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JASMINE RICHARDS
Storymix

INDUSTRY GUIDE BOOK MAGAZINE & NEWSPAPER

Book, Magazine & Newspaper Industry Guide

This guide is designed for anyone starting or running a business related to the Book, Magazine and Newspaper Industry.

We have highlighted some of the key resources about the Book, Magazine and Newspaper Industry that you can find at the Business & IP Centre such as general research (statistics, trends and developments), key companies, trade magazines and newsletters.

All you need is a free Reader Pass.

About the Business & IP Centre (BIPC)

The Business & IP Centre is here to help you start and grow your business. We offer one to ones, specialist workshops, inspiring events and access to premium market data and intelligence – all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK.

Here to help

If you have any questions, our information specialists at the Business & IP Centre will be happy to help. You can pop into the BIPC reading room on the first floor in the British Library, or email one of the team at bipc@bl.uk

Updated January 2025
Tony Corsini

Cover image credit: Storymix

bl.uk/bipc



linkedin



Instagram

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.

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.

Accessible via electronic resources.

Business Opportunity Profiles (BOP)

Bookshop	BOP058
Freelance Editor/Proofreader	BOP522
Freelance Journalist	BOP062
Independent Publisher	BOP523

Mini Business Profiles (MBP)

Copywriter/Content Creator	MBP446
Comedy Writer	MBP089
Comic Book Publisher	MBP201
Food Writer	MBP213
Literary Agent	MBP100
Author	MBP160
Second Hand Bookseller	MBP334

Market Research and 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.



EMIS

EMIS is a research database covering markets research, data and news for international markets, companies, and industries.

- United Kingdom: Publishing (Sep 2024) (MarketLine)
- United Kingdom: Books (Apr 2024) (MarketLine)

(There are similar reports to the above for other countries)



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. IBIS World provides trusted industry research on thousands of industries worldwide. Their analysts leverage economic, demographic and market data, then add analytical and forward-looking insight, to help organizations of all types make better decisions.

- Audiobook Publishing in the UK (SPO.179)
- Book Publishing in the UK (J58.110)

- Book Retailers in the UK (G47.610)
 - Children's Book Publishing in the UK (SPO.028)
 - E-Book Publishing in the UK (SPO.013)
 - News Agencies in the UK(J63.910)
 - Magazine Publishers in the UK (J58.142)
 - Newspaper Publishing in the UK (J58.130)
 - Online Book Retailers in the UK (SPO.056)
 - Regional Newspaper Publishing in the UK (SPO.168)
-



Mintel

Mintel provides market research and consumer intelligence solutions to consumer-focused businesses with a combination of syndicated tools and custom insight solutions.

- Books, eBooks & AudioBooks 2024
 - Magazines 2023
 - National Newspapers 2022
 - Media Trends (Twice yearly)
-



Statista

Statista is a global data and business intelligence platform with an extensive collection of statistics, reports, and insights on over 80,000 topics from 22,500 sources in 170 industries.

- Book Market in the United Kingdom

- Online News in the United Kingdom
- E-Books in the United Kingdom
- False News in the United Kingdom
- Magazine Industry in the United Kingdom
- News Industry in the United Kingdom
- News Media in the United Kingdom
- Newspaper Industry in the United Kingdom
- UK Book Industry (Topic)

There are usually similar titles for other countries on Statista along with stand-alone statistics and surveys

Trade Magazines and Journals

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).



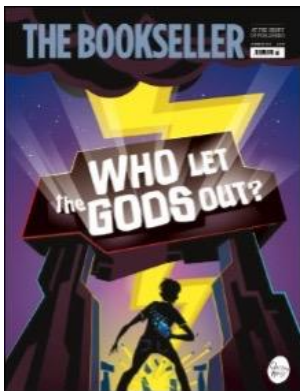
Book Collector (The Collector Ltd, monthly)

[P.1901/86 Humanities] Also available in Humanities Reading Room on open access.

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

thebookcollector.co.uk

(issues not on website but subscribers can access the archive online)



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)

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. Recent editions available free online:

booksellers.org.uk/booksellingessentials-1



**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.

Independent Publishing Magazine (Online)

Online news and features for independent publishing including self publishing. Searchable archive.

theindependentpublishingmagazine.com



**InPublishing
(InPublishing Ltd., bi-monthly)**

[(P) 381.450705 –E(1) Bus]

News magazine covering the newspaper and magazine publishing industry especially digital media.

Also available at:

inpublishing.co.uk

Business News and Journals



Factiva

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

Business Source Complete

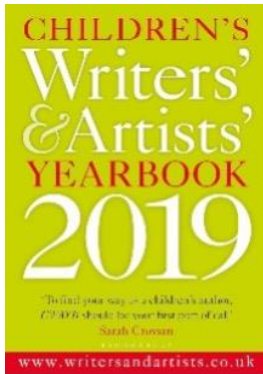
You will find articles from specialist business and academic journals, as well as newspapers and magazines. You may also find market research reports and case studies. As well as profiles of leading industry figures.

EMIS

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

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, 2019)

[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.

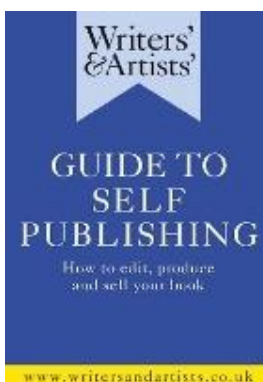


The Complete Guide to Starting and Running a Bookshop

(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.

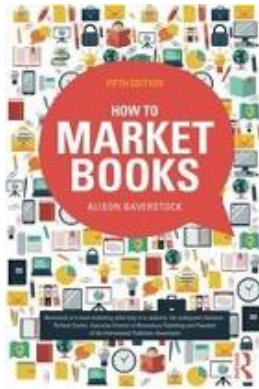


Guide to Self-Publishing (Writers' & Artists'): How to Edit, produce and Sell Your Book

(Bloomsbury, 2020)

[SBH BT.214 Small Business Help Section]

Up to date guide on this subject

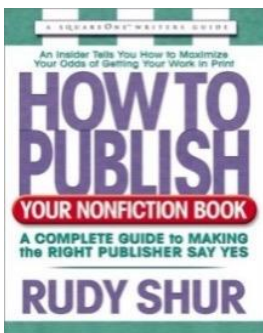


How to Market Books By Alison Baverstock

(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 Small Business Help Section]

Guide to getting a non-fiction book published including self-publishing.

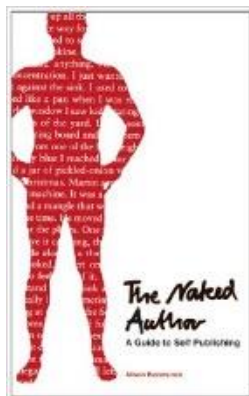


Marketing Yourself: Strategies to Promote Your Editorial Business by Sara Hulse

(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)

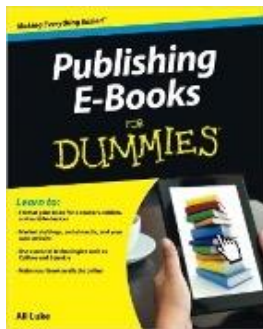
[H.2012/.7636 Humanities] (Must be ordered using Explore the British Library)

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



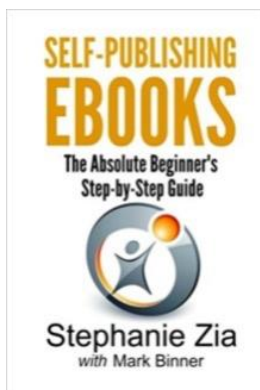
Online Marketing for Busy Authors: a Step-by-Step Guide by Fauzia Burke

(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)



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



Book Industry Commission Reports and Guides (select list)

Available on this page:

bic.org.uk/resources/reports-and-advisories

- Introduction to the Book Trade
- E-Commerce for Publishers
- E-Commerce for Booksellers
- How to Get the Best Out of Bookshop Systems and E-Commerce

Printed Market Research Reports



Innovation in Media 2020-2021 World Report

(Innovation International / FIPP)
[(B) MKT 338.4707057205 BUS]

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



International Publishers Association Annual Report

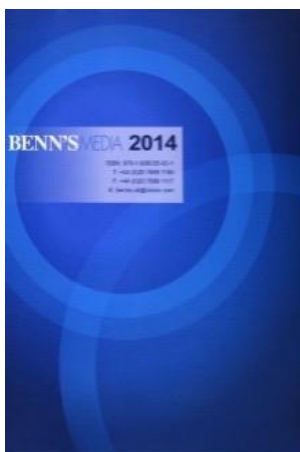
(Annual) [Free on the web]

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

internationalpublishers.org/annual-report-2022-2023/

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 including blogs. Last edition available 2018 in print on shelf.

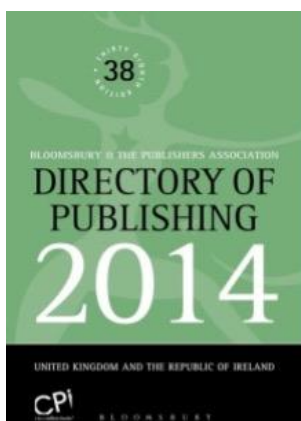


Directory: Booksellers Association Members: the Essential Guide to the Bookshops of the UK and Ireland (The Booksellers Association of the UK & Ireland, annual)

[(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, web-sites and contacts. The 2014-15 edition appears to be the last print edition but there a search facility on website:

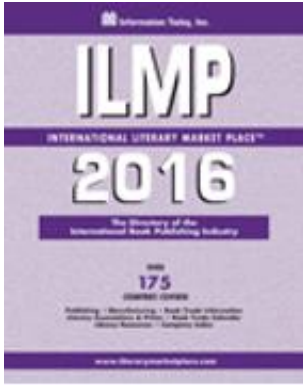
booksellers.org.uk/bookshopsearch



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.

Internet Sources

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

Association of Learned & Professional Society Publishers

Information about the association and their research and publications and training.

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.

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.

bic.org.uk

Book Marketing Society

Representative body of marketing within the book industry. Organises events, meetings and awards.

bookmarketingsociety.co.uk

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.

bookbrunch.co.uk

Bookcareers.com

Independent careers consultancy specialising in the book industry. Information, blogs etc.

bookcareers.com

Books are My Bag

Runs Independent Bookshop Week and the Indie Book Awards.

booksaremybag.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.

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.

booksellers.org.uk

British Association of Picture Libraries and Agencies (BAPLA)

Trade association for companies that provide pictures for news, books etc.

bapla.org.uk

British Society of Magazine Editors

Supports editors of consumer, business and contract magazines. Site includes details of awards etc.

bsme.com

Chartered Institute of Editing & Proofreading (CIEP), formerly Society for Editors & 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.

ciep.uk

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.

thecreativeindustries.co.uk

Downthetubes.net

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

downthetubes.net

European and International Booksellers Federation

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

europeanbooksellers.eu

FIPP – Connecting Global Media

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

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.

holdthefrontpage.co.uk

Independent Press Standards Organisation

New regulator for the newspaper and magazine industry.

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.

independentpublishersguild.com

InPublishing

Online version of the news magazine about news publishing:

inpublishing.co.uk

Institute of Paper, Printing & Publishing

Brings together three professions under one organisation. Details of training etc.

ip3.org.uk

Journalism.co.uk

Online magazine for journalism including job details etc.

journalism.co.uk

London Book Fair

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

londonbookfair.co.uk

LoveReading

Book choosing and review website. Website includes details of awards, rankings and features.

lovereadings.co.uk

National Association of Press Agencies

Includes members' directory.

napa.org.uk

National Union of Journalists

Main union for journalists and other media professionals.

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.

newsmediauk.org

Nielsen Book

Providers of book information to booksellers for publishers. They are the UK agency for allocation International Standard Book Numbers (ISBNs). Also publishes reports on the book industry.

nielsenbook.co.uk

PAMCO Ltd

Publishes information formerly known under the National Readership Survey name. Long established market research source for news and magazine titles.

pamco.co.uk

Older material still available on:

nrs.co.uk

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.

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.

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.

publishers.org.uk

Publishers' Licensing Services

Collective licensing and rights management services for journal, magazine and website publishers.

pls.org.uk

Publisher's Weekly

US site giving news and information on the US book trade:

publishersweekly.com

Publishing Scotland

Association and network for publishers in Scotland:

publishingscotland.org

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.

publishingtrainingcentre.co.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.

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.

writersandartists.co.uk

Antiquarian & Second-hand Books:

Antiquarian Booksellers' Association

Association of the fine and rare book dealers in the UK.

aba.org.uk

Book Collector

Website of the magazine.

thebookcollector.co.uk

Independent Online Booksellers Association

International trade association for internet booksellers (mainly rare and antiquarian) including member profiles and book search facility:

ioba2020.org

Provincial Bookfairs Association

Association of book dealers and organisers of bookfairs.

pbfa.org

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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

The Business & IP Centre is here to help you start and grow your business. We offer one-to-ones, specialist workshops, inspiring events and access to premium market data and intelligence - all for free. We are home to the UK's largest collection of business and intellectual property (IP) information, as well as a thriving community of entrepreneurs. Based in the British Library and over 70 libraries across the UK. Visit the Business & IP Centre or bl.uk/bipc to find out more.