Stock Turn Index	52 WK SS Stock Turn Index	% SS OH sold in WK	DC OH	DC OO	Dot Com YTD
CRAFTS/HOBBIES	1	ISBN 86	Title 86	Author 86	05/01/06	17	20	0	103	210	0		10.1	10.1	10.1	14%	13	14	8
CRAFTS/HOBBIES	2	ISBN 108	Title 108	Author 108	04/01/06	3	36	101	57	51	0	59%	8.2	9.1	9.1	5%	0	2	11
CRAFTS/HOBBIES	2	ISBN 4	Title 4	Author 4	03/01/06	218	1157	0	2269	200	0		7.2	8.3	8.3	9%	366	123	61
CRAFTS/HOBBIES	1	ISBN 94	Title 94	Author 94	06/01/05	9	88	81	83	10	41	114%	4.6	5.4	6.0	10%	2	7	14
CRAFTS/HOBBIES	1	ISBN 62	Title 62	Author 62	09/01/05	12	177	125	192	6	165	163%	2.6	3.8	5.4	6%	7	0	6
CRAFTS/HOBBIES	1	ISBN 93	Title 93	Author 93	09/01/05	5	82	94	89	8	63	100%	3.7	4.0	4.8	5%	51	56	18



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- Working up toward the optimal level of stock avoids having the title put on a returns list
 - We would rather initially sell a book conservatively and be aggressive on reorders than oversell a book and suffer the economics of high returns



Over the last several months IPG has had titles on the following Bookscan category bestseller lists, which lists the top 50 selling titles in each category

- **Computers**
- **Crafts/Hobbies**
- **Education**
- **Family/Relationships**
- **Gardening**
- **Health & Fitness**
- **Health—Juvenile Nonfiction**
- **History—Juvenile Nonfiction**
- **Literature**
- **Music & Dance**
- **New Age**
- **Photography**
- **Science**
- **Social Science**
- **Sports & Recreation**
- **Study Aids**
- **Transportation**



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- How we encourage the long tail: data is essential, and has become the third leg of the distribution stool
 - If the book is still relevant, its reviews are still relevant

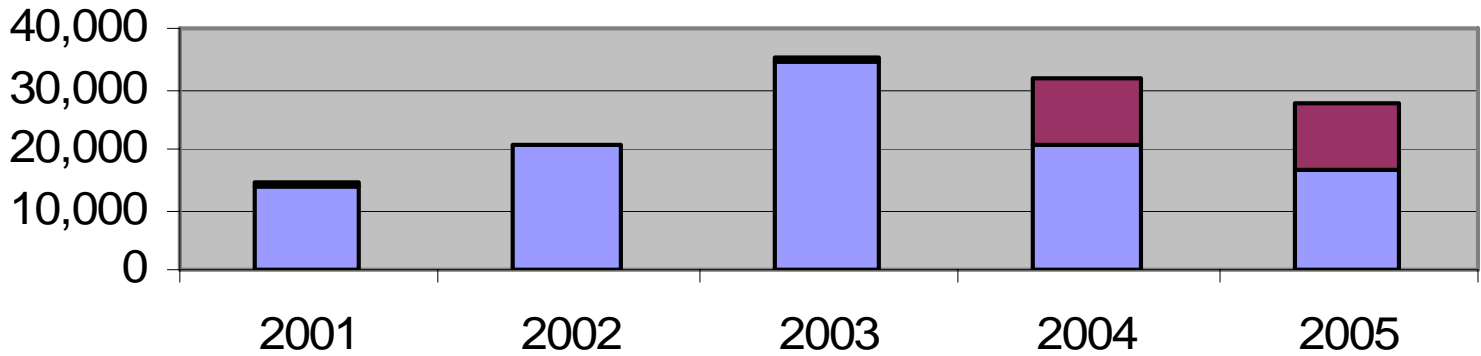


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- Sales outside the trade can carry a title longer than in the trade and are oftentimes serviced out of the second printing, as buying decisions are often made well after a book is published
 - 115 new special sales accounts in the first quarter of 2006

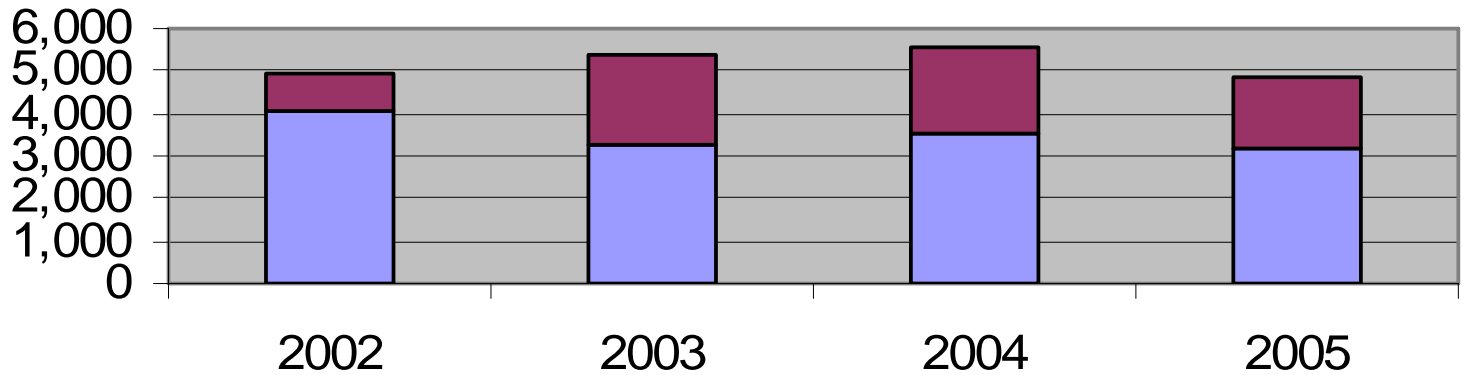




Backyard Ballistics unit sales



World War II for Kids unit sales



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