



How to submit titles for the Independent Booksellers' Children's Book of the Month

Following the success of the Independent Booksellers' Children's Book of the Season, the Booksellers Association is delighted to announce that the initiative is expanding. January 2019 will see the launch of the Independent Booksellers' Children's Book of the Month. Submissions are now open to publishers for the first quarter of the year.

The Independent Booksellers' Children's Book of the Month is designed to showcase independent bookshops' power to drive sales of children's books as a sector. It aims to demonstrate the impact independent booksellers can make by working together to build readerships for the books they love.

Submissions are now open for Book of the Month slots for January, February and March 2019. Titles should be published within that period and can be picture books, middle grade fiction, non-fiction or poetry books for children.

The submission deadline is 5 November 2018.

How It Works:

- Publishers are invited to submit titles on a quarterly basis
- Publishers can submit up to **6 titles in total per quarter**
- Titles should be new – first format publication of any submitted titles should fall between **1 January and 31 March inclusive**
- Preferably, the publication of the book selected will fall in the month of the promotion
- Submissions are open to the following categories for children aged up to 11 years old: **picture book, middle grade fiction, non-fiction, poetry**
- **No sequels** should be submitted
- Publishers are asked to submit titles for inclusion by using the form on the reverse, submitting **one title per form**
- Publishers are required to send **6 copies of each title** submitted. Proofs, bound manuscripts or printed spreads (for picture books or non-fiction titles) can be submitted in place of finished copies
- There is **no submission fee**
- A selection panel of independent booksellers will select titles from those submitted by publishers
- The selection panel can reserve the right to call in titles not submitted by publishers, with the permission of the publisher
- The genre of the Book of the Month will vary from month to month – it will be selected from all genres submitted for each month
- If a publisher has a title selected for the Book of the Month promotion they will be informed at least a month before the start of the quarter
- Publishers are asked to pay a modest participation fee of £600 should one of their titles be selected
- The book selected for Book of the Month will be announced to the trade at the beginning of each month
- Publishers are encouraged, though not obliged, to offer discounts to booksellers on the titles selected
- Publishers are **STRONGLY** encouraged to create point of sale for bookshops for the selected titles, which bookshops will use alongside the official POS produced by the Booksellers Association
- Publishers are **strongly** encouraged to offer signed copies of the winning title to booksellers
- The Booksellers Association will create social media assets and POS kits for each Book of the Month title
- The Booksellers Association will run a full social media campaign around the Book of the Month titles
- Booksellers will be encouraged to support the social media
- The Booksellers Association will organize a coordinated release of the Book of the Month, on social media and in the trade press, with cooperation from the publishers and participating booksellers



Submission Form (one title per form)

Publisher

Contact Name

Job Title

Email Address

Tel No

Title Submitted

Format (hardback, paperback)

Author

Illustrator

ISBN

Publication Date

Preferred month of promotion

Earliest date booksellers could receive stock and begin selling

Imprint of the title as it should appear on the POS

Why do you think this title should be selected as an Independent Booksellers' Children's Book of the Month?

I agree to pay a £600 fee if my title is chosen as the Book of the Month

I agree to send six copies of the submitted title to Sharon Benton, BA, 6 Bell Yard, London, WC2A 2JR

Signed

Dated