The Guide to Lund Humphries International Sales and Marketing

With offices in the UK and US, Lund Humphries promotes and sells art books internationally. Our experienced in-house sales and marketing teams are supported by a network of trade reps and agents worldwide, who sell our books to the key bookstores and library suppliers in their territories.

Alongside distribution to the general book-trade, we focus on building relationships with specialist bookshops, museums and galleries, specialist publications and relevant professional organizations.

We also aim to work closely with our authors, who are the best promoters of their books! This guide explains the sales and marketing timeline for each new book, and offers some suggestions to our authors on how you can help us to maximize the sales of your books.

The Sales and Marketing Timeline

Nine months ahead of publication: The text and illustrations for a new book are delivered to the publishers by the author.

It has arrived! A new book starts the editorial and production process and already we are active with its marketing. At this point:

- The author is sent draft promotional text to check and update, for use on our website, on the book’s jacket and in all marketing literature.
- The author also receives from us a Marketing Questionnaire to complete with specific sales and marketing leads. We actively follow up on the leads provided by our authors, so this is a key document.
- As early as possible in the production process we produce a jacket visual for the book for use in all of our promotional material.
- Once the promotional text is confirmed by the author, the book goes live on our website, www.lundhumphries.com.

Six months ahead of publication:

- In the UK, a New Book Information (NBI) sheet is produced for the book. This is mailed to a list of general booksellers internationally.
- The data on the book is submitted to Nielsen Bookdata, the UK’s key bibliographic agency providing new-book information to bookstores and online retailers such as Amazon. At this point the book will go live on www.amazon.co.uk.
- The book is featured as a new title in our seasonal Lund Humphries trade catalogue, which includes dollar prices for the US (with dollar prices) and sterling prices for the rest of the world, and mailed to our specialist contacts, authors, libraries, bookshops, reps and agents, library suppliers and wholesalers, and press.
- It will also feature in the Ashgate Group New Titles catalogue, which is mailed to booksellers and library suppliers worldwide, and in the academic Visual Studies catalogue, which is mailed primarily to academics and libraries.

### Three months ahead of publication:

- The book is presented to our UK sales reps so that they can start to solicit advance orders from the key bookstores in their territories. Our reps are responsible for visiting the larger gallery bookshops such as Tate and the Royal Academy as well as general booksellers such as Waterstones.

- Our UK Special Accounts Manager sends an Advance Book Information sheet (ABI) to specialist bookshops and relevant museums and galleries, and contacts any organizations which are likely to have a particular interest in the book.

- A pack of information and visual material on the book is sent to our overseas reps and agents.

- We prepare and mail a press release, in consultation with the author. We might also mail a flyer on the book.

### One month ahead of publication:

- The review list for the book is drawn up, based on our experience and the suggestions from the author’s Marketing Questionnaire.

### On publication:

- When the book has been delivered to our distributor’s warehouse and has been checked by our production team, it will be released for sale and advance orders from booksellers, libraries and individuals are fulfilled. At this point complimentary copies will be sent to the author and to reviewers.

- Publication of the book is announced in our monthly email newsletter, on our Facebook page and on Twitter. We might also write about it on our Modern British Artists blog (modernbritishartists.wordpress.com).

- There might be a launch of the book, particularly if publication coincides with the opening of an exhibition.

### Post-publication:

- The marketing of the book does not stop on publication! We encourage our authors to participate in talks and other promotional events, to help reach new audiences after the book is published.

- The book will also continue to feature on our website as long as it remains in print, and will be promoted in relevant Lund Humphries and Ashgate subject promotions.
Ten Easy Ways For Authors to help us Market their Book!

1. Fill in your Marketing Questionnaire with as many book-specific leads as you can think of;
2. Organize a brain-storming meeting with Claire Sawford, our Marketing and PR Consultant;
3. Keep us informed of relevant exhibitions and events;
4. Attach a link from your email auto-signature to the book’s page on our website, www.lundhumphries.com;
5. Blog, Tweet or talk about the book on your social-media page;
6. E-mail a pdf or jpeg of the book-jacket to all your friends and contacts;
7. Give a talk at relevant galleries or book festivals – we will support you with books and marketing staff;
8. On Amazon, add to the entry for your book, create ‘listmania’ lists which feature your book, set up an author page, or ask your colleagues to write a review of your book on the Amazon site;
9. If you are writing an article for a newspaper, magazine or journal which relates to your book, let us know and we will do our best to set up a reader offer and ensure that your book is mentioned;
10. If you are a member of a group or society, include a mention of your book in their newsletter and contact us to arrange a reader offer for members.

Author Perks

All our authors are entitled to a 35% discount on all Ashgate, Gower and Lund Humphries books. If you wish to order copies of your book, you should contact Karen Marlowe-Norris in our Sales Department (kmarlowe-norris@ashgatepublishing.com).

You can also order books at your 35% author discount from our website www.lundhumphries.com. Please contact our E-marketing Manager, Elaine Hill (ehill@ashgatepublishing.com), who will supply you with your own author discount code. You may use this at any time to order copies of books from our website: your author discount will be calculated automatically (and displayed) as you go through the online checkout process.

[updated December 2014]