

riba
bookshops
distribution
service



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RIBA Bookshops Distribution Service



home
Inspiration/Information



Marketing
Book promotions in print/online, working relationships with key reviewers and media contacts

Purchasing Publisher relations and world-wide web, database and print research



Customer Service
Friendly, fast and efficient order processing



Distribution
Advanced IT system of stock management and despatch



distrib ution service



distrib ution service

RIBA Bookshops Distribution Service:

- Number one UK source for books on architecture, design, building and the decorative arts
- Widely respected and recognised brand
- Multi-channel sales – retail, telephone, mail and online
- Excellent reputation for high quality customer service
- Specialised book industry knowledge
- Hi-tech processing systems
- Fast and efficient order fulfilment
- Permanent book trade hotline
- Dedicated marketing and publicity team
- Detailed and comprehensive sales and financial management
- Knowledgeable and experienced sales force targeting the retail trade
- Personal representation to retail trade supported by head-office sales team
- Central London-based warehouse and distribution
- Regular data updates onto Nielsen's Bookdata database

RIBA Bookshops Distribution Service has been developed to help overseas publishers increase their sales of English language books (including translations, parallel texts and multi-lingual books) to the UK market.

We offer the specialist professional skills and expertise required by publishers whose lists focus on architecture, design, construction and the decorative arts. This has been our specialist market for over 30 years and one in which we have unique and wide-ranging knowledge and experience.

RIBA Bookshops Distribution has recognised the strong growth in the architecture/design book market and has responded to the increasing interest among overseas publishers. We therefore concentrate on increasing the exposure, distribution, placement and sales of overseas titles to the UK retail book trade.

RIBA Bookshops Distribution employs a specialist sales force which covers the entire UK including Northern Ireland, reaching all the major chain stores and independent bookshops. In support, we have an award-winning web site (www.ribabookshops.com), a chain of bookshops, an exhibition programme and a powerful direct marketing strategy, all designed to support and encourage sales.

With the accent on continuity and growth, maximising turnover and sales, our clients are assured of a first-class, personal service, which offers greater access and penetration in the UK architecture, design and construction book market.

If you are interested in joining our portfolio of clients we would welcome your enquiries and would be pleased to meet you to discuss our services in more detail. We also attend the Frankfurt Bookfair if you wish to make contact there.

To make an appointment or to obtain more information, please contact:

John Morgan
Executive Buyer
RIBA Bookshops Distribution
E john.morgan@ribabookshops.com
T +44 (0)20 7496 8364

Introduction

Outline of Services to Client Publishers

RIBA Bookshops has for many years handled the world-wide distribution of RIBA Publishing's portfolio of books. However, as a result of numerous enquiries and requests from other international publishers, we have extended RIBA Bookshops' distribution operation and now offer the service to other publishers based outside the UK.

The foremost purpose of RIBA Bookshops Distribution is to provide overseas publishers with greater access to the UK market and to increase the sales of their books to the retail book trade.

The following notes outline key aspects of the service we offer:

Representation

A specialised sales force covering the entire UK and Ireland

Marketing

Online, print, media and exhibition promotion, exposure and publicity

Book Trade Access

Full data entry of new and forthcoming books on Nielsen Bookdata database

Customer Relations

Carried out by a dedicated, experienced Customer Service team

Sales Administration

Complete in-house sales management of trade retail accounts

Warehousing and Order Fulfilment

Advance integrated software systems for stock control, stock selection and despatch

Client Communication

Sales and marketing reports provided to clients at agreed intervals

RIBA Bookshops Distribution Service: Key Features

Sales Force

Representation by an experienced sales force is the most effective way to sell books to the retail book trade. Our team of representatives are well known to key booksellers and are expertly informed about the books they sell. Trade outlets include retail chain stores, independent specialist bookshops and gallery and museum bookshops. This also includes a range of appropriate life-style retail stores. Representatives are supported with advance information (AI) sheets on all titles, full data listings on Nielsenbooknet PDF files and comprehensive marketing material.

Marketing

- A range of electronic and print promotions, aimed at architects, designers and professionals in the construction industry and the decorative arts, to include leaflets, catalogues, brochures, press releases, advance information sheets
- Good working relationships with key reviewers and media contacts in the industry
- Regular attendances at trade fairs and exhibitions ensuring the maximum distribution and exposure of information and new books
- All major booksellers use information on the Nielsen Bookdata database to help research and develop stock range and the books they order. Advance data entry is therefore a vital part of the marketing/sales operation and a crucial feature of the service we provide
- Prospective clients can see the RIBA Bookshops' stock range by visiting our award-winning website www.ribabookshops.com

Customer Service

The experienced Customer Service team handles hundreds of enquiries and orders each week. All orders, from book retailers and wholesalers are dealt with rapidly and efficiently, with invoices raised promptly and forwarded within hours for the books to be dispatched. Advance orders for forthcoming books are accurately recorded and released as soon as the books arrive in our warehouse.

Full management of credit accounts is a function of the Customer Service team, while computerised records provide a complete sales history of purchases and buying patterns and the basis for clients' sales analysis and reports.

Distribution

Stock control, stock selection and despatch at the London distribution centre makes full use of advance technology. The system provides an audit trail of all books entering the warehouse and tracks all customers' orders from receipt to departure. Despatch is by contract to appropriate carriers.

All these services form part of a coherent process aimed at ensuring the maximum cohesion, effectiveness and good communications at all stages of the operation.

We welcome enquiries from new clients and look forward to discussing ways we might work together to achieve a greater market share for your books.

Head Office

15 Bonhill Street, London EC2P 2EA

Key Personnel

Marketing and Sales Director: Diane Williams
Executive Book Buyer: John Morgan
Marketing Manager: Steven Plimmer
Customer Services Manager: Lindsey Van-Cliff
Distribution and Warehouse Manager: Charles Spencer

London Bookshops

London, Central

Royal Institute of British Architects
66 Portland Place, London W1N 4AD UK

London, Chelsea

Ground Floor, North Dome
Design Centre Chelsea Harbour
Lots Road, London SW10 OXF

RIBA Enterprises Ltd Book Distribution Agreement

This Agreement is made on the [date]

BETWEEN:

[Name and address of Publisher]

AND

RIBA Enterprises Ltd
15 Bonhill Street
LONDON
EC2P 2EA

Whereby it is agreed that RIBA Enterprises ("RIBAE") will act as the sole and exclusive distributor for XXXX ("The Publisher") of books within the agreed Territory, for a period of two years.

1. Definitions

- 1.1. "Titles" shall mean all books printed and published by the The Publisher on the generic subjects of architecture, design, construction and decorative arts
- 1.2. "Front Lists" are all books newly published by The

- 1.3. Publisher during the currency of this Agreement
- 1.4. "Backlist Titles" are all books published by The Publisher prior to the commencement of this Agreement
- 1.5. "Territory" shall mean the United Kingdom (Great Britain and Northern Ireland)
- 1.6. "Consignment Stock" is the provision of books, whereby ownership of the stock remains at all times the property of The Publisher upto the point of sale to the customer
- 1.7. "Net Sales Value" is the invoiced value of the books to the customer
- 1.8. "List Price" is the published price of the book determined by The Publisher

2. Terms of Distribution

- 2.1. The Publisher grants to RIBAE the exclusive rights to distribute and sell The Publisher's Titles in the specified Territory during the term of this Agreement
- 2.2. This Agreement is for a period of two years, with an option to review terms and conditions at any time after the completion of the first year from the date of commencement of this Agreement
- 2.3. RIBAE agrees to stock and actively promote all Front Lists during the term of this Agreement
- 2.4. All books supplied by The Publisher to RIBAE will be consignment stock
- 2.5. RIBAE may return any unsold copies of any Titles published by The Publisher and held as Consignment Stock to The Publisher one year after date of publication

3. RIBA Enterprises' Responsibilities

- 3.1. To promote all the Front Lists to UK booksellers using a team of sales representatives and various direct marketing activities including direct mail, advertising,



- 3.2. exhibition attendance and e-marketing activities
To supply all orders originated within the Territory for Backlist Titles
- 3.3. To ensure that all Front Lists are added to Nielsen's electronic book database
- 3.4. To obtain Titles published by The Publisher from The Publisher only
- 3.5. To provide The Publisher with sales reports, detailing the number of books sold and net sales value of each Title within 30 days of each calendar quarter end
- 3.6. To provide The Publisher with marketing reports, detailing all activities undertaken for each calendar quarter
- 3.7. To provide a report, Title by Title, of the quantities of all Consignment Stock held by RIBAE at 31 December each year

4. The Publisher's Responsibilities

- 4.1. To provide a quarterly publishing programme detailing the planned Front Lists for publication during the following 12 months
- 4.2. To supply a minimum of [] copies of each Front List title published during the currency of this Agreement, to a location specified by RIBAE
- 4.3. To supply 5 inspection copies of each Front List title free of all charges for promotional purposes
- 4.4. To supply the number of Backlist Titles as agreed by both parties
- 4.5. To deliver all Titles in a good and saleable condition by pallet, or other mutually agreed delivery method
- 4.6. To determine the published list price of each of its Titles
- 4.7. To supply, as a minimum, the following information on each Title, at least 20 weeks in advance of publication:
 - 4.7.1. Title, Author, ISBN, List Price, Date of Publication
 - 4.7.2. Binding/Format, Name/address of publisher, Book Industry Classification (BIC)
- 4.8. To ensure The Publisher has the market rights to publish the Front List and Backlist Titles
- 4.9. The Publisher shall be responsible for all transportation costs of its Titles and marketing material from The Publisher to RIBAE and from RIBAE to Publisher
- 4.10. To supply all relevant detailed marketing copy and target audience information as requested by RIBAE for each Front List, a minimum 16 weeks prior to publication
- 4.11. To ensure that Front Lists are delivered prior to or immediately on publication
- 4.12. To fulfil orders received from RIBAE for any Backlist Title within 7 days of receipt of order
- 4.13. To forward all orders for delivery within the Territory to RIBAE for fulfilment
- 4.14. To promote RIBAE as the sole Distributor within the Territory in all marketing and advertising material e.g. catalogues, web site etc
- 4.15. To ensure that RIBAE is kept informed of the change of status of all of The Publisher's Titles e.g. out of print, reprinting, delayed publication dates

5. Finance

- 5.1. Following the receipt of the quarterly sales report as detailed in clause 3.5 The Publisher shall send to RIBAE an invoice for 40% of the Net retail value contained in that report in £sterling

- 5.2. RIBAE shall pay the invoice in clause 5.1 in £sterling at 30 days in the month following date of invoice
- 5.3. The Publisher shall be responsible for all conversions from £sterling to the relevant currency

6. General

- 6.1. Each party must endeavour to communicate and exchange market information on a regular basis
- 6.2. Any decision to discount book prices must be agreed by both parties
- 6.3. RIBAE is able to continue to promote and sell Titles published by other publishers even though they may be in competition with The Publisher's own Titles

7. Confidentiality

Both parties shall keep confidential the terms and conditions of all the information relating to this Agreement

8. Termination

- 8.1. Either party may terminate the Agreement by giving not less than 3 months written notice but only after 9 months has elapsed from the date of this Agreement
- 8.2. Grounds for termination include, but are not exhaustive, are:
 - Failure of either party to perform according to the agreed terms of this Agreement
 - Failure to meet the payment terms
 - Changes in ownership
- 8.3. If either party to this Agreement is in default of any terms or conditions of this Agreement and fails to rectify the same within 28 days of having been required to do so in writing by the party not in default then this Agreement shall automatically determine but without prejudice to any antecedent rights accruing to either party
- 8.4. Upon termination, RIBAE will return all unsold books to The Publisher at The Publisher's expense
- 8.5. This Agreement shall be construed under the laws of England

Signed by _____

Print Name _____

Duly authorised on behalf of The Publisher _____

Date _____

Signed by _____

Print Name _____

Duly authorised on behalf of RIBA Enterprises Ltd _____

Date _____

RIBA Bookshops Distribution Service

Confidential Questionnaire

For the purposes of market research, interested publishers are also invited to complete the following questionnaire. The information provided is exclusively for internal use and will be kept in the strictest confidence.

Company name _____

Company contact _____

Position in company _____

Postal address _____

Country _____

Email address _____

Fax number _____

Telephone number _____

Website address _____

Number of relevant English language titles scheduled for production in 2008 _____

Number of relevant English language titles scheduled for production in 2007 _____

Titles of 2007 books already published

Titles of 2007 books not yet published

Number of titles in back list (in print) _____

UK sales 2006 _____

UK sales 2007 to date _____

Main subject areas of publication _____

Please note. All titles should belong to at least one of the following categories (please indicate):

- Architecture and Monographs
- Architecture Practice
- Architecture Theory and Criticism
- Architecture History
- Landscape Architecture
- Urban Design
- Planning
- Construction
- Construction Techniques and Materials
- Interior Design
- Furniture
- Hard Furnishings
- Soft Furnishings
- Garden Design
- Design – Product
- Design – Industrial
- Design – Fashion
- Graphic Design
- Decorative Arts
- Antiques
- Lifestyle

Please complete and return to:

E. john.morgan@ribabookshops.com

F. +44 (0)20 7374 8500

RIBA Bookshops Distribution

15 Bonhill Street

London

EC2P 2EA

UK

Thank you for your co-operation.