

Quick Answer Guide



Publishers guide to Gardners Trade Distribution Services

This document is designed to give publishers that are new to Gardners, details of the services we offer in the field of book-trade Distribution. The services we offer are reliant on the publisher having separate storage facilities from which Gardners can order stock.

What Criteria Do Gardners Use to Decide if Trade Distribution is Appropriate?

UK Base – Firstly, we will only consider a distribution relationship with publishers who have a UK-based storage and representation arrangement. Generally we will hold a larger stock than would normally be required of a wholesaler, but we do need to have easy access to top-up facilities within the UK.

In addition, it is imperative that the titles are represented to the trade in order to generate UK sales. Whether this is via a UK-based sales/marketing presence, or one based overseas, is not important, as long as it is effective in selling the titles to the target audience. Although Gardners does offer some promotional assistance through our weekly/monthly publications we do not offer Sales and Marketing as a service, per se.

(NB. For publishers who do not meet these UK-based criteria, the Publishers Association can help with appropriate providers.)

Minimum Turnover/Lines

The publisher should normally be able to demonstrate a realistic expectation of turnover in excess of £50k per annum at RRP and have a minimum of 5 lines. However, these targets are both negotiable where appropriate.

What Terms Will Be Required?

- **General** – Final discount and credit terms will be agreed on a case-by-case basis. Gardners must be lodged with Nielsen as the Trade Distributor and be Full Stockists.
- **Invoicing** – Stock will be held on a consignment basis and Gardners will provide monthly statements of sales and other management information. Invoicing will be against sales achieved each month and within the credit terms agreed.

I Meet the Base Criteria – What Next?

Send your Catalogue, and any samples, with a covering letter, to:
Buyers New Publishers, Buying Office, Gardners Books, 1 Whittle Drive, Eastbourne, East Sussex BN23 6QH
One of the Buying team will assess your proposal and contact you to discuss further details.

Enquiries about our other services can be sent to Bob Kelly, Publisher Services Manager - email: bob.kelly@gardners.com

What Other Added-Value Services Do Gardners Offer to Publishers?

Gardners has the largest title range and the most extensive portfolio of customers of any UK wholesaler and we can offer a wide variety of added-value services, for example:

- **Website Fulfilment** – Gardners provides Home Delivery Drop-ship services for a wide range of customers' websites, including both Publisher and Retail Customer sites. For publishers/customers without interactive websites, we offer a bespoke hosting service, that is both user-friendly to set up and cost-effective.
- **Digital/eBook sales** – Gardners has developed a new Digital Warehouse facility which can house your eBooks and provide a comprehensive range of e-commerce services for booksellers and publishers. Full details of these and other services are given in our corporate literature and other hand-outs, so please ask for details.

Quick Answer Guide



Publishers guide to Gardners Wholesale Services

This document is designed to give publishers that are new to Gardners Books a snapshot of what we provide and the criteria we use for listing books. Our website www.gardners.com provides far more detail under the Publisher section.

What is Gardners Role?

As a wholesaler Gardners provides a one-stop shop for any book retailer, with the widest range of stock titles available in the UK, plus a Special Order Service whereby we source books for retailers that we don't stock. For the Publisher this allows them access to over 15,000 retailers across the UK, and overseas.

What Books Do Gardners Stock?

Gardners will list (i.e. make available via our Special Order Service) English language books that are available to the UK market. Gardners stock approximately 500,000 titles at any one time, but will only stock selected books that are available through a UK source (see below). Books that are listed, but not stocked, are sourced through the Nielsen BookData teleordering service.

What Do I Need To Do To Get My Book Stocked or Listed?

Gardners use the following criteria to determine whether a book should be stocked or listed:

- **Nielsen BookData** – All publishers must be registered with Nielsen BookData
- **ISBN** – All books must have a valid ISBN and a visible barcode (most commonly on the bottom right of the back cover)
- **UK Source** – For stock titles, the publisher must have UK Representation and the stock must be available from a UK location.
- **Pre-printed** – For stocking, books must be available printed, rather than Print on Demand

If your book(s) fail to meet the above criteria then Gardners will not stock/list them until they do.

Contact information for Nielsen BookData and the Publishers Association is given in the Publishers section of the Gardners website and both are represented at the London Book Fair. They will be able to help you with any of the missing points above.

If they do meet these criteria then you should follow the following procedure:

Multiple Books – send a catalogue, with some sample Review Copies, to: Buyers New Publishers, Buying Office, Gardners Books, 1 Whittle Drive, Eastbourne, East Sussex BN23 6QH. Please ensure any books are marked clearly as samples. Single Book – send a Review Copy (not a manuscript) to the address above. Please note that samples will not be returned.

What Happens Next?

The publisher will be contacted to if we decide to stock the books. Where it is agreed to stock books, Gardners will then discuss commercial terms with the publisher. Almost without exception, books from new publisher relationships will be taken into stock on a consignment basis (i.e. we hold stock and pay monthly on sales achieved). Other commercial terms (e.g. discount levels) will also be agreed. If you have not heard from us within 4 weeks, we have decided not to hold your books in stock at this time.

Sales/Marketing/PR/Promotions.

This is the responsibility of the publisher. Gardners makes all listed titles visible to our customers through our website and in-store links, with details of availability/terms etc, and we can promote stocked titles through our weekly and monthly publications. In some cases we can also present appropriate titles to our Key Account customers. Please see our website for Marketing opportunities.

What Other Services Do Gardners Provide?

- **Print on Demand (POD)** – Gardners has close links with the key UK POD providers to ensure that POD titles are available with the shortest lead times possible.
- **Website Fulfilment** – Gardners provide a Home Delivery Drop-ship service to fulfil consumer orders through a publisher's or retailer's own website. We also offer a website hosting service, enabling publishers to create their own site quickly, efficiently and cost-effectively.
- **Distribution** – Gardners does offer distribution services to selected publishers who meet commercial criteria. (NB. See separate sheet for details of our distribution services.)

For more information on all of these services, please refer to the dedicated publisher section on our website at www.gardners.com or e-mail: buyersnewpublishers@gardners.com