


# Matador Authors' Update

The newsletter for Matador authors

Matador 

## Matador on the move... on 5th May 2009

We have already announced that we are moving office, and many of our authors will have received notification of our new contact details by email or in the post. From this Friday 1st May we shall be closed until Tuesday May 5th for the move. Our email addresses will all remain the same, but the telephone numbers and postal address will change to:

Troubador Publishing Ltd, 5 Weir Road, Kibworth Beauchamp, Leics LE8 0LQ  
Tel: 0116 279 2299, Fax: 0116 279 2277

The new offices, again on two storeys, will give us a far larger pick and pack area for book order fulfilment, increased office space and improved meeting facilities. The new premises also give us better disabled access and facilities.

## Matador radio

Those eagle-eyed authors will have noticed that (as of yesterday) we are now able to offer authors the opportunity to create their own radio programme or Podcast to help promote your book. We've been working with [Talkingbookshelf.com](http://Talkingbookshelf.com) to come up with an inexpensive way of creating audio programmes that can be promoted on an author's website, through our website and on iTunes and other audio channels.

We have also produced our own Matador Podcast in which three authors talk about their books and publishing with Matador, and which explains the self-publishing process to prospective authors. [Talkingbookshelf.com](http://Talkingbookshelf.com) are currently promoting the Podcast on their own website, along with an author Podcast from Matador author Ron Clooney. Both Podcasts are free to listen to.

Talkingbookshelf.com broadcasts professional recordings of stories by emerging and published writers, and has collaborated with many writers and writing organisations. Since their first broadcast in 2006 they have had over 100,000 visitors to their website. They are now offering their skills and experience in audio production to Matador authors at a specially negotiated discount rate. Author podcasts are produced using up to the minute technology, creativity and Equity member actors.

Matador author podcasts can include an extract of your book, read by a professional actor, and an interview with you as the author - conducted by an experienced broadcaster who will put you at your ease and help you get the message about your book out to the public.

Full details on how to take advantage of this new promotional opportunity, and the various cost options involved, can be found on the [Marketing](#) section of our website (you'll need your User name and Password to access this). Alternatively, email Julia Fuller and ask her for a PDF copy of our Factsheet.

## Congratulations...

Congratulations to several Matador authors who have landed commercial publishing deals recently. Polly Courtney, who published two novels with us, has a three book deal with Harper Collins' Avon imprint.

Coincidentally, Melanie Rose also signed a three book deal with Avon after publishing two novels with us as well.

Steve Dunne published *Reaper* with Matador in 2007, and after having sold out he has been taken on by Harper Collins to republish *Reaper*, and publish a new title with them. Steve placed some of his book on *Authonomy*, the Harper website aimed at spotting new talent, and he was one of just three new authors taken on.

Jerry Murland published a military history with Matador in 2008, and has now been commissioned by Pen & Sword Publishing to write a history of the Zillebeke Cemetery.

## Editorial wanted

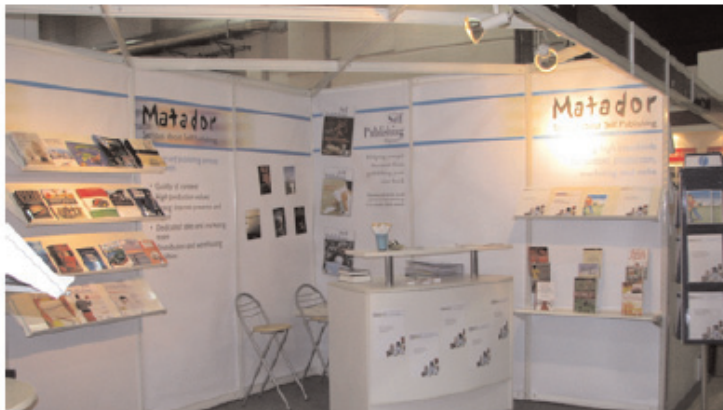
Matador author Candida Slater is seeking editorial input for an online magazine that she is currently helping to develop.

[GlobalNewsbox](#) is at present at the testing stage, but there is plenty of opportunity for new contributors in all areas.

## London Book Fair 2009

This year's London Book Fair was as hectic as ever despite the economic downturn. The three day trade to trade exhibition was generally quiet on the Monday, though most of the day our stand was busy. The second day was by far the busiest day we have ever seen on stand, with meetings back to back and constant enquiries. Even the last day, traditionally quiet, was busy this year.

Many thanks to all those authors who came along to the stand at the Fair. It's always good to meet up. Our apologies if you didn't get a chance to see one of the staff or if time was short.



## New Distribution Kicks In

Following on from our notice in the last Matador Author Newsletter, we have now completed our warehouse move from Leicester to Ipswich. All bulk stocks of books are now held at Trade Counter in Ipswich, a company that specialises in warehousing for the books trade. All books are fully insured on behalf of our authors, and Trade Counter's dedicated stock systems provide us with accurate delivery and despatch figures.

Trade Counter act only as our warehouse, so they do not distribute to the books trade for us. That is now handled fully by Orca Book Services, part of the major distributor Marston. The retail trade should now have Orca listed as our distributor for titles we have placed with them for trade distribution, but if you do come across any problems then please do let us know. (Note that POD books are not handled by Orca.)