

A Brief Guide to Working with Ingram Content Group

Welcome! Thank you for your interest in learning more about the wide range of products and services Ingram Content Group (“Ingram”) offers publishers and retailers of all sizes to reach more readers around the world.

You can also visit our website to find out more about Ingram Content Group:
<https://www.ingramcontent.com/about>



Contents

Full-Service Distribution with Ingram Publisher Services	1
Distribution and Print Solutions with Ingram Lightning Source®	2
Our Global Connect Network	3
How Ingram Supplies the Global Book Market	4
Digital Solutions	5
Ebook & Audiobook Distribution	5
Sales Enhancement Tools	6 - 7
Get In Touch	7



Full-Service Distribution with Ingram Publisher Services



UK & Mainland Europe

Ingram Publisher Services UK ("IPS UK") is the global distributor for over 400 Trade and Academic publishers, providing expert publisher services advice tailored to the specific needs of each client. Combining physical stock with print-on-demand (POD) capabilities, IPS UK can help you capture more sales opportunities whilst simultaneously improving the efficiency of your print supply chain.



IPS UK's services include:

- Physical book warehousing in our state-of-the-art 96,000-sq. ft (approx. 9,000 sq. m) facility
- UK-based customer service and order processing
- Print-on-demand and print-to-order services
- E-book & audiobook distribution
- Ecommerce solutions for direct sales

IPS UK is accredited under BIC's Supply Chain Excellence awards and has been supporting independent publishers for over 45 years.

For more information, please visit www.ingrampublisherservices.co.uk

North America

Our family of brands offers publishers full-service solutions that span sales and distribution across all categories, powered by technology that is in-step with the modern, fast-paced book market.

To find out more about Ingram's full-service distribution offerings in North America, please visit:

www.ingramcontent.com/publishers/distribution-services



Distribution and Print Solutions with Ingram Lightning Source®



Ingram's Print-on-Demand, Virtual Inventory, & Wholesale Network Powerhouse

Challenged by accurately predicting the demand for your titles, distributing them affordably and efficiently, and deciding when a title no longer justifies further print runs?

Ingram helps alleviate these problems by making your titles easily and swiftly accessible to millions of readers worldwide thanks to our operational capabilities and unsurpassed network of retail relationships.

Virtual Inventory and Its Benefits

Virtual inventory is the digital equivalent of having physical copies of every book in a warehouse and ready to ship.

As with the traditional model, your books are available when someone wants them. However, unlike the traditional model, virtual warehouse "space" is infinite and not restricted to a single specific location. Virtual inventory removes the up-front cost of huge print runs and eliminates the risks of having money tied up in physical stock. This enables you to take advantage of long-tail demand and gain sales across your entire catalogue of titles.

The huge advances made in the quality of print-on-demand books since the technology was first introduced two decades ago means that virtual inventory is now a viable alternative or complement to traditional print models.

Ingram owns POD production facilities in the United States, United Kingdom, and Australia, allowing you to print copies of your titles in these markets whenever and in whatever quantity you require. Ingram also operates joint ventures with Hachette in France and the Sharjah Book Authority in the United Arab Emirates and has a network of partners around the world in our Global Connect® programme.

Learn more about Ingram Lightning Source at:

Australia, United Kingdom, & United States

www.ingramcontent.com/publishers/print



Sharjah, United Arab Emirates

www.ingramcontent.com/LightningSourceSharjah



France

www.lightningsource.fr
(in French)



Our Global Connect[®] Network

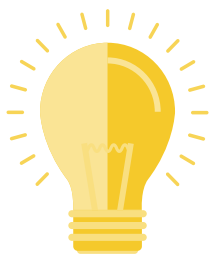


What is Global Connect?

In addition to production in Ingram-owned facilities mentioned above, titles in Ingram Lightning Source can also reach readers directly in a growing number of markets around the world through our Global Connect POD network. This worldwide network gives your titles access to online & bricks-and-mortar retailers within these markets. Global Connect greatly reduces transit times and the paperwork associated with crossing international borders in addition to the benefits of virtual warehousing and POD described above.

How Does It Work?

1. Open an Ingram Lightning Source account.
2. Sign our Global Agreement.
3. Price titles in USD for each Global Connect market.
4. Ingram Lightning Source provides metadata for your titles to each Global Connect partner.
5. These partners make the books available to retailers in their local network.
6. Ingram pays you for sales made in each Global Connect market the same way you would be paid for a sale made in a market with an Ingram Lightning Source production facility.



Which Markets are in the Global Connect Network?

The growing Global Connect network includes print providers in Germany, India, China, Spain, and more. See the latest list at:

www.ingramcontent.com/guide-to-global-connect

The Global Connect programme continues to develop and we are always on the lookout for suitable POD providers in territories where we do not yet offer an in-market POD option. For further information about Global Connect, please contact your account manager.



Germany



India



China



Spain

and more!

How Ingram Supplies the Global Book Market



Ingram helps get titles and their metadata to retailers around the world. The path varies by retailer location, preferences, and the currencies in which the retailer trades. Many retailers only trade in their local currency so we would encourage you to price your titles for all markets in which you hold rights and have not made an exclusive distribution relationship.

Ingram is a leading wholesaler in the North American regional market and also supplies thousands of retailers worldwide. When you enable your titles through Ingram Lightning Source and price them in USD, Ingram's wholesale service makes them available to over 40,000 retailers and libraries globally.

Retailers can order books within, or close to, their local market directly from Ingram, through our Global Connect network, or via another supplier that trades with Ingram.

To maximise your global reach, price your titles in as many markets possible.

Ingram Wholesale How Retailers Order Books



Digital Solutions



Asset Management & Distribution

With our CoreSource platform, manage all your digital assets and direct distributions to ensure your content is up-to-date, available, and optimized for sale.

To find out more, please visit:

www.ingramcontent.com/digital

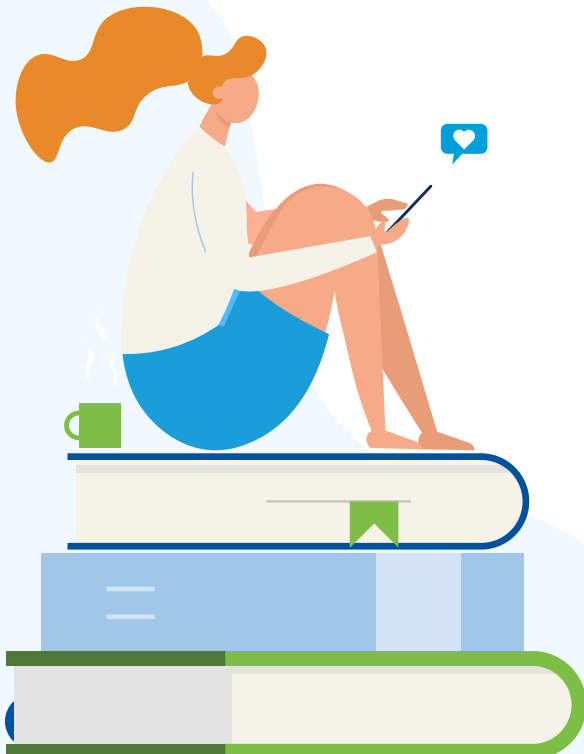
Fully-Managed Digital Distribution

Eliminate contract negotiation, consolidate reporting, and expand your global reach with CoreSource Plus. Automate distribution of content to a large network of leading e-book and audio partners.

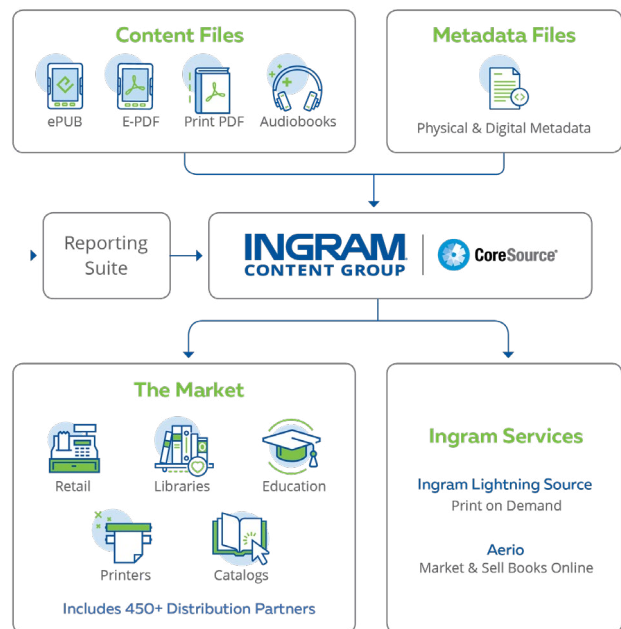
Ebook & Audiobook Distribution

Ingram's digital distribution service, CoreSource™, enables you to streamline the distribution of metadata, e-books and audiobooks to over 450 retail & library channels, alongside print files to Ingram Lightning Source.

No matter where you are in your workflow – creating, managing, distributing, or selling – we have a solution to help simplify the process and improve your revenue.



Your Supply Chain on CoreSource



Sales Enhancement Tools



Marketing Insights

Understand consumer demand and engagement – for all of your titles, every day. Learn how your titles are trending across online retail and social channels, including Amazon Buy Box insights, and unlock opportunities for frontlist and backlist revenue growth.



Convert Unrealized Title Sales

Identify the hidden gems in your backlist



Save Time on Data Analysis

Easily spot your titles' daily correlations, trends, and performance



Prioritize Your Marketing Actions

Focus your marketing efforts on the most impactful titles



Expand Book Marketing Reach

Take advantage of new opportunities for continued sales growth



Metadata Enhancement

Take the time-consuming task of optimizing book data off your to-do list with expert analysis and improvement of key metadata points.



To find out more, please visit:

www.ingramcontent.com/marketing-insights

Aerio

Instantly generate digital previews to host, share & drive book sales.



Improve Conversion of Views to Sales

- Engage readers with a sneak-peek
- Drive sales from any online platform
- Collect data on consumer engagement



Capture Consumer Emails

- Share previews in exchange for emails
- Offer e-book sample downloads
- Schedule e-book giveaways



Drive Book Sales

- Include links to retailers of choice
- Analyze click-through activity



To find out more, please visit:

www.aerio.io

Get In Touch

Thank you for reading this brief guide to working with Ingram Content Group (UK Edition). To arrange a conversation with an Ingram representative, please visit: www.ingramcontent.com/distribution-guide-uk-contact

Quick Links

- Full-Service Distribution (UK & Mainland Europe): www.ingrampublisherservices.co.uk
- Full-Service Distribution (North America): www.ingramcontent.com/publishers/distribution-services
- Ingram Lightning Source (UK, US, Australia): www.ingramcontent.com/publishers/print
- Ingram Lightning Source (Sharjah): www.ingramcontent.com/LightningSourceSharjah
- Ingram Lightning Source (France – in French): <http://www.lightningsource.fr>
- Global Connect: www.ingramcontent.com/guide-to-global-connect
- Digital: www.ingramcontent.com/digital
- Marketing Insights: www.ingramcontent.com/marketing-insights
- Aerio: www.aerio.io

Follow Ingram Content Group on Social Media



linkedin.com/company/ingram-content-group/



facebook.com/ingramcontent



twitter.com/ingramcontent