

QUESTIONS FOR INDEPENDENT PUBLISHERS

- Do you have powerful access to all sales channels?
- Do you need a digital distribution solution?
- Do you get timely and useful market feedback?
- Do you ever pay for services you don't use?
- Are you one of your specialty distributor's largest clients, and wondering if your size is helping them more than their clout is helping you?
- Is the uniqueness of your list recognized and served?
- Are you getting the attention you deserve?

If you aren't satisfied with your answers to these questions, perhaps you are ready for a partner that is built to serve YOU

PERSEUS

DISTRIBUTION



No two independent publishers are alike.

Your list is unique.

Your team is one-of-a-kind.

Your goals and challenges are specific to your business.

Only Perseus Distribution custom-builds distribution solutions for each and every independent client. *So we begin by asking questions...*

What's your list like? What's your publishing vision? How is it changing? Where are you having the most success? What are your challenges?

What are your goals as a company?

Where are you coming from and where do you want to go: Growth at the major chains? Launching new imprints or categories? Reducing returns? Increasing your ebook sales domestically and internationally? Expanding international? Responding more nimbly to trends and opportunities? Avoiding risk? Improving retailer relationships?

What's your sales model? Do you have a complete sales force, or reps who sell certain national accounts, or do you need sales coverage across all channels? Are you looking to crack certain new markets? Do you want to ride along on key sales calls for certain books or accounts? What kind of sales reporting do you need?

Do your books have special handling characteristics? Very high or very low price points? Special assembly requirements? Unusual return-to-stock rules? Component parts? Do you sticker, assort, or need shrink wrapping?

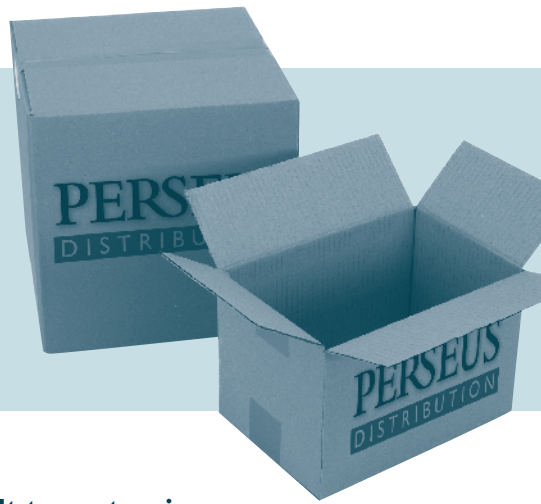
What are your information and communication needs? What data do you use to make crucial decisions? What systems do you use? What kinds of communication do you want more of from your distribution partner? Less of? Do you want a single point of contact or access to the whole organization?

What's your team like? How do you like to operate?

Do you have a digital distribution solution? Do you have access to a short print run facility in your warehouse? Are you set up for print on demand? Do you publish e-books? And, if so, are you working with multiple vendors? Is it easy for you to participate in online search at the major accounts?

Once we know what makes you unique, Perseus Distribution will work with you to build a service model that suits your needs exactly. (And since our pricing reflects the services you choose, you won't get charged for things you don't use.)

“One Size Fits All”
probably doesn't fit you.



Only Perseus Distribution is built to customize.

MENU OF SERVICES

Order entry, processing and shipping (including Special Handling)

Domestic and International Sales Representation

Customer Service

Finance, A/R and Credit & Collections

Information Technology support and web-enabled Data Warehouse

E-Commerce

Returns Processing

Academic Marketing

Constellation (Digital Distribution Services):

- Full ebook services including conversion, file storage, distribution, merchandising, sales reporting
- Digital print services including POD and SPR
- Search Inside sample file distribution
- Online marketing tools

EXAMPLES

Publisher A handles sales to the national accounts; Perseus Distribution sells to the field, special sales, and gift channels, and handles all fulfillment.

Publisher B handles all of their own sales; Perseus Distribution takes care of distribution and fulfillment, including e-commerce orders.

Publisher C is sold and distributed entirely by Perseus Distribution; their e-books are made available to key domestic & international vendors.

Every
distributor
has a
warehouse

Only Perseus
Distribution's
state-of-the-art
fulfillment
capabilities are
designed to be
fine-tuned for
your specific
business
requirements.

Ideal Location

Warehouse is in a distribution district in Jackson, TN: a 2-day shipping point from 95% of the US

Room to Grow

With one million square feet of state-of-the-art warehouse space (and growing), we will never run out of room for your business

Quick to Ship

Majority of orders are ready to ship within 24 hours

Responsive to Crunches

Flexible staffing model allows us to instantly staff up to meet any shipping spikes

Reach to All Types of Customers

Simultaneously and smoothly serve retailer distribution centers, direct-to-store, as well as direct-to-consumer and international

Handled with Care

Expertise in unique packaging and handling requirements, from book-plus product to high-priced, oversized coffee table art books

Assembled as Needed

In-house work order department handles pre-packs, boxed sets, stickering, display assembly, shrink wrapping – whatever your business requires

Consolidated for Efficiency

Orders to each account are combined to minimize freight costs

Designated Inventory Control Contact

Specific person who helps manage your stock

Open to Special Requests

Don't see what you need on the list? Ask us.

Are you getting the best sales representation for your books?

Only Perseus Distribution offers multiple Sales Teams that can sell any—or all—of your channels.

Broad and Deep

National Accounts – Our dedicated reps have significant experience in every book category

Ebook Retailers – Our reps have relationships with all major ebook vendors to implement title promotions and pricing strategies

Field – We have the largest field force of any independent distributor

Mass Merchandisers & Club Business – Our seasoned reps are focused solely on these channels that are critical to big-book success

Special Sales – This group handles everything from catalog accounts and specialty retailers to QVC and corporate buybacks

Gift Sales – Led by our in-house director, our commission groups handle an enormous range of non-traditional accounts that many sales forces do not approach

International Sales – Fully integrated reps around the globe handle sales to the UK, ANZ, and the open market

Customized to your Business

Use our entire sales force, just the reps you need, or none at all

Collaborative Team

Offering informed and engaged feedback on titles, package, positioning advice, marketing ideas, release timing, promotional opportunities, publicity needs, etc.

Timely and Useful Reporting

Both quantitative (estimates and orders) and qualitative (buyer feedback, suggestions, observations, competitive activity)

Face-to-Face Interaction

Presales and sales conference meetings offer direct interaction with the sales force at least 4 times per year

You need the right information
at your fingertips.

Perseus Distribution gives independent publishers access to the best available information at the right time to make crucial business decisions.

Best in Breed

Web-based systems provide detailed and transparent reports on sales projections, inventory, call reports, order status, order tracking and other online data queries

Intuitive and Available Anywhere

Online reporting allows access to all functions through a standard Internet browser – no special software needed

Safe and Secure

Password protected – you decide who has access to what data and nothing is available to other publishers

Post material for Your Sales Force

Our unique Sales Resource Center lets you electronically update sell sheets, tipsheets, jacket images, publicity plans, and more – instantly

Strategic Partnership

Our Perseus Distribution team – backed up by the Perseus Books Group – is available to strategize with you about your business

PERSEUS

TRIBUTION



OUR VALUES

We believe independent publishing is a vital and deeply important business

We believe in a diversity of voices and that an open marketplace of ideas is best for society and for publishers

We understand publishing is an increasingly tough business with consolidating retailers and changing intermediaries – we want to level the playing field for independents by giving them the clout they need to succeed

Perseus Distribution is committed to independent publishers and takes pride in our continuity of service – we have never asked and will never ask a client to leave due to lack of warehouse space, changing internal publishing demands, or to satisfy a competitive client

Client, joint venture and member publisher books are all equally important – there is no in-house bias

We are financially stable – independent publishers deserve no less



PERSEUS DISTRIBUTION IS

... a top ten vendor and the largest independent distributor in North America committed entirely to independent publishers.

... the only partner who will custom-build a distribution platform—including digital solutions—around your unique publishing needs.

... the best choice for growing independents of size who are ready to move on from a one-size-fits-all distribution model.

CUSTOMIZED



FLEXIBLE



DEDICATED

PERSEUS

DISTRIBUTION

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Get more information at www.perseusdistribution.com

Perseus Distribution is a division of the Perseus Books Group, an independent company committed to enabling independent publishers to reach their potential, whether those publishers are in-house imprints, joint ventures or distribution clients.