

# NIELSEN BOOK'S GUIDE FOR INDEPENDENT PUBLISHERS

# NIELSEN BOOK'S SERVICES FOR INDEPENDENT PUBLISHERS AND SELF- PUBLISHED AUTHORS

Are you writing your own book or planning to publish titles for another author? We can guide you through the process of purchasing and allocating your book with an ISBN through to how best to promote and distribute it. We can also help you understand the book market and show you how your titles are selling alongside similar ones.

This brochure is designed to give you an overview of the publishing process and details of our range of services to publish, promote, distribute and measure your titles success.

We are here to help and useful contacts can be found throughout this brochure.



# NEW PUBLISHER INTRODUCTORY GUIDE

## PUBLISH

### 1. Identify your book

Purchase your **ISBNs** from the Nielsen Online Store: [www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)  
For orders of 10k+ ISBNs or for general enquiries email: [isbn.agency@nielsen.com](mailto:isbn.agency@nielsen.com)

**Based outside the UK & Ireland and have already purchased your ISBNs?** You can provide your contact and publisher prefix details to our Supply Data Team who will verify them and then add them to the Nielsen Book database.

Email: [supplydata.book@nielsen.com](mailto:supplydata.book@nielsen.com)

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### 2. Make your title discoverable

View and edit title information, upload new title records and add cover images with **Nielsen Title Editor**.  
Access is free of charge and this is the quickest method of supplying your data to Nielsen Book.

Register here: <https://www.nielsentitleeditor.com/titleeditor/>

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## PROMOTE

### 3. Increase sales with enriched metadata

Subscribe to our **Nielsen BookData Enhanced Service** to add descriptive content to your title listings.

<https://www.nielsenisbnstore.com/Home/EnhancedServices>

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### 4. Market your books

Improve the discoverability of your book with our digital marketing tool **Nielsen Book2Look**:

<https://www.nielsenisbnstore.com/Home/Book2Look>

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## DISTRIBUTE

### 5. Streamline your sales

Save yourself time and money by receiving your orders electronically with

**Nielsen BookNet Online Order Collection Service**: <https://bookorders.nielsenbooknet.com/login.do>

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## MEASURE

### 6. Track your success

Review your sales performance and inform your decisions at every stage of the publishing cycle with **Nielsen BookScan**

Email: [infobookresearch@nielsen.com](mailto:infobookresearch@nielsen.com)

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# UNIQUELY IDENTIFY YOUR BOOKS WITH AN ISBN

The first thing you need to do when you publish your title is to allocate it an ISBN. The International Standard Book Number (ISBN) is a unique product identifier for books and related material. It is the most important number you will need and aids the listing, discovery and distribution of your books.

Whilst it is not a legal requirement to allocate ISBNs to your books, it is used by publishers, booksellers and libraries for ordering, listing and stock control purposes. The systems they use all rely on the ISBN to identify books ensuring they select and stock the correct title and edition, from the right publisher.

The Nielsen ISBN Agency for UK & Ireland is here to help and support you in the process of purchasing and allocating your ISBNs to your books. The quickest and simplest way to buy your ISBN's is via our ISBN store: [www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)

When you first purchase your ISBN(s) from the Nielsen ISBN Store you will be asked to register. Please keep your Username and Password safe for the next time you need to make a purchase. If you would prefer to purchase your ISBNs using our application form you can request a copy by emailing: [isbn.agency@nielsen.com](mailto:isbn.agency@nielsen.com)

Applying via our application form is subject to the following service levels:

- Standard Service 10 working days
- Fast Track Service 3 working days



## DID YOU KNOW?

All publishers in the UK and Ireland have a legal obligation to send one copy of each of their publications to the British Library Legal Deposit Office within one month of publication. The other deposit libraries: The Bodleian Library, Oxford; The University Library, Cambridge; The National Library of Scotland; The Library of Trinity College, Dublin and The National Library of Wales, Aberystwyth may then also request a copy each.

# MAKE SURE YOUR BOOKS ARE SEEN BY BOOK BUYERS AND LIBRARIANS

Once your book is close to publication you need to list it on our database along with its basic bibliographic information. By doing so you will ensure that both retail and library customers have pre-publication information for your print and e-books as soon as possible. Booksellers and Librarians use our database to search and purchase books.

Our basic listing service allows you to list the bibliographic data required to meet the minimum Book Industry Communication (BIC) Basic Standard. More information on this standard is available on the BIC website: <http://www.bic.org.uk/17/BIC-Basic/Product>

Information can be supplied to us in the following ways:

- Our Title Editor online service [www.nielsentitleeditor.com/titleeditor/](http://www.nielsentitleeditor.com/titleeditor/)
- ONIX
- Structured electronic file - this is recommended for larger publishers who have a catalogue of over 200 titles and a development fee may be charged

We recommend independent publishers and self published authors use our Title Editor service and if you have purchased your ISBN(s) via the Nielsen ISBN Store you will have already been asked to register. Nielsen Title Editor enables you to view and edit your book information, upload new titles and add cover images. The site is free to use and is the quickest way of supplying your data to our database.

If you get stuck or would like more information, simply contact our Publisher Help Desk: [Pubhelp.book@nielsen.com](mailto:Pubhelp.book@nielsen.com)

## DON'T FORGET!

Make sure you keep your information up-to-date, especially any price changes or if your book goes out of print.



## FAQs

**Q: When should I send you my new title information?**

**A:** The book trade standard is at least 5 months ahead of your publication date. This is to ensure that retailers have your new product information in time to support your pre-sales marketing activity.

**Q: Apart from the basic details of my book what other data is important?**

**A:** Uploading an image for your book is very important as our research shows that the inclusion of a cover image in the product record has a positive effect on sales. For printed books it is also important to include the dimensions and weight of the book, as this will help online retailers select the right sized carton for dispatch. For e-books include the file type, for example epub, pdf, etc, as this will help the end user identify whether the downloadable file is compatible with their device.

# ENHANCE YOUR BOOK RECORD TO GET IT NOTICED

When you are publishing your title, your focus will include identifying how to get it discovered by readers. The best way to do this is to make sure booksellers and librarians have access to your book information via our services. The more information available about your book the more likely they are to discover and buy it.



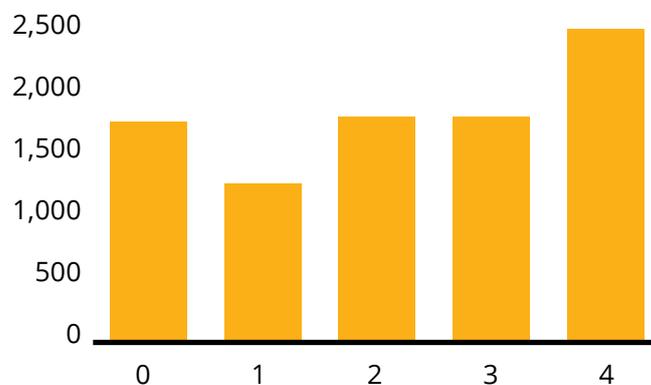
## DID YOU KNOW?

Our research shows that the more metadata elements you include in your title record the more likely it is to sell.

## DESCRIPTIVE METADATA

### Average number of copies sold per ISBN

Average sales per ISBN for records holding zero to four descriptive data elements - short description, long description, author biography and reviews



Our Nielsen BookData Enhanced Service allows you to add, where appropriate, enriched metadata information including descriptions, table of contents, reviews, promotional information and author biographies. Our Editorial Team will manage your information, ensuring accuracy, consistency, timeliness and completeness of your records, which will give your titles the competitive edge when viewed by book buyers around the world.

The Enhanced Service is an annual subscription based on the number of titles you publish and a minimum charge applies. For more information and prices visit: <https://www.nielsenisbnstore.com/Home/EnhancedServices>

Alternatively you can contact us direct:

Tel: +44 (0)1483 712 200

Email: [publisher.services.book@nielsen.com](mailto:publisher.services.book@nielsen.com)

# CREATE A WIDGET FOR YOUR BOOK TO PROMOTE IT DIGITALLY

Another great way to promote your book is by creating interactive content which you can share across your social media accounts. Our Book2Look service enables you to create book widgets with search inside functionality quickly and easily.

- Share on Facebook, Pinterest and other social media
- Add audio and video clips/links from YouTube, Vimeo & SoundCloud
- Generate QR codes
- Market and sell your titles via specific retailers or your own website
- Link directly to online reviews and take advantage of live Twitter feeds allowing users to highlight and share passages
- Customise and provide to press contacts and bloggers as well as booksellers and online sites to allow maximum exposure

Reports can be run to track your progress and success across social networks and you can link them to your Google Analytics. We will add your widgets to your bibliographic records and share them with our bookseller and library clients around the world.

For more information and to purchase your book widgets visit:

[www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)

Alternatively you can contact us direct:

Tel: +44 (0)1483 712 200

Email: [publisher.services.book@nielsen.com](mailto:publisher.services.book@nielsen.com)



Please scan to see the book



## FAQs

**Q: How do you create a Book2Look widget?**

**A: You will be given a Book2Look account. From here, you can create your widgets with a very easy step-by-step process.**

# RECEIVE YOUR ORDERS ELECTRONICALLY

These days retailers want to trade electronically with their suppliers as it is quick, efficient and cost effective. If you self-distribute then our Nielsen BookNet Online Order Collection Service enables you to receive your orders electronically and reply with an order availability status. It is easy to use and doesn't require any special software.

## What are the benefits?

- Buyers receive order availability status information
- Save time and money
- Improve cash flow
- Trade with booksellers worldwide

## How does the service work?

If you have supplied us with an email address and you are self distributing, we will automatically set you up to receive your book orders online. You will then receive an email every time someone places an order for your book with details of who placed the order included in the message. The service allows you to provide order acknowledgements back to the book buyers and review your order history for up to 6 months.

To register visit: <http://bookorders.nielsenbooknet.com/login.do>

For more information contact our Help Desk:

Tel: +44 (0)1483 712 260

Email: [help.book@nielsen.com](mailto:help.book@nielsen.com)



## FAQs

**Q: I have decided to distribute my books myself, what do I need to consider?**

**A:** Before you receive your first order we recommend you think about how you are going to fulfil your orders. For example: what discount are you going to offer booksellers? Are you going to charge for postage and packaging? How quickly are you able to supply your book once an order is placed?

**Q: What role does Nielsen Book play?**

**A:** We will route your order to you from either a bookseller, library or wholesaler. Our role is to deliver the order to you, and it is then up to you, as the publisher, to fulfil that order by sending your books to the organisation that placed the order. You will also need to establish payment and distribution arrangements between yourself and the organisations you trade with.

**Q: What should I do if I receive an order from an unknown organisation?**

**A:** If you don't have an existing account with an organisation who has placed an order we recommend you contact them to agree delivery terms.

# MEASURING YOUR SUCCESS BY TRACKING YOUR BOOK SALES

By now you'll be keen to measure your success and planning your next bestseller. Our Nielsen BookScan retail sales data provides you with an accurate picture of how your titles are performing and helps inform decisions such as what to publish next, what time of year to do it, at what price point or how many to print.

Nielsen BookScan collects point-of-sale data from over 6,500 shops in the UK and Ireland. The volume and price paid is collected on every physical purchase at participating retailers. This data is amalgamated to measure the market in its entirety every week, providing bestseller charts such as those seen in The Sunday Times and The Bookseller.

You can use Nielsen BookScan sales data to inform your decisions throughout the life cycle of your books:

- Are your sales in line with your expectations?
- Have you printed enough or is demand higher than predicted?
- Is the price paid in line with what you expected and negotiated with sellers?
- Is your book available in the right numbers during peak selling periods?
- How are similar titles selling? Have you set your prices in line with other titles in that genre?

By having this data to hand, you are in a stronger position when negotiating terms and prices with other businesses in the supply chain. It also avoids any surprises - by staying informed, you can act quickly to maximise your sales.

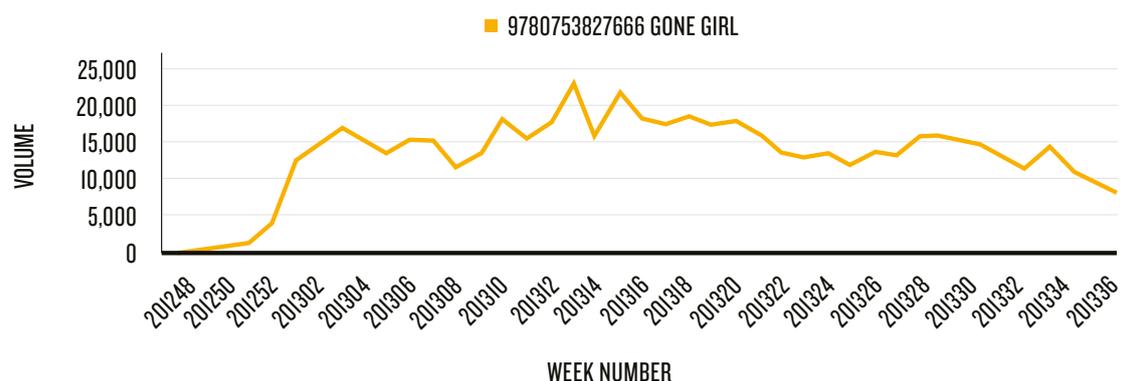
We are experienced in supporting publishers of all sizes and can offer a range of tailored solutions from a single ISBN lookup, through to providing regular marketing reports of retailer data or consumer behaviour.

For more information, please contact:

Tel: +44 (0)1483 712 230

Email: [infobookresearch@nielsen.com](mailto:infobookresearch@nielsen.com)

## VOLUME SALES OF A TITLE BY WEEK FROM LAUNCH



**To receive more information or to discuss your requirements with our sales team, please contact:**

Tel: +44 (0)1483 712 200  
Email: [publisher\\_services.book@nielsen.com](mailto:publisher_services.book@nielsen.com)  
[www.nielsenisbnstore.com](http://www.nielsenisbnstore.com)

Publisher Help Desk:  
Tel: +44 (0)1483 712 450  
Email: [Pubhelp.book@nielsen.com](mailto:Pubhelp.book@nielsen.com)

Supply Data Team  
Email: [supplydata.book@nielsen.com](mailto:supplydata.book@nielsen.com)

**Useful Contacts:**

Independent Publishers Guild (IPG)  
[www.ipg.uk.com](http://www.ipg.uk.com)

Book Industry Communication (BIC)  
[www.bic.org.uk](http://www.bic.org.uk)

Publishers Association (PA)  
[www.publishers.org.uk](http://www.publishers.org.uk)

## NIELSEN HAS OFFICES AND A NETWORK OF AGENTS AROUND THE WORLD. HOW TO CONTACT US:

**Nielsen Book UK & International**

3rd Floor  
Midas House  
62 Goldsworth Road  
Woking  
Surrey GU21 6LQ

**ISBN & SAN Registration Agencies**

t: +44 (0)1483 712 215  
e: [isbn.agency@nielsen.com](mailto:isbn.agency@nielsen.com)  
e: [san.agency@nielsen.com](mailto:san.agency@nielsen.com)

**Nielsen Book Discovery & Commerce Services**

t: +44 (0)1483 712 200  
e: [sales.book@nielsen.com](mailto:sales.book@nielsen.com)

**Nielsen Book Technical Help Desk:**

t: +44 (0)1483 712 260  
e: [help.book@nielsen.com](mailto:help.book@nielsen.com)

**Nielsen Book Research Services**

t: +44 (0)1483 712 222  
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**Australia**

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**New Zealand**

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**South Africa**

**Nielsen Book**  
SAPnet is our exclusive distributor in South Africa  
98 Beach Road, 1st Floor  
Metropole Plaza, Strand  
Western Cape  
RSA  
t: +27 21 853 3564  
e: [data@sapnet.co.za](mailto:data@sapnet.co.za)  
w: [www.sapnet.co.za](http://www.sapnet.co.za)

**India**

**Nielsen Book**  
7th Floor, 404-405,  
Ilab Info Technology Centre,  
Near Country Inns and Suites,  
Udyog Vihar, Phase III, Gurgaon,  
Haryana - 122016  
India  
t: +91 (0)12 4662 9600  
e: [Vikrant.Mathur@nielsen.com](mailto:Vikrant.Mathur@nielsen.com)

Please note that all our services are on separate platforms so you will receive a Username and ID for each service separately.

## ABOUT NIELSEN

Nielsen Holdings plc (NYSE: NLSN) is a global measurement and data analytics company that provides the most complete and trusted view available of consumers and markets worldwide. Our approach marries proprietary Nielsen data with other data sources to help clients around the world understand what's happening now, what's happening next, and how to best act on this knowledge. For more than 90 years Nielsen has provided data and analytics based on scientific rigor and innovation, continually developing new ways to answer the most important questions facing the media, advertising, retail and fast-moving consumer goods industries. An S&P 500 company, Nielsen has operations in over 100 countries, covering more than 90% of the world's population. For more information, visit [www.nielsen.com](http://www.nielsen.com).



**THE SCIENCE BEHIND WHAT'S NEXT™**