

JOURNEY BOOKS

CONTRACT PUBLISHING FROM BRADT GUIDES

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: £750 + 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If you are an unpublished or inexperienced author looking for some professional feedback before deciding whether to make the leap to self-publishing or contract publishing your book, we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. Note, though, that this will not include a word-for-word read and is not an alternative to a detailed line edit.

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
- Broad recommendations about action points

OPTIONAL EXTRAS (PRICE ON APPLICATION):

- Manuscripts over 80,000 words not included
- A commercial assessment of your project
- Ongoing editorial support

PRIVATE PUBLICATION: £4,950

Your manuscript edited, laid out, proofed and 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. Our experienced team will manage the entire process, professionally editing, designing and printing your book. This is a personal and thorough service: your manuscript will go through several stages to ensure it is as good as it can be, including word-for-word reads not only by an editor (who will offer expert advice on your text and raise any queries they feel might be worth addressing) but a proofreader. It will not have a barcode (so you won't be able to sell it in bookshops) but in every other respect it will be exactly like the trade books we publish.

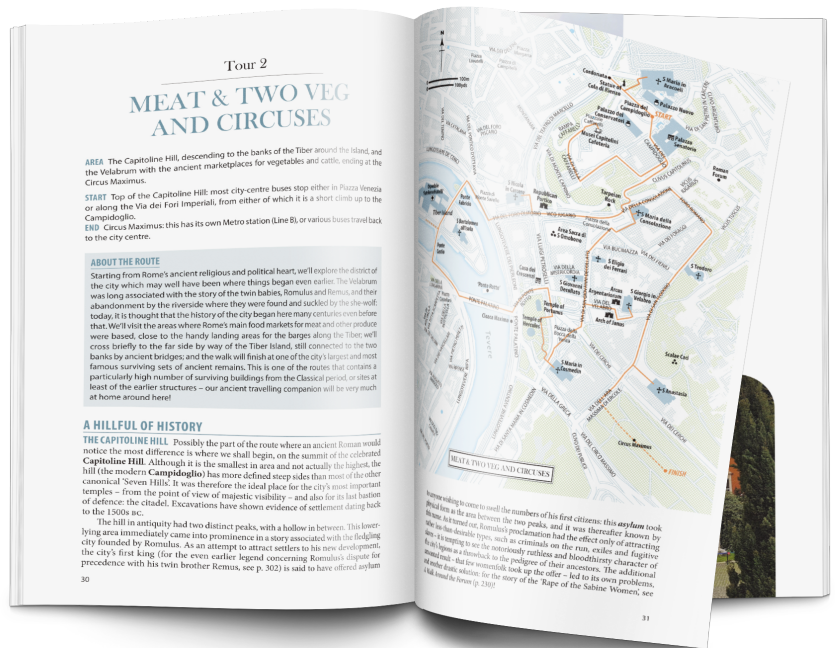
"Bradt and Journey books is undoubtedly one of the best publishers I have worked with over the last thirty years. The staff are unfailingly friendly, unfailingly helpful and always willing to go the extra mile. They clearly love their job – any author, experienced or otherwise, could not find a better publisher to work with: it's been a joy from start to finish."

Martin Andrew, author of *Two Men in a Boat*



INCLUDED IN THE PACKAGE:

- **Copy edit** – a line edit by one of our professional editors, covering style, language and basic fact-checking
- **Design and layout** – your text will be professionally set by our in-house designer
- **Proofread** – a stage often omitted by other contract-publishing packages – the typeset text will be read word-for-word by a professional proofreader to ensure it is as polished as it can be
- **Cover blurb** – we'll write a succinct, engaging blurb to go on the back of your book
- **Cover design** – 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' (ie: normal size) paperbacks, black and 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
- **Designing 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 (in consultation with you) some bespoke artwork for your book cover
- **Longer books** – if your manuscript is more than 80,000 words, we can let you know the additional cost for origination and printing
- **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

"I would encourage anyone with travel stories to tell, to publish with Journey Books"
Michael Lynch, author of *The Irish Continent*

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: £6,650

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 and included in our Amazon Vendor Central 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 both advice on this and some key tools to assist you (including an Advance Information sheet and a press release about your book). If you would like, 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.

"I'd say they are one of the best, if not THE best of all the travel publishers I have worked with. Thank you JB. It's been a pleasure working with you."

Brian Salter, author of *An Englishman in Beijing*

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- **Cover blurb** – we'll write a succinct, engaging 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



ADVANCE BOOK INFORMATION
JANUARY 2026
TRAVEL LITERATURE

TEA AND GRIT

A BICYCLE JOURNEY ALONG THE SILK ROAD
HELEN WATSON

In 2010, while the US Government is hunting down Osama bin Laden in the Middle East, and shortly before the Arab Spring, Helen Watson and husband Ed set off on a cycling expedition from Glasgow to China. Driven by a desire to understand the world beyond the media portrayal of George W. Bush's Axis of Evil, the couple pedal 15,000 km along the Silk Road – ancient trade routes that were rapidly modernising. Crossing mountains, minefields and military zones, they reach Muslim China via Syria, Turkey, Iran and Central Asia.

KEY SALES POINTS

- Debut book from an award-winning travel writer
- First-hand account of an epic adventure: a 15,000-km cycle ride off the beaten track
- Offers compassionate, authentic insights into vanishing cultures along the Silk Road
- Provides privileged glimpses into women's lives in areas of the world known for the oppression of female liberties
- Perfect for adventure lovers, female travellers, cyclists and people interested in Middle Eastern affairs or refugee issues
- Ideal for fans of Rory Stewart's *Places in Between*, Dervla Murphy's *Full Tilt* or Rebecca Lowe's *The Slow Road to Tehran*

ABOUT THE AUTHOR

Born in Scotland and raised in Switzerland, Helen Watson is addicted to travel that is both physically and culturally challenging. In 2010, she cycled 15,000 km from Scotland to China, which inspired her first book *Tea and Grit: A Bicycle Journey along the Silk Road*. She has previously won travel-writing competitions in the *Telegraph*, twice been shortlisted for the Bradt Guides Independent on Sunday New Travel Writer of the Year Award and contributed to Bradt's *Tajikistan* guidebook. Living in the Scottish Highlands with her travel companion and husband, Ed, she works in wildlife conservation.




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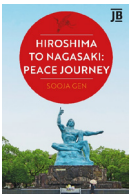
▲ Example of an Advance Information ('AI') sheet



CONTRACT PUBLISHING FROM BRADT GUIDES

PRESS RELEASE

New Japanese travelogue on the 80th anniversary of the new atomic age



- A cultural travelogue about western Japan, following a route between two cities indelibly marked by atomic warfare
- Offers an informative introduction to Japanese history and culture
- Told through brief, engaging stories linked to Hiroshima, Nagasaki and the cities in between them, combining personal observations with historical reflections

As the world marks the 80th anniversary of the bombing of Hiroshima and Nagasaki (6-9 August 1945), this new travelogue by Sooja Gen offers an informative introduction to the history and culture of her native country. In this enthralling journey between Hiroshima and Nagasaki, across the islands of Honshu, Shikoku and Kyushu, the author weaves personal observations, and engaging stories linked to the towns and cities on her route, with historical reflections in ways that will enchant anyone interested in Japanese travel, culture or history.

The book visits Hiroshima's Peace Memorial Park and the hidden Christian sites of Nagasaki, learning how the arrival of Iberian missionaries in the 16th century brought about dramatic changes in domestic politics and, ultimately, a long period of national isolation, and takes in an abundance of castles, shrines, temples, and formal gardens.

Hiroshima and Nagasaki also addresses key developments in Japan's 20th century, exploring life after the atomic bomb, considering the changing relationship between the country and the United States (from enemies to friends and protectors), musing on how nuclear weapons might be

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▲ Example of a press release

- **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' (ie: normal size) paperbacks, black and 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 identify and write 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 an epub file for your book and add them to Amazon and all major ebook platforms
- **Inclusion in our Amazon Vendor Central account** – we'll add your book to our Vendor Central account, so Amazon will recognise it as something that comes from a professional publisher and distributor. We'll also create a rich, SEO-optimised Amazon product page for you.
- **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 Advance Information (AI) sales sheet** – we'll create professional sales and marketing material for you to use when promoting your book
- **Twelve months' warehousing and trade distribution** – Our warehouse 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 (ie: 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!

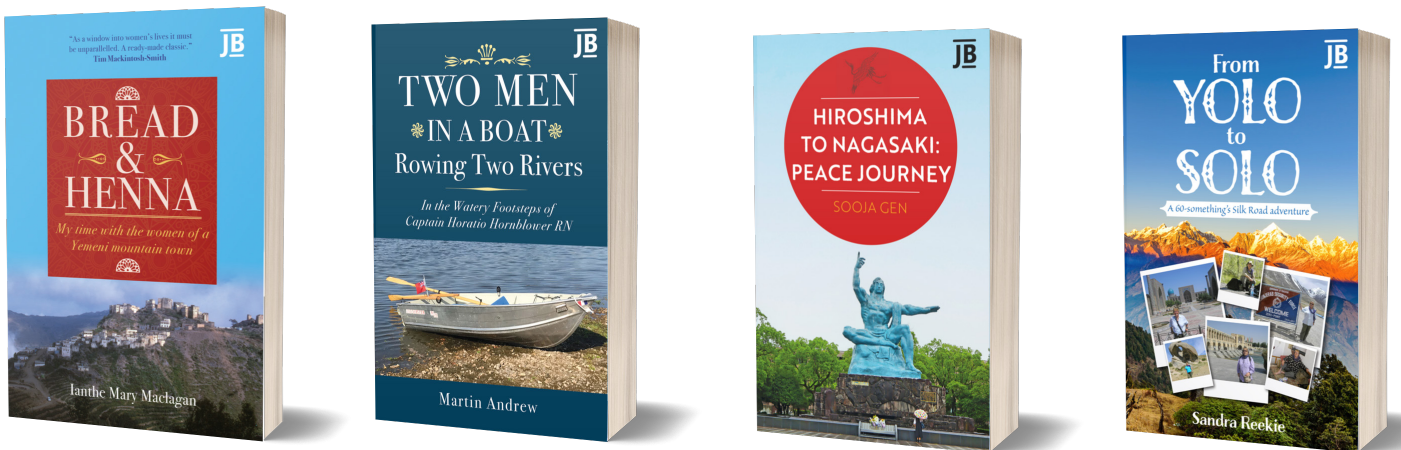
"The team at Journey Books and Bradt Guides were simply amazing to work with. At every stage they provided excellent people to walk me through the process of getting my book from idea to paperback. They gave really good advice and provided an outstanding editor who was the best I have ever worked with. We discussed illustrating the book with maps of my journey which were put together by a brilliant cartographer. I was presented with various cover options and was thrilled with the end result. When the books arrived, I was really happy. Thank you so much to everyone involved."

Patrick Nash, author of *Shots Across the Water*

OPTIONAL EXTRAS (PRICES ON APPLICATION):

- **Designing 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 (in consultation with you) some bespoke artwork for your book cover





- **Longer books** – if your manuscript is more than 80,000 words, we can let you know the additional cost for origination and printing
- **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 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 our detailed, practical *How to Sell and Market Your Book* document, 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.