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Matador Serious Self-Publishing



Sales Representation and Distribution

Sales Representation through Star Books

In 2009 Matador became the first self-publishing services provider to employ a professional sales representation company to promote our books in bookshops.

Star Book Sales has a team of reps, covering the whole of the UK and Ireland, who provide sales representation for Matador books alongside books by Star's other mainstream publishing customers. They have strong links within the books trade, with both chain store buyers and independent bookshops.

Sales representation for Matador titles is undertaken at no extra cost to you as the author and is in addition to the services provided as part of our marketing package. As a Matador author, details of your book will automatically be passed to Star, provided it meets the following criteria:

- *We are able to provide our distributor with at least 500 copies of the book at the time of its publication*
There is no point in gaining the interest of bookshops if we don't have copies to provide them! By default, this would therefore exclude all Print On Demand titles from being eligible for inclusion.
- *Your book is being marketed by us*
You will need to have opted to have your book marketed and signed our marketing contract at the time of placing your book with us. Star Book Services need the information produced as part of the marketing package in order to represent each title. Their role complements the work already undertaken by our marketing team to promote our titles within the books trade.
- *Your book is being published under the Matador imprint*
Star will only represent books being published under the Matador imprint, so if you are using your own imprint we cannot include it in the books that we pass onto them. However, using your own imprint does not impact on any other aspect of our marketing to the books trade.
- *Your book is being published in accordance with the accepted publishing timeframe.*
The books trade works at least six months ahead of itself, and in order for Star to be able to effectively promote your book within bookshops, the timescale for the publication of your book must meet their expectations. We need to be able to produce all the relevant information, and have jacket illustrations and evaluation copies of your book ready in good time for bookshop managers to be able to make their buying decisions before the publication date is reached.

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www.troubador.co.uk/matador

By matching books trade expectations and giving our books at least a six month lead in time we are able to give them the best chance of competing on an even playing field with mainstream published books. If you elect to bring your publication date forward, this will impact on the promotional options available to you and may also mean that your book cannot be taken on by Star's reps.

There are other advantages to having a long lead-in time. It means we can meet the book wholesalers' catalogue deadlines (which allows our books to be listed in catalogues sent out to most of the UK bookshops). We can also meet seasonal buying timetables and pre-publication preview deadlines.

It allows time for the books to be physically disseminated within the books trade and readily available to buyers, and for the information to be disseminated to the media, once review copies are available. Some of the national media, for example, would expect copies of a book at least three months prior to publication before they will even consider a review or feature, and the lead in time allows us to make the best possible use of any opportunities that are available to us.

Whilst the publication date is set this far in advance, this is not when we would expect to receive finished copies of the book, and we will make your books available to buy as soon as they are printed – although most bookshops will not sell the book until the publication date is reached. It's important, however, wherever possible, that there is a lead-in time from when the books are printed to the official publication date. Please note that we cannot bring your publication date forward, just because your book has been printed. You can, however, use this lead in time to maximum effect with your own promotional activities, perhaps by encouraging early sales, approaching your local media or organising a book launch (for more information see *Factsheet One – Bookshops and Book Launches*)?

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If you would like more information please contact Jane Rowland by email at marketing@troubador.co.uk or by phone on 0116 279 2299