


Matador Authors' Update

The newsletter for Matador authors

Matador 

www.troubador.co.uk

Happy New Year!

January 2009

A Happy New Year to all our authors! A new year that already promises to be a busy one for Matador, despite the recession. 2008 proved to be our busiest year ever, with retail trade sales of Matador titles at an all time high. Several of our authors have gone on to sign with mainstream publishers, and many of our titles have gone into reprint because of volume sales. The year saw Matador's staff increase in number again, to cope with the increasing sales levels, and as a result we have been able to concentrate on developing in other areas (see below). 2009 is Matador's 10th birthday, and we'll be celebrating this at the London Book Fair in April. More significantly, though, we have been putting in place new bibliographic data solutions, trade distribution arrangements and logistics handling, all of which are outlined in detail below. There are other developments afoot as well, all outlined in this newsletter. Remember full details about what we do and how can be found on our website. You can also download our guide to self publishing, view all of our books and sign up for electronic versions of our newsletters! www.troubador.co.uk/matador

Bibliographic data is king...

Getting the right bibliographic data to the books trade at the right time is one of the most important aspects of ensuring that a book can be sold as easily and as widely as possible. Dull though bibliographic data may be, it's essential to get it right, and to get it into the hands of the right organisations. Most authors will have heard of Nielsen, the UK's main supplier of bibliographic data to the books trade, but what about Bowker and BDS? These and other organisations supply data to different retailers, wholesalers and library suppliers in different ways, both physical and electronic. Keeping up with the requirements of who wants what and when has long been a complex task for our marketing department, but that has now changed.

Books Media Coverage
Now Online

The Troubador website now contains a facility for uploading press clippings. If your book has been featured in your local paper, a website or in any publication, forward the clipping or web link to the marketing team. We'll then upload it to our website and add a link from your book's page to take you straight through to the articles page. We can also upload audio, so if you're appearing on your local radio station, let us know! You can take a look at our media page, and click through to see some of our most recently submitted articles here : www.troubador.co.uk/matador

Web Site Update

Over the years our web site has expanded and now includes an enormous amount of information. This year we shall be updating the site's design, and possibly adding new and possibly adding new functionalities too. As Matador authors, many of you regularly use our web site, so we thought we should ask you what the site could do better? What other functionalities could we consider adding to make life easier? All suggestions are welcome, just email Jeremy or Julia.

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Since October we have been gradually shifting all our bibliographic data over to a new electronic system which automatically supplies data in an industry standard ONIX format. The data that we enter no longer has to be approved manually by the various bibliographic organisations, as previously, but is accepted immediately. "After a three month testing period, where the various bibliographic agencies have been trialling our data, we have now been given 'approved supplier' status. This effectively means that information on our books will reach those it needs to earlier, will be updated more often, and perhaps most importantly, is more under our control" said Julia Fuller. The BooksONIX system that we use gives all Matador staff direct access to our own bibliographic data at various levels of functionality for the first time. Updates and alterations (such as correcting any inaccuracies, adding reviews etc.) can now be made far quicker than previously.

The BooksONIX system also includes a production scheduling system which we are now fully exploiting. "With so many titles in production it has been a complicated task to keep track of the production schedules workflow, but for the last three months we have been using the new scheduling system. As well as enabling us to implement realistic production schedules for each title, the system also prompts us if a task becomes overdue. We've thus seen our production time on new titles reduce, and our production targets are being met 95% of the time" said Jeremy Thompson. "This has been a major investment for the company which so far seems to be delivering exactly what we hoped."



New Distribution and Warehousing Arrangements

Those of you who have been out and about in bookshops may have spotted that most retailers now list our distributor as Orca Books Services rather than Vine House. Following a change in arrangements with Vine House, Orca have effectively become our distributor, and have physically been carrying out the distribution on behalf of Vine House since the autumn. The arrangement will change shortly so that all trade orders will be fulfilled on our titles by Orca, as we have now appointed them as our distributor in place of Vine House. "This new arrangement effectively cuts out an unnecessary tier of administration on the supply of our titles to the books trade" said Jeremy Thompson. "Orca are also a well-respected dis-

New Rules for Authors Visiting Schools

According to a recent article in *The Bookseller*, authors who carry out regular school visits (one a month or more) will need to register with the new ISA (Independent Safeguarding Authority) by the time it comes into force in October 2009. Other groups affected by the new regulations include children's librarians and reading volunteers.

Retailers – including specialist children's booksellers – are exempt. Booksellers will, however, need to ensure that children are not left solely in the care of staff during events at stores. Registering with the ISA involves a one-off fee of £64 per person.

New Marketing Pages

The Matador author marketing page has been re-vamped and updated. It now contains even more information and ideas to help you make the most of publicity and marketing opportunities for your book. You can also download our new author factsheets, which cover topics such as organising a book launch, understanding online bookshops and making the most of your author webpage. For more information contact Marketing Manager, Julia Fuller

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tributor within the books trade, part of the larger Marston Book Services group, so it's a good move all round." Full trade distribution is available to all Matador authors who carry enough stock to make it viable, and at no cost to the author. Titles that are published under the print on demand model will continue to be supplied to the trade direct to retailers by Troubador. In a separate move in February, Troubador's warehousing arrangements will also change. At present bulk stock is held at a warehouse in Leicester, but from February it will be moved to Trade Counter Ltd, a specialist books warehousing company based in Ipswich. "This move will give us far greater efficiency in terms of stock movements as Trade Counter's business is to get books to retailers and authors at a moment's notice." The movement of bulk stock will take place in late January, and at that time we will be unable to arrange deliveries of bulk shipments. While we are taking steps to ensure that the trade has access to stock as usual through Orca, if any authors do have a requirement for copies in bulk themselves then please let us know straight away so we can arrange a shipment in the next fortnight.

We Are On The Move

After five years located in Central Leicester at De Montfort Mews, we have now outgrown our office space, so a move is on the cards. Negotiations are currently under way on a new office premises which would give us far larger office accommodation and greater storage space for our in-house pick-and pack fulfilment operation. If a new lease is signed, hopefully by the end of February, we are planning to move in May. Full details of where we shall be moving to and all new contact details will be sent to all authors well in advance of the move.

London Book Fair 2009

We shall again be at this year's London Book Fair at Earls Court, from 20-22 April. We are finalising the details at the moment, and will announce our stand number shortly. Matador is celebrating its 10th Birthday this year. It's been a decade since we helped our first authors to self publish their own work, and to mark the occasion we'll be inviting past and present Matador authors to join us at a special event on our stand at the Fair. Look out for more details.

New Self Publishing Magazine web site

The *Self Publishing Magazine* has just launched its revamped website, to coincide with the publication of the latest issue of the magazine. As well as having a new web address, the site now includes far more information for self publishing authors, an up to-the-minute scrolling news service, giving details of what's happening in the publishing world, and a facility to buy past issues online, download free articles, read book reviews and subscribe to the magazine's email news alert service. To visit the new site go to:

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