

Ingram Publisher Services

Client Acquisitions Criteria

INGRAM
ONE SOURCE. COUNTLESS POSSIBILITIES.

What does IPS look for?

What does IPS look for in a prospective publisher client?

” %A publishing program with a minimum of 6 releases per year and annual gross revenue greater than \$250,000.+

Okay, but what does IPS *really* look for in a prospective publisher client?

- ” Vision
- ” Sales Potential
- ” Editorial and design
- ” Infrastructure

Vision

Does the publisher's list have a unifying vision (be it with respect to quality, category, theme, or format)?

Does the publisher have a long-term publishing plan, beyond the next year?

Does a publisher have a complete understanding of the current book market, whether from experience or deep research?

Is the publisher's list %best in class+for a particular category (or categories)?

Sales Potential

Does the publisher have a proven sales track record?

Does the publisher have a healthy, active backlist, with key %cornerstone+titles?

If the publisher is new, is there a clear path to sales, with an expectation of growth?

Are the publisher's titles competitive in the current marketplace? Are they properly positioned in terms of format, category, and pricing?

Does the publisher have a comprehensive marketing plan and/or a strong platform? Do the publisher's authors?

Will our reps be eager and proud to present this publisher's titles to their buyers?

Editorial and Design

Do the publisher's titles consistently hold to a high editorial standard?

Are the publisher's covers professionally designed?

Are the formats, packaging and look and feel in line with competitive titles in the market?

Infrastructure

Does the Publisher/Founder/President/CEO have personal publishing or other book industry experience?

Does the publisher employ staff or other collaborators who have this experience?

Does the publisher have marketing and publicity support?

Does the publisher have the bandwidth to navigate the integration process, metadata management, and the demands of a seasonal selling schedule?