

# The Multi-Format Approach

How Boldwood Books Found Success Publishing 10 Book Formats Simultaneously Through Ingram Content Group



## Executive Summary

Creating a relevant, viable business in a world quite different from when they first started working in publishing has not been easy, but with the help of Ingram Content Group's publishing services and global reach the experienced team at Boldwood have successfully turned the traditional publishing model on its head and shown the old way of doing business isn't the only way forward.

## About Boldwood Books

Boldwood Books is an award-winning independent, global fiction publishing house. Since its inception in February 2019, the company has published over 400 titles, signed over 100 authors and sold 10 million books across the world.

Based on the principles of a true partnership with authors, consumers and team members, Boldwood seeks out the best stories from around the world, from both new and established writers, and brings them, in all formats, to readers everywhere.



**400+ titles**

**100+ authors**

**10 million books sold**

## Challenges & Objectives

All of Boldwood's objectives stem from their guiding question: "What on earth can we do to make ourselves stand out and make ourselves relevant?" Standing out and maintaining relevance in a crowded market is a challenge the team confronted head on with the following objectives:

1. Publish in all available formats simultaneously – hardback, paperback, large print, eBook and audio
2. Maximize marketing & social media investments for every title launch
3. Hold no inventory – use global print-on-demand to provide maximum availability
4. Focus on sustainability and minimizing environmental impact

Objectives 1 and 2 go hand in hand – being able to publish all formats simultaneously allows Boldwood to maximize their marketing and social media investments by reaching all potential readers with one major launch campaign. Many readers are partial to a particular format, be it hardback, paperback, ebook, or audiobook, and if their preferred format is not available when the campaign reaches them, that's a lost sale. Boldwood believes that formats are not substitutional and that every new format adds more readers and more sales.

Objective 3 allows Boldwood to invest in new content and manage their cash flow wisely by not printing up front

and storing the books in warehouses. This, combined with not paying authors advances but offering higher royalties, provides agility and a very attractive model for authors. And Objective 4 is crucial for any publisher to be considered relevant during the ongoing climate crisis, especially within an historically resource-intensive industry.

## How Ingram Helped

Whilst being a young company is challenging in many ways, it did allow the team to build their internal processes from scratch. The experienced team knew they needed to keep all their assets in one easy-to-manage place, and to work with a single distribution partner that could handle selling and distributing their books globally in virtually every format. That's why Ingram, with its wide range of publishing solutions, was the natural choice for Boldwood Books.

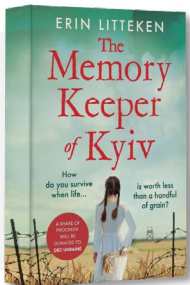
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*Ingram have been a crucial partner in the growth of the Boldwood business*

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Despite only being born in February 2019, Boldwood almost felt made for the pandemic hitting in 2020. According to Boldwood Books' CEO & Founder, Amanda Ridout, the company was “very well positioned to survive at a very young age through two pretty difficult years” because they made their multi-format approach a priority from the beginning.

Boldwood prides itself on an efficient publishing process, averaging only six months to take a manuscript from submission to market. They recognize they are only able to reach that speed and still maintain a high standard of quality because their processes are technically driven and designed to run as smoothly as possible. This, combined with savvy digital marketing, allows the three-year-old company to punch way above its weight.



## A Boldwood Bestseller

An unfortunately all-too-timely novel published by Boldwood Books earlier this year that has seen great success is *The Memory Keeper of Kyiv* by debut author Erin Litteken.

## Testimonial from Boldwood Books's CEO & Founder

*“Ingram have been a crucial partner in the growth of the Boldwood business over the past three years. They have enabled us to get our print copies into the hands of readers all over the world, in all formats, and have also distributed our ebooks and digital audio to our global retail partners. The Ingram team has been constantly supportive and helpful and have contributed to our early success, for which we are very grateful.” - Amanda Ridout*



Interested in learning more about how Ingram's holistic, multi-format approach to global book distribution can help strengthen your business? [Fill out this form](#) and one of our representatives will get in touch!



[www.ingramcontent.com/ingram-multi-format](http://www.ingramcontent.com/ingram-multi-format)

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