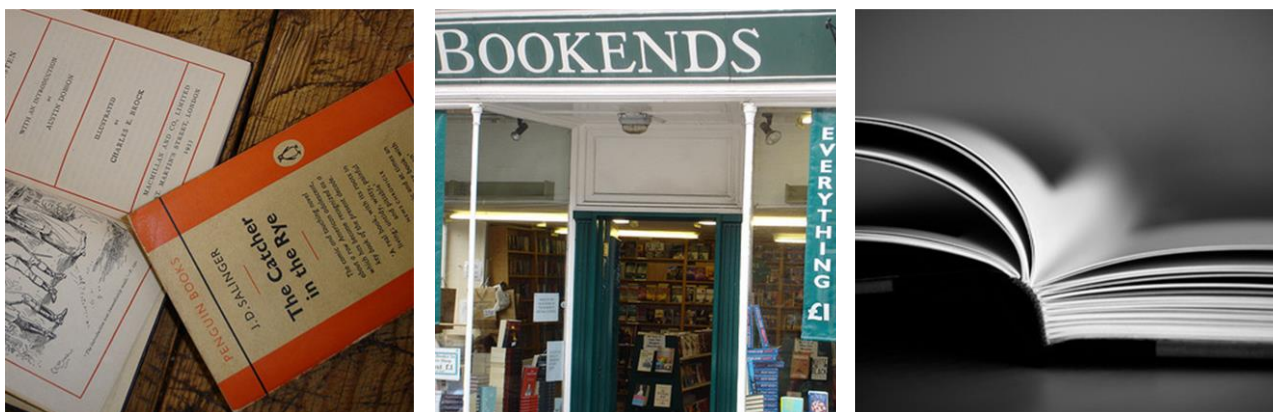


BOOK, MAGAZINE & NEWSPAPER INDUSTRY GUIDE

Updated January 2019



This is a guide to some of the resources available within the British Library Business & IP Centre (and other parts of the Library) relevant to the publishing and book retailing industries.

Inside you will find sources of information such as market research (statistics, trends, developments), key companies, trade magazines, newsletters, and Internet sources.

This guide covers the publishing of books, magazine and newspapers as well as the retailing of books.

Start-Up Information



The Cobra database contains practical fact-sheets on all aspects of starting, running and managing a small business – including information on writing business plans, marketing, company structures etc.

accessible via electronic databases

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences and legislation etc. and highlights other sources of information and advice available.

Business Opportunity Profiles (BOP)

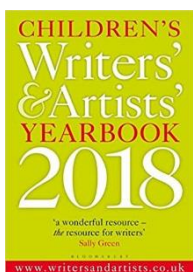
Bookshop	BOP058
Freelance Editorial Services	BOP522
Freelance Writer/Journalist	BOP062
Independent Book Publisher	BOP523

Mini Business Profiles (MBP)

Comic Book Publisher	MBP201
Literary Agent	MBP100
Novelist	MBP160
Second Hand Bookseller	MBP334

Small Business Help Books

This is a collection of books with practical information aimed at those starting and running a business. Located by the entrance to the Centre.



Children's Writers and Artists Yearbook (Bloomsbury, 2018) [SBH BT 177]

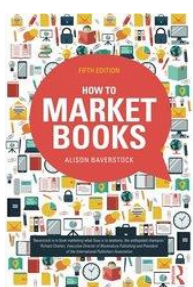
Extensive guide to resources for children's writers and illustrators including lists of publishers, magazines and publications, organisations, agents and information on rights etc.



The Complete Guide to Starting and Running a Bookshop (Booksellers

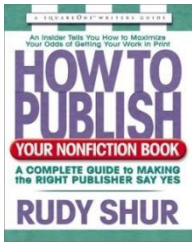
Association, 2005) [YD.2015.a2533 Humanities – order using Explore the British Library]

Background to the world of bookselling, the business of selling books including: buying stock, stock control, marketing, pricing, costs, IT etc. Now a little old but it is the standard book on setting up a bookshop.



How to Market Books By Alison Baverstock (Routledge, 5th edition, 2015) [SBH BT.53 Small Business Help Section]

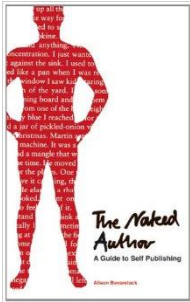
Outlines different ways to market books including direct marketing, promotions, free advertising, events, writing copy etc.



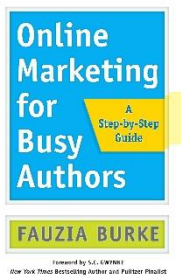
How to Publish Your Non-Fiction Book By Rudy Shur (Square One Publishers, 2018) [SBH BT 179]
Guide to getting a non-fiction book published including self-publishing.



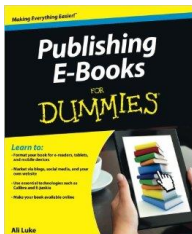
Marketing Yourself: Strategies to Promote Your Editorial Business by Sara Hulse (Society for Editors and Proofreaders) [SBH BT.164 Small Business Help Section]
Guide for freelance proof-readers and editors. (Note: small pamphlet)



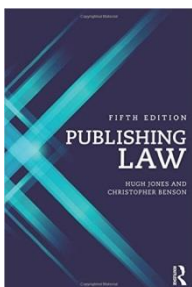
The Naked Author: a Guide to Self Publishing by Alison Baverstock (Bloomsbury, 2012) [H.2012/.7636 Humanities] (Must be ordered using Explore the British Library)



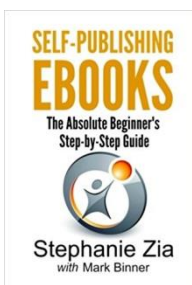
Online Marketing for Busy Authors: a Step-by-Step Guide by Fauzia Burke (Barrett-Kohler, 2016) [SBH BT.84 Small Business Help Section]
How to market books (American publication).



Publishing eBooks for Dummies by Ali Luke (John Wiley, 2012) [YK.2013.a.11563 Humanities] (Must be ordered using Explore the British Library)



Publishing Law 5th edition. By Hugh Jones & Christopher Benson (Routledge, 2016) [Digital content – available to view on British Library computers]
Overview of the current legal issues affecting publishing in the UK.



Self-Publishing eBooks: The Absolute Beginner's Step by Step Guide by Stephanie Zia with Mark Binner (Blackbird Digital Books, 2015) [Digital content – available to view on British Library computers]
Basic guide to electronic self publishing.



Self Publishing: the Essential Guide by Samantha Pearce (Need- 2-Know, 2012) [YK.2012.a.23943 Humanities] (Must be ordered using Explore the British Library)

Online



Introduction to the Book Trade: a Guide for Retailers & Resellers New to the Book Industry by Peter Kilborn & Simon Edwards (Book Industry Communication, 2010) [Free on the internet]

Available on this page: www.bic.org.uk/35/Publications/

Market Research & Statistics

If you are planning on starting a business you will need to be aware of the latest trends, developments and opportunities within your industry which can all be found from market research.

Market research also covers market size and forecasts, consumer demographics and attitudes, the key players and products and will often include SWOT and PEST analysis showing areas of strength, weakness, opportunities etc.



- **Audiobook Publishers** (UK0.025)
- **Book Publishing** (J58.110)
- **Book Retailers** (G47.610)
- **News Agencies** (J63.910)
- **Magazine Publishers in the UK** (J58.142)
- **Newspaper Publishing** (J58.130)
- **Regional Newspaper Publishing** (UK0.023)



- **Global Publishing: Market Overview 2018** (Marketline)
- **Global Media: Market Overview 2018** (Marketine)
- **Global Newspapers: Market Overview 2018** (Marketine)



- **Books and eBooks 2018**
- **Children's Media 2014**
- **Magazines 2017**
- **Media Consumption Habits 2017**
- **National Newspapers 2018**
- **Regional Newspapers 2018**

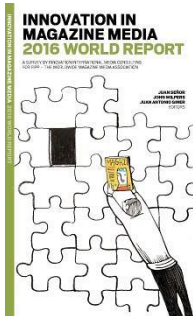


- **Children's Reading 2017**
- **Magazine Consumption 2016**
(YouGov reports are no longer updated)

Please note that **YouGov** reports are now only available via the British Library electronic catalogue

Please note that many articles about the industry (from business journals and newspapers) are available from electronic sources: eMarketer, ISI Emerging Markets, Business Source Complete (EBSCO), Factiva etc.

Printed Market Research Reports (Please ask for help in finding these)



Innovations in Magazine Media World Report (Innovation International / FIPP) [(B) MKT 338.4707057205 BUS]

Illustrated guide to magazine innovation including advertising, online, integration, technological and consumer trends.



International Publishers Association Annual Report (Annual) [Free on the web]
Book publishers' federation report includes Global Publishing Monitor which details the revenue and number of titles per country.

www.internationalpublishers.org/about-ipa/annual-report



Media Consumption Forecasts (ZenithOptimedia) (Annual) [(B) MKT 381.45302230112 BUS]

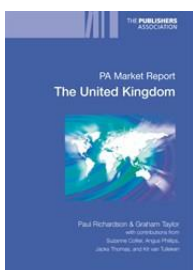
Consumption figures from 65 different countries including magazines and newspapers as well as broadcast and new media.



PA Market Report: China (Publishers Association, 2015) [(B) MKT 331.76107050941 BUS]

Detailed market report on this large market and difficult market for books.

[Note: the PA has published other country reports in the past. Some of these are quite old so have not been included in this guide. If you think they may be useful look them up on Explore the British Library]



PA Market Report: The United Kingdom (Publishers Association, 2016) [(B) MKT 381.4507050941 BUS]

Detailed survey of the UK domestic market for books and related products (such as audio books and digital publishing).

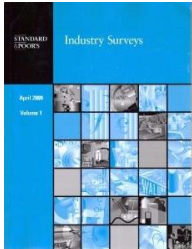


PA Publishing Yearbook (Publishers Association, annual) [(B) MKT 338.470705021 BUS]

Formerly PA Statistics Yearbook. Market data and statistics on book sales including home and export sales. Details of fiction, non-fiction, children's, school and academic books.



Reuters Institute Digital News Report (University of Oxford Reuters Institute for the Study of Journalism/YouGov, 2014) [(B) MKT 070.4353 BUS]
Annual report on the future of news. Includes online consumption, social media and country profiles.



S&P Global Industry Surveys: Media (Standard & Poor's, quarterly) [(P) AN121 – E (3) BUS – journals shelves]
Industry profile covering the United States.



UK Media Yearbook (ZenithOptimedia, annual) [(B) MKT 070.0941 Bus]
Annual survey of the UK media including regional and national press, consumer and business magazines, digital media and broadcasting.

Business News & Journals



In order to find the latest news on your topic it is always worth searching Factiva, Business Source Complete and EMIS.



You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.



You will also find articles covering recent developments, and predicting future trends in your industry.

Trade Magazines and Newsletters

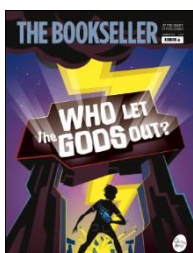
Useful for gaining inside knowledge, recent trends, industry news, company profiles, reviews of new products and services. Some contain annual reviews and company contact lists. Some may need to be ordered via Explore the British Library (please ask for help).



Book Collector (The Collector Ltd, monthly) [P.1901/86 Humanities] Also available in Humanities Reading Room on open access.

Articles and prices of collectable books. Also advertises by book dealers.

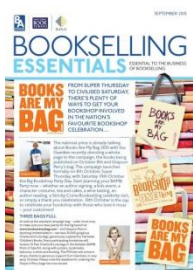
www.thebookcollector.co.uk (issues not on website but subscribers can download back issues)



The Bookseller (VNU Business Information, weekly) [articles available onsite via electronic resources – Business Source Complete (from 2002-2011 full text)]

The main UK book trade magazine. Weekly news and features on all aspects of the current book trade. (Not available at St. Pancras site in hard copy)

www.thebookseller.com



Bookselling Essentials (The Booksellers Association, Quarterly) [P.903/1082 Humanities] (Must be ordered using the British Library catalogue)

News of the association's activities, events and developments in the book trade.

www.booksellers.org.uk/jointheba/ourservices/booksellingessentials



British Journalism Review (BJR Publishing Ltd, Quarterly) [ZC.9.a.2374 Humanities] (Must be ordered using Explore the British Library)

Articles on current issues in journalism including print and broadcast as well as media trends.



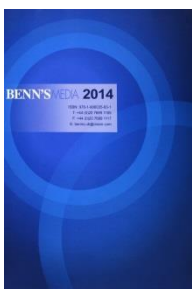
Publishing Talk (issues free on website only)

News and advice on self-publishing and new media.

www.publishingtalk.eu/magazine

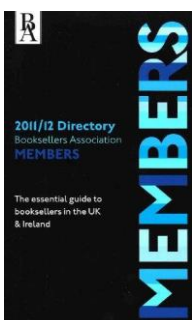
Directories

Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles.



Bennis Media (Cision, annual) [(B) DIR 070.572 Bus]

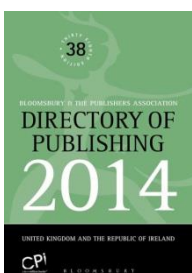
In three volumes: UK, Europe and World. Comprehensive listings of national and regional newspapers, magazines, trade publications and newsletters. Gives publisher details, senior staff, circulation and advertising rates. Also includes broadcast and online media.



Booksellers Association Members: the Essential Guide to the Bookshops of the UK and Ireland (The Booksellers Association of the UK & Ireland, annual) [(B) DIR 070.502541 Bus]

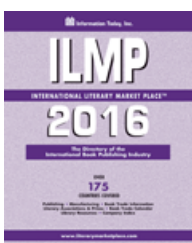
Geographical listing of each member's shop, including services, stock range and goods sold with company and county indexes. Includes managers' names, VAT numbers, websites and contacts. Search facility on website:

www.booksellers.org.uk/bookshopsearch.aspx



Directory of Publishing United Kingdom & Ireland (Saur, annual) [Humanities RR: HLQ 338.470705 – Humanities 1 Reading Room]

Lists UK, Irish and worldwide publishers contact details with their ISBN prefixes. Also a prefix and UK postcode index.



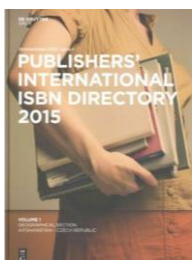
International Literary Market Place (ILMP): the Directory of the International Publishing Industry (Information Today Inc.) [Humanities RR: HLQ 338.470705]

International directory of publishers, literary agents, translation agencies, book printers and manufacturers, associations, prizes and events. Listed by country with alphabetical index.



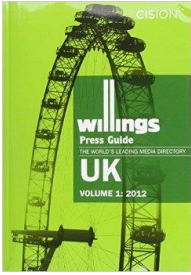
Media Directory (Mount Media, annual) [(B) DIR 302.23025417 Bus]

Irish media directory listing Irish book publishers, publishing services, newspapers, magazines etc.



Publishers' International ISBN Directory (Continuum/Publishers Association) [now only available via electronic resource at the British Library - see Humanities desk for help]

Lists publishers and allied services including wholesalers, production and design, editing services etc.



Willings Press Guide (Cision UK, annual) [(B) DIR 011.34 Bus]

In three volumes: UK, Europe and the World. Comprehensive listing of national and local newspapers, business and consumer magazines. Gives details of publishers, editors, circulation, advertising rates etc. Also covers broadcast and online media, especially blogs as well as services to the media.

Internet Sources

Websites containing free sources of industry statistics, information and contacts.

Association of Learned & Professional Society Publishers

Information about the association and their research and publications and training. www.alpsp.org

Audit Bureau of Circulations Ltd. (ABC)

Industry standard for measuring usage of print and digital media. Publishes reports and data but largely subscription only. www.abc.org.uk

Book Industry Communication

Organisation set up by various bodies, including the British Library, to develop standards for electronic commerce and communication in the book and serials industry. Includes information about ISBNs, digital publishing and industry initiatives. www.bic.org.uk

Book Marketing Society

Representative body of marketing within the book industry. Organises events, meetings and awards. www.bookmarketingsociety.co.uk

The Book Partnership

Set up to support and provide services to independent booksellers, particularly information services. www.bookpartnership.com

BookBrunch

Information and daily news for the book trade. Includes people moves, job adverts, book fairs and news. Now on Twitter only but accessible via the link below. www.bookbrunch.co.uk

Bookcareers.com

Independent careers consultancy specialising in the book industry. Information, blogs etc. www.bookcareers.com/

The Bookseller

News on latest developments in the book business and information on new publications. With news and comments, special features, interviews, career advice, recruitment opportunities, interactive forums, bestseller charts and searchable archives. www.thebookseller.com

The Booksellers Association of the United Kingdom & Ireland

Main representative body for book retailers in the UK and Ireland. Access to booksellers and publishers directories and other supplier guides, industry statistics, research and details of events and services. www.booksellers.org.uk

British Society of Magazine Editors

Supports editors of consumer, business and contract magazines. Site includes details of awards etc. www.bsme.com/

The Creative Industries

Showcase website for the British creative industries including publishing. Has some top line information on industries and case studies. Site by Institute of Practitioners in Advertising. www.thecreativeindustries.co.uk

Downthetubes.net

News and information from the comic publishing industry including comic shop map. www.downthetubes.net

European and International Booksellers Federation

Europe-wide federation of booksellers. Site gives details of events and activities. www.europeanbooksellers.eu

FIPP – The Worldwide Magazine Media Association

International association for companies and individuals involved in creating magazines and content in all channels. Includes events, details of activities, research, articles etc. www.fipp.com/

HoldtheFrontPage

News and job details for the regional press. Site includes useful directories and listings, details of awards, research resources and training news. www.holdthefrontpage.co.uk/

Independent Press Standards Organisation

New regulator for the newspaper and magazine industry. www.ipso.co.uk

Independent Publishers Guild

Small publishers association with special groups for academic, children's and supply chain issues. Includes a directory of suppliers. www.ipg.uk.com

Independent Bookshop Week

Annual event. Part of Books are My Bag campaign run by the Booksellers Association. www.indiebookshopweek.org.uk

Institute of Paper, Printing & Publishing

Brings together three professions under one organisation. Details of training etc. www.ip3.org.uk

Journalism.co.uk

Online magazine for journalism including job details etc. www.journalism.co.uk/

London Book Fair

The UK's leading book industry event held in April each year. List of exhibitors and industry news. www.londonbookfair.co.uk

Lovereading

Book choosing and review website. Website includes details of awards, rankings and features. www.lovereading.co.uk

National Association of Press Agencies

Includes members' directory. www.napa.org.uk/

National Readership Survey

Long established market research organisation for news and magazine titles. Site has a lot of free data on print and digital media readership. www.nrs.co.uk

National Union of Journalists

Main union for journalists and other media professionals. www.nuj.org.uk

News Media Association

Formed in 2014 by the merger of the Newspaper Association and the Newspaper Publishers Association. Website covers current news and issues about the media, industry links etc. www.newsmediauk.org

Nielsen Bookdata

Providers of book information to booksellers for publishers. They are the UK agency for allocation International Standard Book Numbers (ISBNs). www.nielsenbookdata.co.uk

Nielsen BookScan

Publishers of reports on the book industry including sales analysis. www.nielsenbookscan.com

Press Gazette

Major news source for all media including national and local press, magazine and digital. Job information, training, media law, directories etc. Formerly the print publication UK Press Gazette. www.pressgazette.co.uk/

Professional Publishers Association

Leading trade body for publishers of consumer and business to business magazines. Website includes database of media agencies and suppliers as well details of training courses. www.ppa.co.uk/

Publishers Association

Leading trade body for publishers of books, journals and electronic media in the UK. Information on publishing, careers, market information and free snapshot statistics. Also a member directory and guidelines. www.publishers.org.uk

Publishers Licensing Services

Collective licensing and rights management services for journal, magazine and website publishers. www.pls.org.uk

Publishing Talk

Website with information and guidance on self-publishing. www.publishingtalk.eu

The Publishing Training Centre

Major accredited training provider for the publishing industry. Runs courses including distance learning and in-company training schemes. Covers all aspects of publishing including editing, IT, management, production, proof-reading etc. www.publishingtrainingcentre.co.uk

The Society for Editors and Proofreaders

Professional association for editors and proof-readers – the people who strive to make text accurate and readable. Site contains details of training and qualifications and also a searchable index of members. Also reasonably priced guides for editors and proof-readers. www.sfep.org.uk/

The Society of Young Publishers

Organisation for people in the publishing trade or hoping to join it who have less than ten years' experience. Organises events, publishes a newsletter and has details of jobs on their site. www.thesyp.org.uk

Writers & Artists (Bloomsbury Publishing)

Extensive guide to the media for writers and artists. Includes details of events, writing advice, different genres, dealing with publishers, a guide to self-publishing, message boards and blogs. There is also a directory listing but this is subscription only. www.writersandartists.co.uk

Antiquarian & Second-hand Books:

Antiquarian Booksellers' Association

Association of the fine and rare book dealers in the UK. www.aba.org.uk

Book Collector

Website of the magazine. Includes directory of booksellers, publishers, binders etc.

www.thebookcollector.co.uk

The Book Guide

Guide to second hand bookshops, fairs and auctions. <http://www.imprint.co.uk/thebookguide>

Independent Online Booksellers Association

International trade association for internet booksellers (mainly rare and antiquarian) including member profiles and book search facility. www.ioba.org

London International Antiquarian Book Fair

Largest annual bookfair of type in the UK, held in May in Battersea. Includes exhibitor list.

www.olympiabookfair.com

Provincial Bookfairs Association

Association of book dealers and organisers of bookfairs. www.pbfa.org

The Business & IP Centre supports entrepreneurs and innovators from that first spark of inspiration to successfully launching and growing a business. With Centres in London as well as in [13 local libraries around the country](#), help and guidance is easy to access. The Business & IP Centre has a team on hand to help guide you through intellectual property through workshops, one-to-one sessions and webinars, as well as being on hand in the Centre itself. [Visit the website](#) to see how we can help you take the right steps to start up, protect and grow your business.

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