The Book Trade

How the book trade gets information about your book
Most wholesalers, booksellers and online bookshops get their information direct from Nielsen BookData, which provides the book trade with a comprehensive database containing information about all books in the UK that have an ISBN. This includes bibliographic information such as the publication date, book size and pagination, as well as the cover image and blurb. Matador provides Nielsen with information about all the books that are published through us, which means all our books are available to order through any UK bookshop.

Generally, bookshops will either order their books direct from us or, as is more usual, through a book wholesaler such as Gardners. We hold accounts with all the main wholesalers, but that doesn’t necessarily mean they hold all our books in stock – though all our books are available to order through them. The main wholesalers usually order stock on publication, but then tend to be reactive in their ordering. Unless they see a definite need to keep a book in stock, they’ll order conservatively. The fact that a book is not held in stock at a wholesaler does not prevent a bookshop from placing an order.

BooksoniX
Matador supplies data to the book trade via ONIX – a state of the art bibliographic data standard. This allows for improved record keeping, data dissemination and workflow for all Matador titles. It allows us to send accurate data quickly and efficiently to bibliographic agencies, and direct to wholesalers, online booksellers and other agencies. By using ONIX to distribute our data, we are able to ensure the information we provide meets industry standards, can be integrated with other book data systems and is consistent with that of other publishers. Matador was awarded the Book Industry Communication (BIC) Product Data Excellence Award in 2017, and each year since, along with the ‘Digital Tick’ for our ebook data.

Industry Standard Advance Information (AI) Sheet
Advance Information sheets are used in our retail trade marketing to market books to retailers. They contain all the information needed by the trade to make buying decisions – including the book synopsis, price, ISBN, format and ordering details. Als are produced for our clients taking our trade marketing and sales representation service. Each AI sheet is written by a member of the marketing team, who uses your Author Questionnaire as a basis for the content. The draft is then sent to you for your approval. Note that because the AI is a fixed industry template, the changes you make are limited to the content of the text. You cannot make changes to the general layout of the AI or other aspects of the document. This information is also used to create the web page for your book on our and other websites.

Why’s my release date so far away?
Every release date we set will be on the 28th of a month, due to bibliographic data requirements. We set our official release dates six months in advance – because the book trade works that far ahead. Our release dates are set to meet their expectations and to make the most of the available sales and promotional opportunities in the intervening months.
By matching book trade expectations, we can give our books the best chance of competing on an even playing field with mainstream published books, and can meet book wholesalers’ catalogue deadlines (which allows our books to be listed in literature sent out by them to UK bookshops). We can also meet seasonal buying timetables and pre-publication previews. This lead-in time also gives us the chance to get our books actively promoted in bookshops by our repping agent, Star Book Sales (something that no other self-publishing services provider offers). To be able to rep a book, Star requires information about each title 5-6 months in advance of publication, so our publication dates allow enough time for this to happen. (Star do not rep all of our titles, however – please check Factsheet 10 for details.)

While a book’s release date is set this far in advance, *this is not when we would expect to receive finished copies of the book*, and we make books available for sale as soon as they are printed. You can therefore start selling them direct and through our website straight away (although some bookshops won’t release the books until the publication date has been reached, they should still take orders).

It’s important, wherever possible, that there is a lead-in time from when the books are printed to the official publication date, to allow for the books to be physically disseminated within the book 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 two 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.

If your book is not marketed by us, then we will usually set the publication date three months in advance, as we do not have the same marketing requirements.

If it becomes clear that your book will not meet its current release date and the publication needs to be rescheduled, we can easily change this. Retailers are aware that release dates often slip, and we ensure that we keep your release date correct on your bibliographic entry so that the data filtering out is always accurate.

**Overseas Bookshops**

The UK and overseas book trades work independently of each other. Your book is registered by us in the UK and has a UK ISBN. We don’t market our books abroad, and concentrate our sales and distribution efforts within the UK. As a result, your book will be available to order through any bookshop only in the UK and Ireland. We are happy to fulfil orders from bookshops overseas (although we only supply on firm sale).

As a publisher, we also have arrangements with suppliers in other countries so that we can make our titles available to customers in those countries. This usually means that a UK title is listed by a certain country’s retailers as being available locally, rather than having to be imported from overseas. For most of our self-publishing authors, this is usually a case of making their book available in the United States, Canada and Australia. We are able to set a title up with our suppliers in those territories so that it is printed locally ‘on demand’ and supplied at local postage rates. There is a one-off fee of £100+VAT to set the title up with the overseas suppliers, but from then on there are no further costs to the author. The cost of printing the book is borne by the customer who has ordered the book; as the author, you would receive a royalty on each book sold. If you would like to take up this option, please let the marketing team know. For more details, please check Factsheet 6.
Book Classification
When a book is made available to order through the book trade, it needs to be given a readership classification. The readership classification is a book industry standard category chosen by us to best reflect the principal subject matter of your book. It allows trade book buyers to classify your book and needs to be as accurate as possible.

The Thema Standard Subject Categories & Qualifiers scheme is the standard classification scheme for the UK book trade and other English language markets. It contains a comprehensive list of hierarchical Categories and Qualifiers. The main points for guidance are listed below. This will help you understand how we select your classification code:

• Ensure the first category entered is the primary subject and accurately indicates the most pertinent and important subject of the work.
• Classify titles as precisely as possible. If your book specifically matches a Thema category, we select that rather than using the more general subject code.
• As well as one Thema code, we also select at least one BIC and BISAC code for your book. These are standard codes used by many companies throughout the supply chain to categorise books based on topical content. The additional BIC and BISAC classification code is used so that we can further pinpoint the subject of your book.
• Keywords: we use keywords to increase the discoverability of our books. These we take from the Author Questionnaire and we add additional keywords that we believe are suitable.
• Troubador website book classification: the bookshop on our own website uses a much broader subject classification to assist customers locate books in relevant genres. This classification system is used exclusively on our website to allocate titles to one of a limited number of subject classifications in the bookshop.

The correct categorisation and widespread dissemination of accurate and full bibliographic data to the book trade is key to readers finding and being able to buy books. We endeavour to ensure that we supply accurate, timely data to retailers using state of the art systems. However, once the data has left us via the ONIX system, we have little or no control over it.

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