

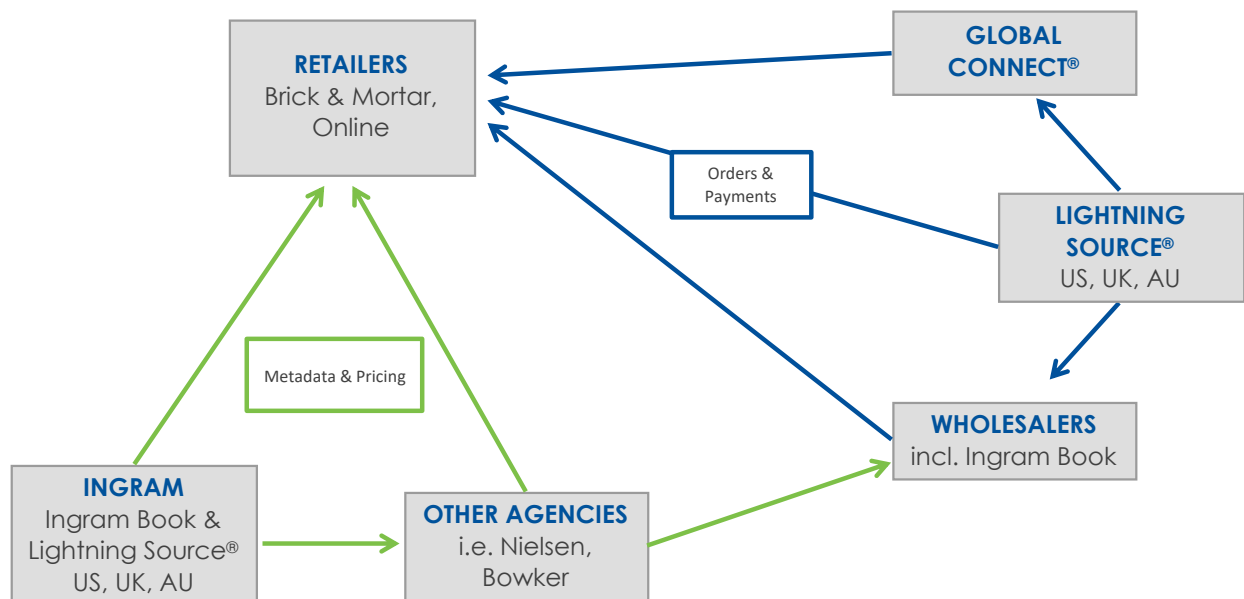
Distribution

How Your Books Reach a Global Marketplace of Bookstores & Online Retailers

The Power of Print on Demand and Wholesale Distribution

With wholesale distribution linked to print on demand (POD), you can make your books available to bookstores and online retailers from around the world. Both Lightning Source® and IngramSpark® use Ingram Book Group LLC ("Ingram Book") as one way of connecting your content to 40,000 retailers and libraries. Whether stores and libraries are traditional brick-and-mortar entities or live entirely online, sell printed or eBooks– they can purchase wholesale from Ingram.

Publishers who use POD directly integrated with wholesale distribution enjoy seamless and inexpensive global book distribution. With no inventory on hand, books are printed on demand and distributed (eBooks) as retailers place orders. As the publisher, you are paid minus the cost of printing (POD only) and the wholesale discount, which eliminates the high up-front costs associated with physical stock. This makes it easier than ever before to build your independent global publishing business. However, in order to build a global business, you first need to understand how retailers order books. In the following pages we will demystify this process whilst highlighting the importance of pricing your titles in all available currencies.



How Do Retailers Order Books from Ingram Book?

The above diagram demonstrates the variety of paths by which your titles and metadata can reach retailers around the world. Most orders come via Ingram Book Group LLC ("Ingram Book") which connects to over 40,000 retailers and libraries globally. Enabling your titles through Lightning Source® or IngramSpark® and pricing them in USD makes them available via Ingram Book. As a global wholesaler based in North America, Ingram Book is the dominant wholesaler in its local market with most bookstores who operate within that region ordering directly from Ingram Book.

Other Ways Retailers Order Books

Most retailers prefer to buy from wholesalers rather than trade directly with each individual publisher but not all retailers buy directly from Ingram Book. Consequently, Lightning Source UK Ltd ("Lightning Source UK") supplies other global wholesalers too, further strengthening your titles global reach. We do this because not one wholesaler controls the market and whilst all wholesales operate globally, some are stronger in certain regions than others.

These other global wholesalers include:

- Gardners Books Ltd
- Bertram Group Ltd
- Central Book House
- Libri GmbH

This is not intended as a complete list, but with the addition of Ingram Book, these wholesalers supply a large portion of booksellers worldwide. This illustrates why you should price your titles in as many markets as possible – you never know where in the world your next customer might be.

Fact

Publishers who price their titles globally, on average, sell over 25% more books than those with pricing gaps.

Both Lightning Source® and IngramSpark® allow you to price in GBP, USD, Euros and Australian Dollars. We strongly recommend that you price your titles in all available markets to ensure you never miss a sale.

The Role of Lightning Source

Retailers typically prefer to order via multiple methods, and we support this by enabling retailers to buy directly from Lightning Source UK and Lightning Source Australia Pty Limited. This doesn't preclude sales from Ingram Book, it simply provides bookshops with more options to order your titles. As an example, some bookshops only buy books in their own currency, so you maximize your opportunity for sales by pricing globally.

Below is a list of the retailers who buy from Lightning Source®, which also applies to publishers using IngramSpark:

North America

- Barnes & Noble; Chapters/Indigo; Amazon.com; Ingram Wholesale

UK & Continental Europe

- **United Kingdom:** Waterstones; Blackwells; Amazon UK & over 200 independent bookstores
- **Germany:** Libri (the main wholesaler within the market)
- **Italy:** Lampi di Stampa (Messeggerie Italiane); Rizzoli RCS; Messeggerie Internazionale; Mandadori
- **Poland:** Empik.com; Krainaksiazek.pl; Gigant.pl; Czytam.pl; PWN Bookstores
- **Spain:** CEGAL (Spanish Confederation of Guilds and Associations of Booksellers); Casa del libro; Carrefour; Buscalibre; Amazon.es; Franc; Corte Ingles

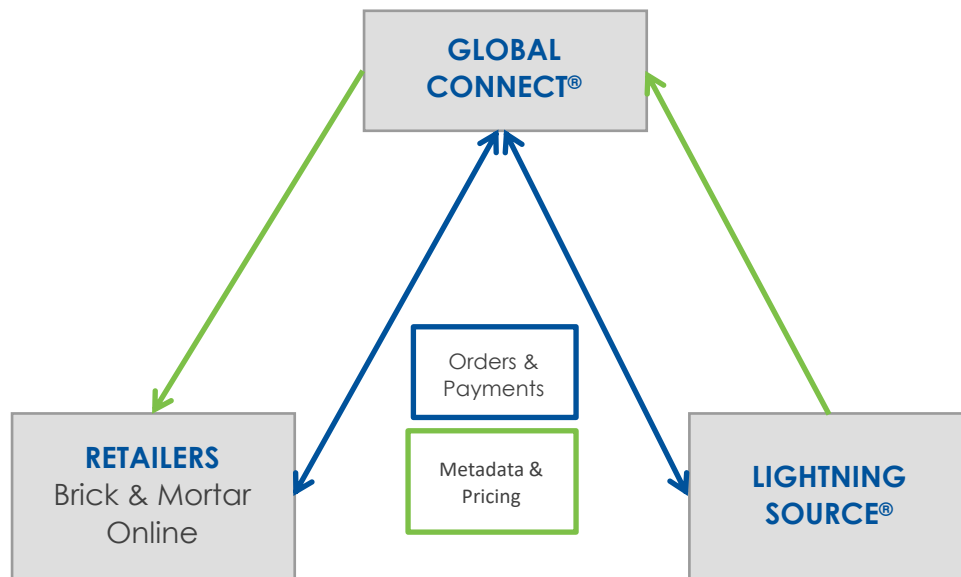
Australia

- Booktopia; Dymocks; Koorong; Amazon AU & over 200 independent bookstores

Other International Markets

- **Brazil:** Amazon.com.br; Submarino.com.br; EstanteVirtual.com.br
- **China:** Amazon.cn; CNPIEC Library
- **India:** Amazon.in; Flipkart.in; Snapdeal.in; Infribeam.com; Rediff.com; Shopclues.com
- **South Korea:** Aladdin.co.kr; Interpark.com
- **Japan:** Coming Soon

What is Global Connect



In addition to print locations in the United States, United Kingdom, and Australia, Lightning Source® also reaches readers in a variety of other countries by working with other print on demand manufacturers who have access to bookshops within their region of the world. In this relationship, you price your titles in USD and Lightning Source® works with each Global Connect POD provider to gain access to more retailers than would otherwise be possible.

Global Connect relationships currently exist in the following countries: Poland, Germany, Russia, South Korea, Spain, Italy, India, China, Brazil.

Tip: By ensuring your titles are in Global Connect you are expanding your titles reach and creating opportunities for sales in new global markets.

Ready to Take on the World?

We want to help you succeed. Throughout 2020, we are running a series of seminars on metadata, global pricing, and their relationship with distribution. If you would like to attend one of these classes, please register your interest below:

[Register Now](#)

These seminars will go into more depth and provide you with an opportunity to ask our knowledgeable customer service team questions in real time.

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