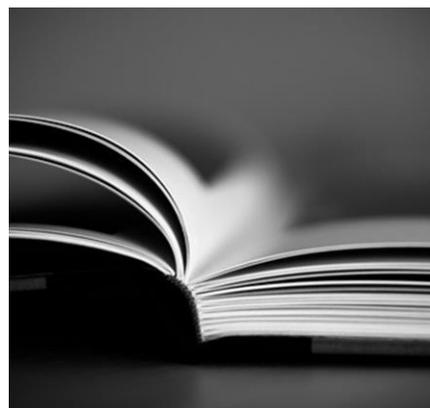
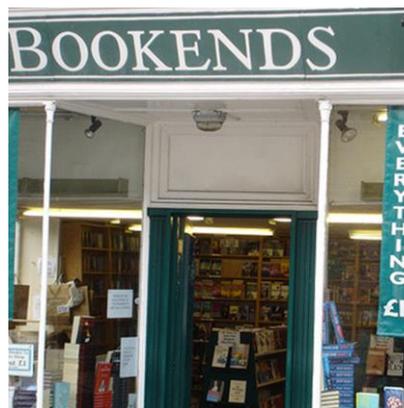
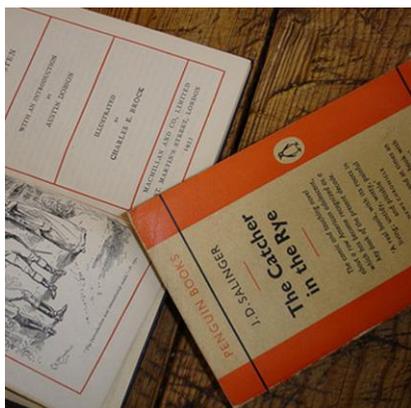


BOOK, MAGAZINE & NEWSPAPER INDUSTRY GUIDE

Updated January 2018



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



accessible via
electronic
databases

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.

It also covers the practical aspects of how to start and run particular types of businesses – outlining necessary skills, regulations, licences & 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)

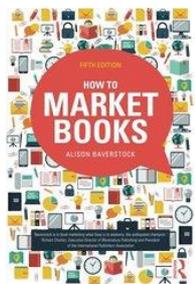
| | |
|-------------------------------|--------|
| Arts Publisher | MBP267 |
| Comic Book Publisher | MBP201 |
| Novelist | MBP160 |
| Online Second-Hand Book Store | MBP334 |

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.



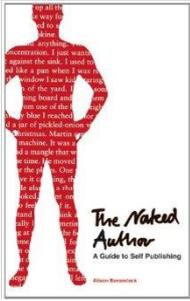
The Complete Guide to Starting and Running a Bookshop (Booksellers Association, 2005) [YD.2015.a2533 Humanities – order using Explore the British Library]
Background to the world of bookselling, the business of selling books including: buying stock, stock control, marketing, pricing, costs, IT etc. Now a little old but it is the standard book on setting up a bookshop.



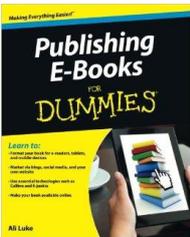
How to Market Books By Alison Baverstock (Routledge, 5th edition, 2015) [SBH BT.53 Small Business Help Section]
Outlines different ways to market books including direct marketing, promotions, free advertising, events, writing copy etc.



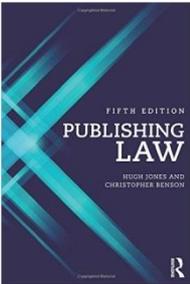
Marketing Yourself: Strategies to Promote Your Editorial Business by Sara Hulse (Society for Editors and Proofreaders) [SBH BT.164 Small Business Help Section]
Guide for freelance proofreaders and editors. (Note: small pamphlet)



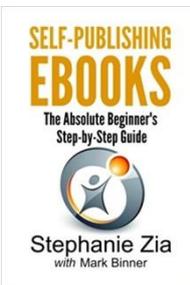
The Naked Author: a Guide to Self Publishing by Alison Baverstock (Bloomsbury, 2012) [H.2012/.7636 Humanities] (Must be ordered using Explore the British Library)



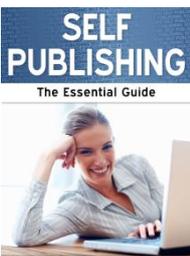
Publishing eBooks for Dummies by Ali Luke (John Wiley, 2012) [YK.2013.a.11563 Humanities] (Must be ordered using Explore the British Library)



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)



On the web:
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 & forecasts, consumer demographics & attitudes, the key players & 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 Consumer Book Publishing Market** (Technavio)



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



- **Datamonitor Marketline reports:**
- **Books in...** [various countries including global]
- **Media in..**, [various countries including global]
- **Newspapers in...** [various countries including global]
- **Publishing in...** [various countries including global]
-



- **Children's Reading**
- **Magazine Consumption**

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]

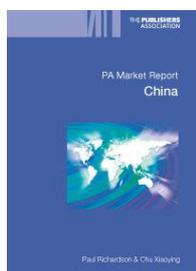
Book publishers' federation report includes Global Publishing Monitor which details the revenue and number of titles per country.

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



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

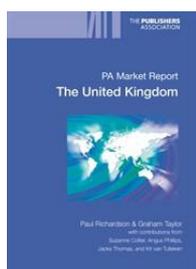
Consumption figures from 65 different countries including magazines and newspapers as well as broadcast and new media.



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).

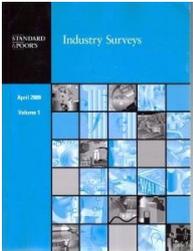


PA Publishing Yearbook (Publishers Association, annual) [(B) MKT 338.470705021 BUS]

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 & 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.

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 adverts by book dealers.
Website: 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) Website: 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.
Also available online:
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 & broadcast as well as media trends.



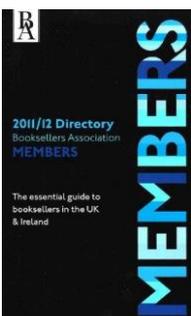
Publishing Talk (Issues fee on website only)
News and advice on self publishing and new media.
Website: www.publishingtalk.eu/magazine

Directories

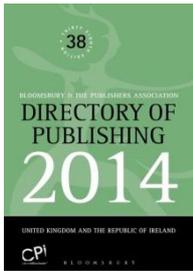
Contain lists of companies and industry contacts. Some have annual industry reviews, and specialist articles



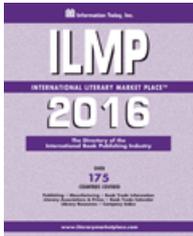
Benns Media (Cision, annual) [(B) DIR 070.572 Bus]
In three volumes: UK, Europe and World. Comprehensive listings of national and regional newspapers, magazines, trade publications and newsletters. Gives publisher details, senior staff, circulation and advertising rates. Also includes broadcast and online 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 manager's names, VAT numbers, websites & contacts.
Search facility on website:
www.booksellers.org.uk/bookshopsearch.aspx



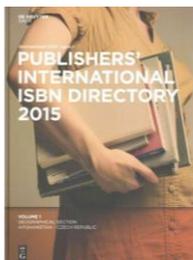
Directory of Publishing United Kingdom & Ireland (Saur, annual)
[Humanities RR: HLQ 338.470705 – Humanities 1 Reading Room]
Lists UK, Irish and worldwide publishers contact details with their ISBN prefixes. Also a prefix and UK postcode index.



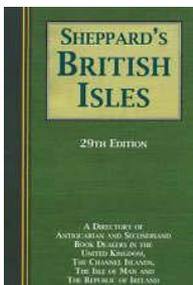
International Literary Market Place (ILMP): the Directory of the International Publishing Industry (Information Today Inc.) [Humanities RR: HLQ 338.470705]
International directory of publishers, literary agents, translation agencies, book printers & manufacturers, associations, prizes and events. Listed by country with alphabetical index.



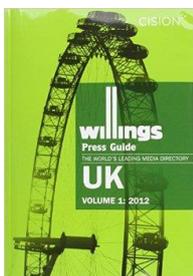
Media Directory (Mount Media, annual) [(B) DIR 302.23025417 Bus]
Irish media directory listing Irish book publishers, publishing services, newspapers, magazines etc.



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 & design, editing services etc.



Sheppard's Book Dealers in the British Isles (Richard Joseph, annual) [(B) DIR 381.45002 BUS]
Main reference source for antiquarian and second-hand book dealers in the UK, Ireland 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 & 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 & 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

Book2Book

Website with book trade news, trade announcements and bestseller lists.

www.booktrade.info

BookBrunch

Information and daily news for the book trade. Includes people moves, job adverts, book fairs & news

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. Online version of The Bookseller magazine.

www.thebookseller.com

The Booksellers Association of the United Kingdom & Ireland

Main representative body for book retailers in the UK & Ireland. Access to booksellers & 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 & 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

Creative Skillset

Skills council for the creative industries including publishing and media. Services include training, apprenticeships and National Occupational Standards.

www.creativeskillset.org

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

IndieBound & Independent Bookshop Week

Association of independent bookshops. Organises Independent Bookshop Week.

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 & 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 & 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 & 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 Society

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 proofreaders – 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 proofreaders.

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 and publishes 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 & 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

Independent Online Booksellers Association

International trade association for internet booksellers (mainly rare & 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 & organisers of bookfairs.

www.pbfa.org

Pictures of publications are for illustration only and are not indicative of the current edition available.

Note: Every effort has been taken to ensure the accuracy of the information contained in this document, however some recently acquired items may since have been added to the collection. Please ask for help at the enquiry desk or check the Business Information



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