

B-O-O-K-S

FOR EVERYBODY

The essential catalogue
of quality titles from
your independent bookseller



*The independent
bookseller's
most important
advertising tool*

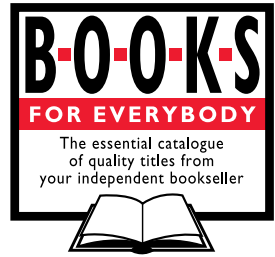
**FALL 2008
SUBMISSION KIT**

*BOOKS FOR EVERYBODY
YOUNG READERS EDITION
BRITISH COLUMBIA EDITION*

*Pairing
the perfect books
with the right readers
is a co-operative effort*



111 Queen Street East, Suite 320, Toronto, ON M5C 1S2
Toll-Free: 1-888-360-6658 ext. 3160 • Phone: (416) 364-3333 • Fax: (416) 595-5415
www.booksforeverybody.com • aberk@booksforeverybody.com



Print catalogues remain an essential tool for fall & holiday sales.

Books For Everybody provides a selection of high quality gift suggestions for readers with varied interests: a wide range of subjects, genres, price points and formats:

- key Canadian literary fiction and literary non-fiction, picture books and YA titles
 - key international titles
 - titles independent booksellers are uniquely positioned to build and promote
 - a selection that has appeal in most markets, while also highlighting some significant regional titles
- Distinctive 6" x 11" full-colour format catalogues.
 - ***Books For Everybody*** features approximately 210 titles in a 36–40-page catalogue.
 - ***Young Readers Edition*** & ***British Columbia Edition*** each feature up to 100 titles in a 16-page format.

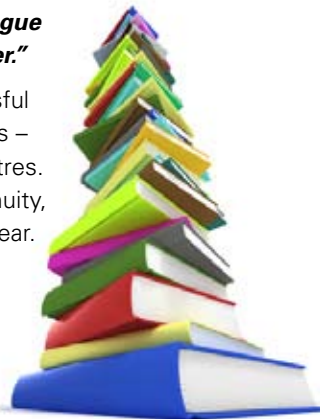
SELECTION PROCESS

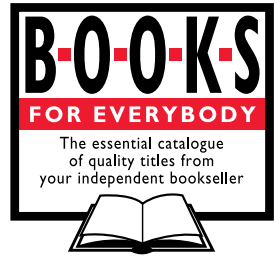
Retailers are committed to choosing titles that reflect ***Books For Everybody's*** role as ***"The essential catalogue of quality of titles from your independent bookseller."***

The committees are composed of established, successful independent booksellers – including children's specialists – from across the country, from both large and small centres. To ensure a fresh perspective, while maintaining continuity, new members are introduced to the committee each year.

For the ***British Columbia*** edition, the committee is composed of booksellers from across B.C.

Representatives of the ACP, CPC and CBA are invited to observe the meetings on behalf of their members.





RETAILER DISTRIBUTION

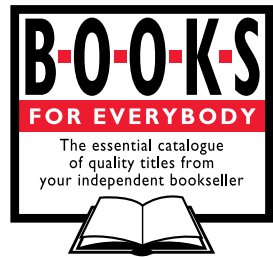
- 230,000+ copies of the national editions are distributed through independent booksellers across the country
- mailings to customer database, including corporate accounts
- inserts to local newspapers
- mass delivery through flyer distribution services
- distribution at author events and community functions
- redistribution via local businesses, educational institutions and libraries

ADDITIONAL COMPONENTS

- DIGITAL EDITIONS of national editions: personalized for retailers; provides online ordering option for customers of independents.
 - sample site:<http://www.bfe-digital.com/bfe/2007fall/?vendor=32>
- in-store POS
- optional discount coupon program for retailers
- national advertising campaign in the ***Globe and Mail*** (Nov./Dec.)
- bulk-mailing services for retailers with smaller mailing lists
- additional distribution of the ***British Columbia Edition***
 - on BC Ferries beginning in October
 - 20,000 copy ***Globe and Mail*** distribution on November 27, 2008



PREPARING SUBMISSIONS



It's time to submit your best new titles! *Books For Everybody* is the vital pre-Christmas promotional tool for independent booksellers across the country; independents look to promote the key titles of the season – as well as those specialty titles they are uniquely positioned to build.

LET BOOKSELLERS KNOW WHY YOUR BOOK IS AN ESSENTIAL PICK FOR FALL 2008:

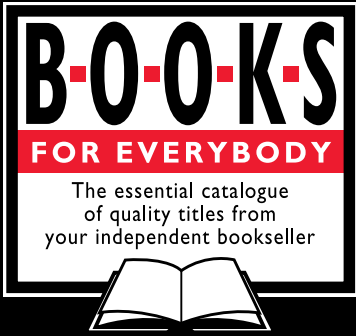
- its relevance and unique qualities
- publication history/credentials of author(s)/illustrator(s)
- additional media/publicity over the season
- target market

Sample pages are essential for the proper assessment of titles with significant pictorial content, especially children's books. (JPEGs of covers/page spreads are ideal.) If you supply a hard copy, please send one sample to Books For Everybody by May 21.

The information on the submission form is for the selection committee only; once a title has been selected you will be asked to provide consumer-oriented catalogue copy.

- Please complete one form per title. A multi-volume work, a boxed set, or a true series can be presented as one submission
 - Please indicate the maximum number of titles you are willing to advertise. Don't submit books you aren't willing to support.
 - Rank the titles submitted, in order of importance to you, on a separate sheet of letterhead. This information is used by the committee members as a guideline only.
 - Ensure that all books will be in stores by the first week of November 2008.
 - Make sure your books are easy to order. When making selections, retailers look for standard trade terms and take into consideration the ease of ordering titles.
- PUBLISHERS NEW TO THE SUBMISSION PROCESS: please provide an outline of your terms of sale and what wholesalers you deal with.**

Please type each submission in the Word file provided (form also can be download from www.booksforeverybody.com). We do not accept handwritten documents; committee members depend on clear and legible forms in order to make informed decisions.



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 mstrimas@booksforeverybody.com

A D V E R T I S I N G R A T E S

BOOKS FOR EVERYBODY

SUBMISSION DEADLINE: MAY 1, 2008

1/8 page	\$830.00
1/4 page	\$1,295.00
1/2 page	\$1,725.00

YOUNG READERS EDITION

SUBMISSION DEADLINE: MAY 1, 2008

1/8 page	\$795.00
1/4 page	\$1,085.00
1/2 page	\$1,595.00

BRITISH COLUMBIA EDITION **

SUBMISSION DEADLINE: JUNE 9, 2008

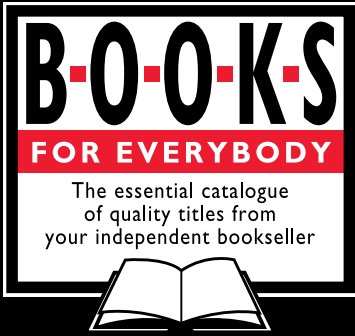
1/8 page	** \$265.00
1/4 page	** \$475.00
1/2 page	** \$685.00

** 10% discount on advertising costs with three or more titles included

** 10% discount for publishers submitting to *BC Edition* for the first time

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Publisher chooses a display size for each title once selections are made.



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mstrimas@booksforeverybody.com

2 0 0 8 S C H E D U L E

BOOKS FOR EVERYBODY

SUBMISSION DEADLINE: MAY 1, 2008
SELECTION MEETING..... LATE MAY
SELECTIONS ANNOUNCEDby JUNE 1, 2008
TITLE LIST DISTRIBUTED JUNE 14, 2008
LISTING FORMS DUE JUNE 20, 2008
COVER ART DUE..... JUNE 30, 2008
FINAL PROOF FOR COVER..... EARLY AUGUST
DISTRIBUTION..... EARLY OCTOBER

BRITISH COLUMBIA EDITION

SUBMISSION DEADLINE:..... JUNE 9, 2008
SELECTIONS ANNOUNCEDby JULY 21, 2008
TITLE LIST DISTRIBUTED JULY 23, 2008
LISTING FORMS/COVERS DUE JULY 28, 2008
FINAL PROOF FOR COVER..... MID-AUGUST
DISTRIBUTION..... EARLY OCTOBER