



# JOURNEY BOOKS

Journey Books is the contract-publishing imprint from Bradt Guides, for first-timers and previously published authors alike. Below are full details of the flexible packages we offer, which can be fully tailored to your individual requirements.

## EDITORIAL REPORT: £500 + VAT

*Your manuscript (up to 80,000 words) reviewed by a professional book editor.*

If you are an unpublished or inexperienced author looking for some professional feedback before deciding whether to make the leap to self-publishing or contract publishing your book, we can provide an Editorial Report. This report will advise you on the overall structure of your manuscript and recommend key areas to tackle.

### *Included in the package*

- A review of your manuscript by a professional book editor
- A 2-3 page report outlining the key strengths and weaknesses
- Recommendations and action points for rewrites

### *Optional extras (price on application)*

- Manuscripts over 80,000 words

### *Not included*

- A commercial assessment of your project
- Ongoing editorial support

## PRIVATE PUBLICATION: £3,850

*Your manuscript shaped into a professionally produced paperback – and 200 copies delivered to your door.*

If you want a handsome-looking book to give away or to sell direct to customers then this is the option for you. Your book will be professionally edited, designed and printed. It will not have a barcode (so you won't be able to sell it in bookshops) but in every other respect it will look exactly like the trade books we publish.

### *Included in the package*

- **Copy edit** – a line edit by one of our professional copy-editors, covering style, language and basic fact-checking
- **Typeset** – your text will be professionally set by our in-house typesetter
- **Proof read** – a stage often omitted by other contract-publishing packages – the typeset text will be read by a professional proofreader to ensure it is as polished as it can be
- **Cover blurb** – we'll write a succinct blurb to go on the back of your book
- **Cover design (photo)** – one of our professional cover designers will produce a cover based on a photograph you supply, or a stock photograph we will source

- **200 copies of your book delivered to your door** – these will be ‘B-format’ (i.e. normal size) paperbacks, black & white throughout, up to 256 pages. Other lengths and formats are perfectly possible but will incur extra costs.

#### *Optional extras (prices on application)*

- **Ebook production** – we can produce professional ebook files that you can upload and sell yourself on Amazon
- **Typesetting of colour pages** – if you want any colour in your book we’ll need to discuss that with you separately
- **Illustrated cover** – instead of using a photograph, we can commission a professional cover illustrator to create the artwork for your book cover
- **Longer books** – if your manuscript is more than 80,000 words the finished book will probably be more than 250 pages, which will nudge up costs
- **Hardback/special design features** – we can produce any type of book, within reason, to your specification – tell us what you want and we can give you a price
- **Higher print run** – want more than 200 copies? No problem – just let us know
- **Creation of a website** – we can create a bespoke WordPress site for your book

#### *Not included*

- **ISBN and barcode** – under this option you will not be able to sell your book through bookshops, although you could sell it privately.
- **Any sales, marketing or distribution** (for the print or ebook) – the entire print run will be delivered to you for you to do with as you wish

## **TRADE PUBLICATION: £5,500**

***Access to the full editorial and distribution infrastructure of a leading publisher: 500 copies of a professionally produced paperback and ebook, made available for sale through bookshops worldwide and on all major ebook platforms.***

Your book professionally published and available to the book trade. Consumers will be able to buy it online or in their local bookshop or wherever they buy their ebooks. It will be held in stock at our trade distributor (part of the Penguin Random House group) and included in our Amazon Advantage account – **an advantage we believe no other contract-publishing service currently offers**. This means the book will be available to order by bookshops worldwide. You will be responsible for marketing your book, but we will provide advice on this, and can assist with preparing sales copy and press releases. You can have a portion of the print run delivered to your address for you to use for direct sales or as giveaways. Perfect for first-timers wanting wraparound support, as well as for established authors looking to take a more independent route and receive a higher return from each sale.

#### *Included in the package*

- **Copy edit** – a line edit by one of our professional copy-editors, covering style, language and basic fact-checking
- **Typeset** – your text will be professionally typeset by our in-house typesetter
- **Proof read** – a stage often omitted by other contract-publishing packages – the typeset text will be read by a professional proofreader to ensure it is as polished as it can be
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- **Cover design (photo)** – one of our professional cover designers will produce a cover based on a photograph you supply, or a stock photograph we will source
- **ISBN and barcode** – we will create these and add them to your book so it can be sold in bookshops
- **Advice on pricing** – we’ll advise you on a sensible commercial price for your book

- **500 copies of your book, delivery split between your address and our warehouse** – these will be ‘B-format’ (i.e. normal size) paperbacks, black & white throughout, up to 256 pages. Other lengths and formats are perfectly possible but will incur extra costs. You choose how many of the 500 you want delivered to you.
- **Creation of metadata and registration with Nielsen** – we will create all the required metadata fields (Long Description, Short Description, keywords, etc) and add your book to Nielsen, the book trade database
- **Ebook production and distribution** – we will produce epub and mobi files for your book and add them to Amazon and all major ebook platforms
- **Inclusion in our Amazon Advantage account** – we’ll add your book to our Advantage account, so Amazon will recognise it as something that comes from a professional publisher and distributor
- **Inclusion on our website** – your book will be added to the Journey Books page of our website, where the print and ebook will be available for sale – you’ll receive a larger portion of the sale price for copies on our website because there will be no retailer margin to pay
- **Creation of press release and sales sheet (AI)** – we’ll create professional sales and marketing material for you to use when promoting your book
- **Twelve months’ warehousing and trade distribution** – our warehouse is GBS, part of the Penguin Random House group, which has accounts with bookshops worldwide
- **Accounting of sales and payment twice yearly** – we will pay you the net receipts from any sales of your books (i.e. after the retailer has taken their cut), less a small distribution charge. It will vary depending on the retailer, but you can expect to receive about 35% of the cover price for each copy sold. We will explain how this works more fully once we know the specifics of your book. You should be aware that you will not recover your costs from sales of the first print run – a typical book would need to sell 1,000–1,500 copies to move into profit. But if it does take off, we can arrange a reprint very easily!

*Optional extras (prices on application)*

- **Typesetting of colour pages** – if you want any colour in your book we’ll need to discuss that with you separately
- **Illustrated cover** – instead of using a photograph, we can commission a professional cover illustrator to create the artwork for your book cover
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- **Higher print run** – want more than 500 copies? No problem – just let us know
- **Reprints** – if your book looks like it’s about to sell out we’ll contact you and discuss options
- **Storage and trade distribution after 12 months** – if you want to keep your book in print after a year we’ll offer you a price based on its sales – if not, we’ll make it out of print and either pulp any remaining copies or deliver them to you at no extra cost. We’ll send you the ebook files which you can ‘republish’ under your own imprint if you wish – you will not be able to sell the print edition through the book trade because the ISBN will no longer be valid, but you will be able to sell the books directly or use them as gifts.
- **Creation of a website** – we can create a bespoke WordPress site for your book

*Not included*

- **Any sales, marketing or PR functions beyond making your book available for sale** – we will provide you with a professional press release and sales sheet, and some basic advice on how to sell and market your book, but after that it’s up to you! We can also put you in touch with PR professionals who can run a press campaign for you.

**If you’d like to discuss publishing your book under Bradt’s Journey Books imprint, please email us at [journeybooks@bradtguides.com](mailto:journeybooks@bradtguides.com).**