

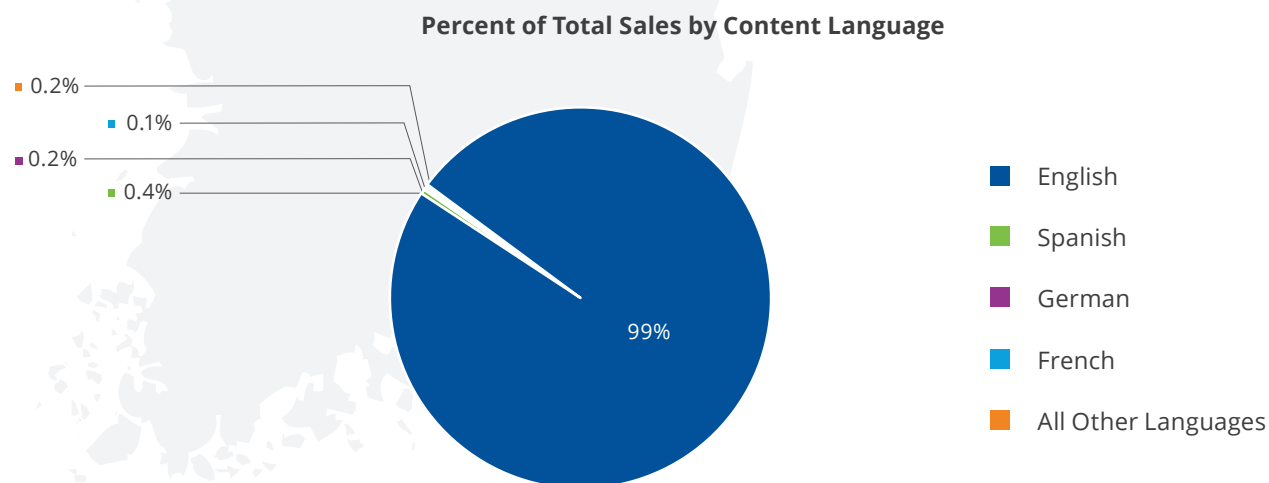
Global Connect[®] South Korea

The Size of the South Korean Book Market

The South Korean Book market is worth approximately 5.38 billion USD and has been growing consistently over the past few years.¹

Demand for English Language Titles in South Korea

Ingram sells hundreds of thousands of books into the South Korean market every year, and nearly all of those titles are in English.



Making Books Available in South Korea

1. Publishers should sign our [Global Agreement](#) if they have not already done so.
2. Publishers must add a USD price and a discount level for South Korea for each title via their Lightning Source account. Customer service representatives will provide a spreadsheet that enables multiple prices to be uploaded simultaneously to publishers with a large quantity of titles.

About KSI, Ingram's Print Provider in South Korea

With 16 years of Print-on-Demand (POD) business experience, KSI is one of the oldest print service providers in Korea. KSI has approximately 40 digital presses and a full suite of post-press equipment, with experience printing a great variety of printed materials. KSI distributes to approximately 50 countries worldwide.

KSI's Position in the South Korean & Wider Asian Market

KSI has established relationships with distributors and 2,300+ retail points of sale across South Korea including online bookstores, independent booksellers, universities, and government organizations. KSI also has its own website for distributing foreign titles that covers all parts of South Korea.

Your books will also be made available through South Korea's major online retailers:

- Aladin
- Yes24
- Kyobo
- Coupang

Aladin and Yes24 label books as POD on their sites because Korean readers prefer print-on-demand titles to imports due to their quicker delivery time. Most foreign books sold into the Korean market are specialty books, such as university textbooks, academic books, etc.

Distribution and Connectivity

KSI fulfills orders from both B2B and B2C customers. B2C customers purchase foreign books online from large bookstores, such as Coupang and Yes24.

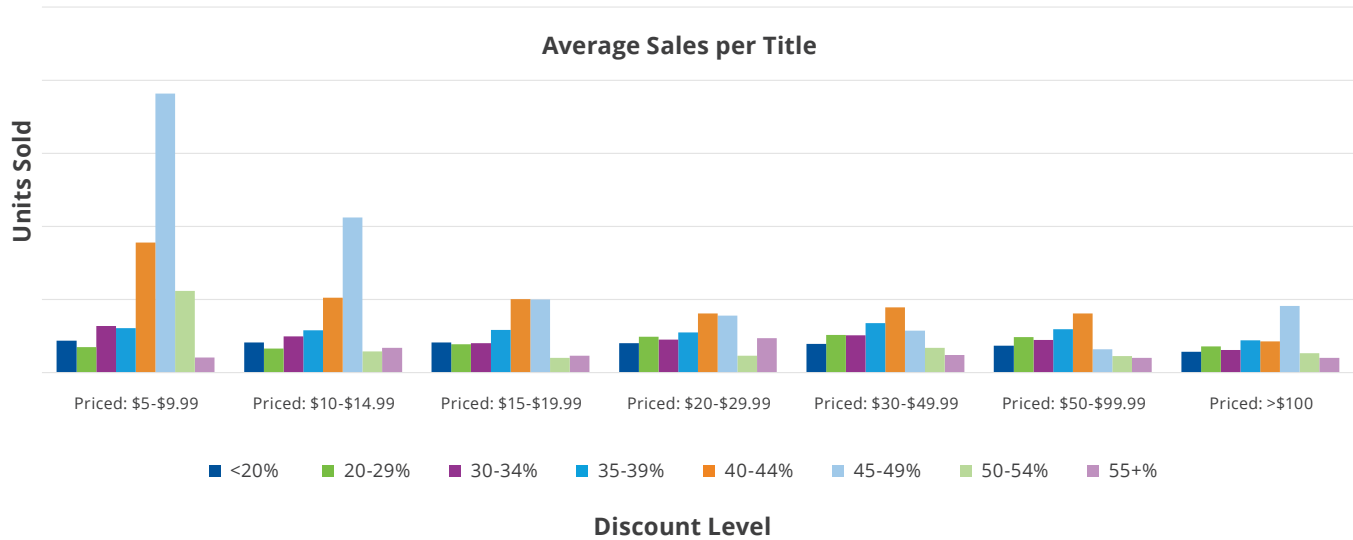
B2B institutional customers create a list of books required for each academic year and KSI fulfil that list. Additionally, KSI creates their own list of recommended books, including Global Connect POD titles, based on each institute's research subjects, and take orders from institutes. KSI also directly sells books to government institutes, an aspect of their business that has been growing approximately 30% annually over the past few years.

Publishers are responsible for ensuring their titles do not violate South Korean laws and the South Korean government may determine some books are censored. Ingram's Global Connect channel in South Korea will never edit titles at a text level.

Optimum Discount Levels

Our data shows that titles with 40% discount or above sell more copies on average than those with a lower discount. This is true across almost all price ranges.

At the \$100+ price range, titles with a discount of 45–49% sell considerably more copies on average.



Most In-Demand Content Categories in the South Korean Market

Below are the most popular categories by BISAC subject code over the past few years.

Rank	BISAC Subgroup	Approximate Thema Equivalent ²
1	JUV – Juvenile Fiction	YFB – Children’s Teenage fiction – General fiction
2	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
3	FIC – Fiction	FB – Fiction – General & Literary
4	BUS – Business & Economics	KJ – Business & Management
5	REL – Religion	QR – Religion & Beliefs
6	COM – Computing	UB – Information Technology – General Topics
7	EDU – Educational	JN – Education
8	SCI – Science	PD – Science – General Issues
9	BIO – Biography	DNB – Biography
10	HIS – History	NH – History

The categories of Juvenile Fiction & Juvenile Non-Fiction owe their chart position to having a comparatively high average number of sales per title, whereas History, Science, and Religion have a wider range of titles generating more modest sales on average. Study Aids (just outside of the top 10) also have a high average sales per title.

Top 15 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent ²
1	JUV019000	Juvenile Fiction – Humorous Stories	YFQ – Children’s/Teenage fiction – Humorous stories
2	JUV027000	Juvenile Fiction – Media Tie-In	YFB – Children’s/Teenage fiction – General Fiction
3	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s/Teenage Fiction – Fantasy
4	JUV007000	Juvenile Fiction – Classics	YFA – Children’s/Teenage Fiction – Classic Fiction
5	JUV001000	Juvenile Fiction – Action & Adventure – General	YFC – Children’s/Teenage Fiction – Action & Adventure Stories
6	FIC004000	Fiction – Classics	FBC – Classic Fiction
7	FIC019000	Fiction – Literary	FB – Fiction – General & Literary
8	JUV039060	Juvenile Fiction – Social Themes – Friendship	YFB – Children’s/Teenage Fiction – General Fiction; YXHB – Children’s/Teenage Personal & Social Topics – Friends & Friendships
9	JUV008000	Juvenile Fiction – Comics & Graphic Novels – General	YFB – Children’s/Teenage Fiction – General Fiction; XAK – American/British-Style Comic Books & Graphic Novels
10	FOR007000	English as a Second Language	CJAD – Language Teaching & Learning – Second or Additional Languages; 2ACB – English
11	STU024000	Study Aids – SAT	YPZ – Educational – Study & Revision Guides Corresponding Thema Qualifier(s): 4Z-US-A – For SAT (Scholastic Assessment Test) (USA)
12	JUV028000	Juvenile Fiction – Mysteries & Detective Stories	YFCF – Children’s/Teenage Fiction – Crime & mystery Fiction
13	OCC024000	Body, Mind, Spirit – Divination – Tarot	VXFC1 – Tarot
14	JUV039050	Juvenile Fiction – Social Themes – Emotions & Feelings	YFB – Children’s/Teenage Fiction – General Fiction; YXE – Children’s/Teenage Personal & Social Topics – Emotions, Moods & Feelings
15	JUV043000	Juvenile Fiction – Readers – Beginner	YFB – Children’s/Teenage Fiction – General Fiction; YPCA21 – Educational – First/Native Language – Readers & Reading Schemes

Please note that titles with a highly specific primary BISAC code typically sell more copies on average than those with a more generic designation. E.g. JUV037000 (Juvenile Fiction – Fantasy & Magic) performs better than JUV000000 (Juvenile Fiction – General).

Examples of Bestselling POD Titles in South Korea

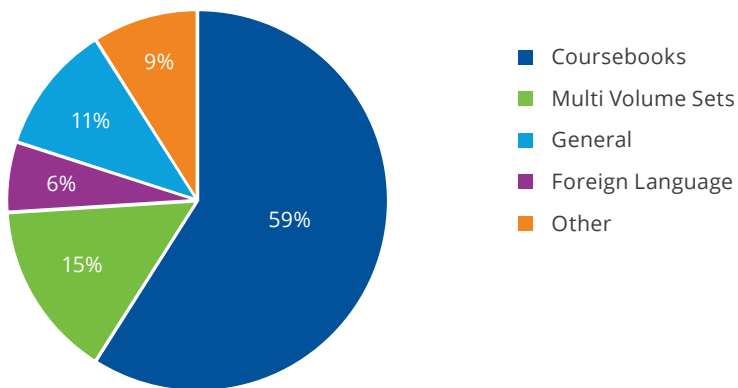
The titles below offer an insight into the wide range of titles bought by South Korean readers.

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Cracking the Coding Interview: 189 Programming Questions and Solutions	McDowell, Gayle Laakmann	CareerCup	BUS037020	Business & Economics – Careers – Job Hunting
Brave New World	Huxley, Aldous	HarperCollins Publishers	FIC004000	Fiction – Classics
Granny Square Flair US Terms Edition: 50 Fresh, Modern Variations of the Classic Crochet Square	Husband, Shelley	Shelley Husband	CRA004000	Crafts & Hobbies – Needlework – Crocheting
LSAT Trainer: A Remarkable Self-Study Guide For The Self-Driven Student	Kim, Mike	Artisanal Publishing	STU017000	Study Aids – LSAT (Law School Admission Test)
Absent Superpower: The Shale Revolution and a World Without America	Zeihan, Peter	Zeihan on Geopolitics	POL062000	Politics – Geopolitics
Conquest of Happiness	Russell, Bertrand	W W Norton Company Inc	OCC011000	Body, Mind, Spirit – Healing – General
Can't Hurt Me: Master Your Mind and Defy the Odds	Goggins, David	Goggins Built Not Born LLC	SEL021000	Self-Help – Motivational & Inspirational
Awesome Science Experiments for Kids: 100+ Fun STEAM Projects and Why They Work	Chatterton, Crystal	Callisto Media Inc	JNF051110	Science & Nature – Experiments & Projects
Case Interview Secrets: A Former McKinsey Interviewer Reveals How to Get Multiple Job Offers in Consulting	Cheng, Victor	Innovation Press	BUS075000	Business & Economics – Consulting
House on Mango Street	Cisneros, Sandra	Penguin Random House LLC	FIC019000	Fiction – Literary
Be a Perfect Person in Just Three Days!	Manes, Stephen	Cadwallader and Stern	JUV019000	Juvenile Fiction – Humorous Stories
Road to Serfdom: Text and Documents	Hayek, F. A.	University of Chicago Press	POL024000	Politics – Public Policy – Economic Policy
Purpose Driven Life: What on Earth Am I Here For? (Expanded)	Warren, Rick	Zondervan	REL012120	Religion – Christian Living – Spiritual Growth
Homework Machine (Reprint)	Gutman, Dan	Simon & Schuster	JUV039220	Juvenile Fiction – Social Themes – Values & Virtues

Title	Contributor 1	Publisher	BISAC 1	BISAC 1 Meaning
Data Science for Business: What You Need to Know about Data Mining and Data-Analytic Thinking	Provost, Foster	O Reilly Media	COM062000	Computing – Data Science – Data Modeling & Design

Reader Purchasing Habits in South Korea

Percentage of Book Sales by Genre



Trends: Foreign language title sales were up 20% from 2018, and overall sales of imported books were up 10% as well.³

KSI is well-positioned to reach readers in South Korea’s growing book market through traditional retail channels and e-retail channels thanks to their connections with retailers ranging from small independent bookstores to large institutions. Ingram’s relationship with KSI helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your South Korean readers.

We hope you have found this overview of how Ingram connects you to the South Korean publishing market helpful. If you would like more information, please contact your account manager.

¹ National Statistics Office and Korea Customs Service via KSI (January 2020).

²Please ensure that all your titles have appropriate Thema codes as this improves their online discoverability. For more help with your metadata, please visit our [Resource Hub](#).

³ National Statistics Office and Korea Customs Service via KSI (January 2020).