



AN UNCOMMON SENSE
OF THE CONSUMER™

ENSURE YOUR TITLES ARE VISIBLE TO THOUSANDS OF BOOKSELLERS WORLDWIDE - LARGE PRINT LISTING SERVICE

In these challenging market conditions it is essential for your titles to be visible to your customers. Our services provide vital data and analysis tools to the book industry which assists their purchasing decisions.

WHAT IS LARGE TYPE?

Book product using a larger than normal typeface – sometimes also referred to as Large Print – making it easier to read, in particular for the visually impaired. 'Large Type' is used as the standard terminology for all products with larger than normal typeface. This includes digital product.

Large Type itself is between 14 & 19pt typeface. There is also Giant/Ultra-Large Type which is greater than 19pt and Clear Type which is between 12 & 14pt typeface. Other characteristics that affect legibility in Large Type products are weight and thickness of the letter, space between letter (body size), space between line (leading) and contrast between the print and its background.

HOW CAN YOU SEND INFORMATION ABOUT YOUR PRODUCTS?

Nielsen Book welcomes product records for Large Type books by the following methods:

ONIX: the industry standard way of delivering data, based on XML tagging. Please see <http://www.editeur.org/> and select the ONIX for

Books option or ask for our Nielsen Book ONIX guidelines which is a reduced version of the full ONIX guidelines.

Nielsen Title Editor: our online editing service enables Large Type books to be included and identified.

Non-Standard Electronic Feed: The use of other forms of file (e.g. tab delimited) may be possible where there are significant numbers of product records to be provided.

NIELSEN BOOK'S DATABASE AND SERVICES

There are two services – a free listing service with basic information listed on the database or you can add descriptive content via a subscription service: Nielsen BookData Enhanced Service.

Please see our website for further details: www.nielsenbookdata.co.uk

HOW WILL NIELSEN BOOK USE LARGE TYPE PRODUCT INFORMATION?

Nielsen Book will include product records in our range of branded services (e.g. Nielsen BookData Online) to aid searching and discovery of Large Type products. Large Type products can also be included (where selected by the customer) in our Nielsen

Key benefits:

- Ensure your titles are visible to book buyers
- Provide the latest price & availability to assist purchasing decisions
- Distributor/supplier details available to assist ordering
- Giving your titles a virtual shop window

BookData Record Supply Service provided to retailers, libraries, specialist library suppliers and other organisations.

Orders from booksellers can be routed through our Nielsen BookNet TeleOrdering service but orders for digital products should normally only be received online through appropriate URL links. However, Nielsen Book cannot currently prevent orders for digital product being placed through its order routing service Nielsen BookNet TeleOrdering.

In addition, Nielsen Book provides the bibliographic information to enable its sales analysis service (Nielsen BookScan) to provide specialist sales charts and market share data which will be available once an appropriate level of sales collection coverage is achieved.

LARGE TYPE PRODUCT: BASIC DATA REQUIREMENTS

Product information sent should meet at least the BIC Basic minimum*, adhering to the following:

ISBN*

One for each separately-tradable product

TITLE*

Full and distinctive title of individual product, whether full work, section/part or chapter

FORMAT*

Describe the physical product form.

1. ONIX (and ALL other Structured electronic files)

<ProductForm> = B codes from code list 7 (150 for ONIX 3)

Use <ProductFormFeature>

composite. This allows you to say that the <ProductFormFeatureType> you want to indicate is value 03

Text Font from List 79. Then use

<ProductFormFeatureDescription> (free text) to give all the details you want, e.g. font type, size, weight/thickness of letters, space between letters, space between lines and contrast between the print and its background

2. Nielsen Title Editor

Product records for Large type publications for large print books can be created using the 'add' function. Refer to the on-site help notes for specific guidance.

NUMBER OF PIECES (ITEMS IN PRODUCT)

Only use if over 1 piece. State the number of pieces, e.g. for the potential of a large work to be split into more than one volume when large typeface is used

EDITION

1. ONIX (and ALL other structured electronic files)

<EditionTypeCode> = LTE (Large Type / Large Print Edition) or ULP (Ultra Large Print) from code list 21

2. Nielsen Title Editor

Product records for Large type publications can be created using the 'add' function. Select the 'edition and language' tab and from the 'edition' dropdown select the relevant statement.

MARKET SECTOR SPECIFIC CHARACTERISTICS

1. ONIX (and ALL other Structured electronic files)

<SalesRestrictionTypeCode> = 04 = Retailer Exclusive = 05 = Retailer Own Brand = 06 = Library edition from code list 71

2. Nielsen Title Editor

To add a library or retailer exclusive edition statement, select the 'sales restriction' tab and use the dropdown menus to add the relevant exclusion. Please note that if you add a retailer exclusive restriction the product record can only be sent to the selected retailer and won't appear on any other Nielsen Book products or services.

PUBLISHER/IMPRINT*

Publisher Name (owning organisation) and Imprint Name (name registered to use the ISBN prefix used).

SUBJECT*

BIC Subject Classification codes to at least level 2 and using version 2.

For code list please see: <http://www.bic.org.uk/7/BIC-Standard-Subject-Categories>

PRICE*

Recommended retail price of the product. Product will be assumed to be VATable at 0% unless otherwise specified

AVAILABILITY*

Not Yet Available/In Print/Out of Print etc. Use ONIX code list 54 (availability status code) OR list 64 (publishing status) WITH list 65 (product availability)

PUBLICATION DATE*

Date product first available

TERRITORIAL PUBLISHING RIGHTS*

The territorial rights owned by the publisher and specifically applicable to the product. This may be limited geographically or apply worldwide. Use ONIX code lists 47 (rights region) and 91 (country code)

RELATED ISBNs AND OTHER IDENTIFIERS

Links to other formats available (e.g. links to physical forms or digital forms of the product using the same content).
ISTC (International Standard Textual Code).

Data supply notes (code list references above refer to ONIX version 2.1)

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