

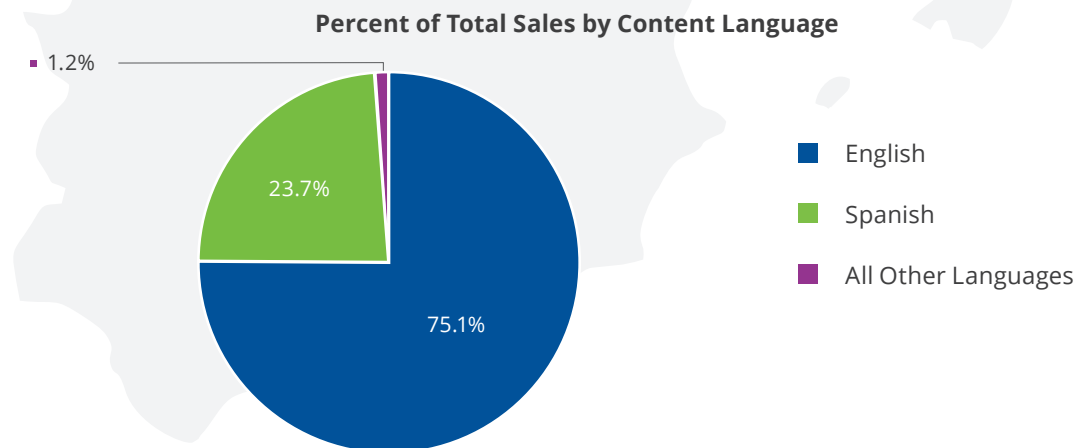
# Global Connect<sup>®</sup> Spain

## The Size of the Spanish Book Market

The publishing industry in Spain is worth more than €3 billion (US\$3.4 billion) annually. And in 2018 an estimated total of 214 million books were sold.<sup>1</sup>

## Demand for English Language Titles in Spain

Ingram sells tens of thousands of books into the Spanish market every year. More than 75% of those books are written in English.



## Making Books Available in Spain

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 Spain 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 Podiprint, Ingram's Print Provider in Spain

Podiprint is the Spanish market's go-to for on demand services, leading the way with print and distribution to channels in both Spain and Latin America. This includes:

- Bookstores
- Chains
- Hypermarkets
- Direct-to-Readers

They are located in Antequera (Málaga), Spain.

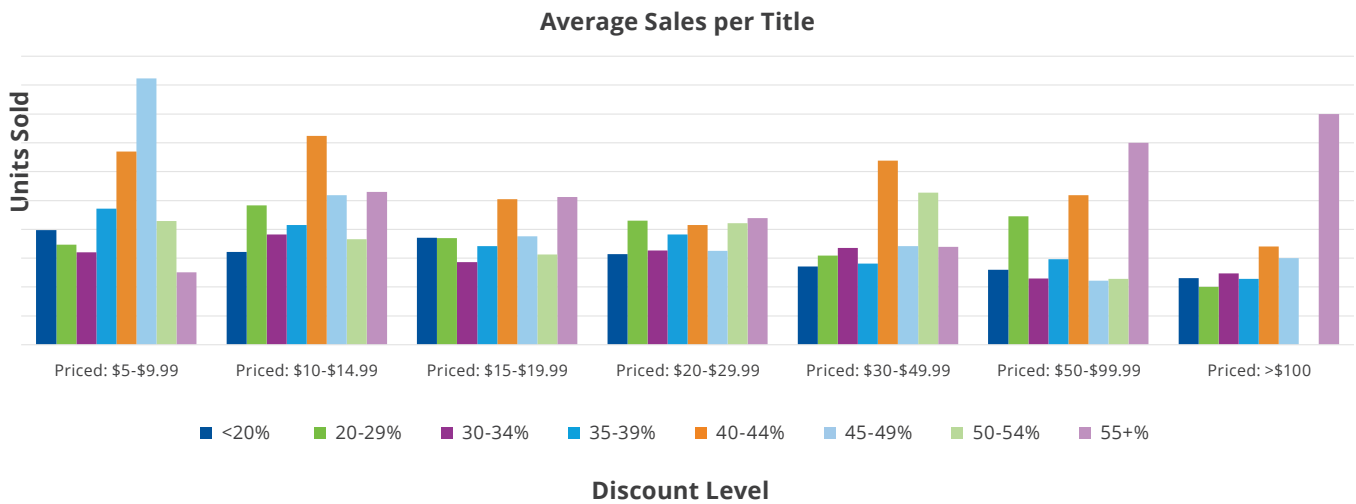
## Distribution and Connectivity

Podiprint has an agreement with CEGAL, the Spanish Confederation of Guilds and Associations of Booksellers and brings together 1,600 bookstores throughout Spain, who all receive title catalogues from Podiprint.

## Optimum Discount Levels

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

For titles priced \$50 or more, titles with a discount of 50-54% sell more copies on average.



## Most In-Demand Content Categories in the Spanish Market

Top 10 Most Popular BISAC Categories over the past three years:

Rank	BISAC Subgroup	Approximate Thema Equivalent <sup>2</sup>
1	JUV – Juvenile Fiction	YFB – Children’s/Teenage Fiction – General Fiction
2	FIC – Fiction	FB – Fiction – General & Literary
3	JNF – Juvenile Non-Fiction	YN – Children’s/Teenage General Interest
4	HIS – History	NH – History
5	CGN – Comics & Graphic Novels	XAK – American/British-Style Comic Books & Graphic Novels
6	YAF – Young Adult Fiction	YFB – Children’s/Teenage Fiction – General Fiction
7	BIO – Biography	DNB – Biography
8	SEL – Self-Help	VS – Self-Help, Personal Development & Practical Advice
9	BUS – Business & Economics	KJ – Business & Management
10	ART – Art	AB – The Arts – General Issues

The categories of Juvenile Fiction and Juvenile Non-fiction owe their chart position to having a comparatively high average number of sales per title, whereas History has a wider range of titles generating more modest sales on average.

## Top 15 Individual BISAC Codes Over the Past Three Years

Rank	BISAC 1	BISAC Meaning	Approximate Thema Equivalent <sup>2</sup>
1	JUV019000	Juvenile Fiction – Humorous Stories	YFQ – Children’s/Teenage Fiction – Humorous stories
2	JUV037000	Juvenile Fiction – Fantasy & Magic	YFH – Children’s/Teenage fiction – Fantasy
3	FIC019000	Fiction – Literary	FB – Fiction – General & Literary
4	JUV008000	Juvenile Fiction – Comics & Graphic Novels – General	YFB – Children’s/Teenage Fiction – General Fiction XAK – American/British Style Comic Books & Graphic Novels
5	FIC004000	Fiction – Classics	FBC – Classic Fiction
6	JUV007000	Juvenile Fiction – Classics	YFA – Children’s/Teenage Fiction – Classic Fiction
7	JUV001000	Juvenile Fiction – Action & Adventure – General	YFC – Children’s/Teenage Fiction – Action & Adventure Stories
8	FIC009020	Fiction – Fantasy – Epic	FMB – Epic Fantasy/Heroic Fantasy
9	BIO005000	Biography – Entertainment & Performing Arts	DNBF – Biography – Arts & Entertainment
10	JUV027000	Juvenile Fiction – Media Tie-In	YFB – Children’s/Teenage Fiction – General Fiction
11	HUM001000	Humour – Form – Comic Strips & Cartoons	WHX – Humour Collections & Anthologies; XY – Strip cartoons
12	FIC028000	Fiction – Science Fiction – General	FL – Science Fiction
13	TRV015020	Travel –Middle East – Israel	WT – Travel & Holiday; 1FBH – Israel
14	CGN006000	Comic Books & Graphic Novels –Literary	XAK – American/British style Comic Books & Graphic Novels
15	SEL027000	Self-Help – Personal Growth – Success	VSC – Advice on Careers & Achieving Success

## Examples of Bestselling POD Titles in Spain

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

Title	Contributor 1	LSI Publisher	BISAC 1	BISAC 1 Meaning
Cómo mejorar tu ciclo menstrual: Tratamiento natural para mejorar las hormonas y la menstruación	Briden, Lara	Lara Briden	MED033000	Medicine –Gynecology & Obstetrics
Post Office	Bukowski, Charles	HarperCollins Publishers	FIC004000	Fiction –Classics
28 Portuguese Poets: A Bilingual Anthology	Zenith, Richard	Dedalus Press	POE020000	Poetry – European – Spanish & Portuguese
House on Mango Street	Cisneros, Sandra	Penguin Random House LLC	FIC019000	Fiction – Literary
Antidote	Peixoto, Jose Luis	Writ Large Press	FIC029000	Fiction – Short Stories (single author)
Among the Hidden (Reprint)	Haddix, Margaret Peterson	Simon & Schuster	JUV037000	Juvenile Fiction – Fantasy & Magic
Guía del DMSO: El conocimiento oculto de la naturaleza para la sanaciones	Fischer, Hartmut	Daniel Peter Verlag	MED040000	Medicine – Holistic Medicine
Aliados de La Humanidad Libro Uno (The Allies of Humanity, Book One - Spanish Edition) (Spanish)	Summers, Marshall Vian	New Knowledge Library	OCC020000	Body, Mind Spirit – Prophecy
Secuestrada	Zaires, Anna	Mozaika LLC	FIC027020	Fiction – Romance – Contemporary
Siendo Tu, Cambiando El Mundo - Being You, Changing the World Spanish	Heer, Dain	Access Consciousness Publishing Company	SEL016000	Self-Help – Personal Growth – Happiness
Tell Me a Riddle, Requa I, and Other Works	Olsen, Tillie	University of Nebraska Press	FIC029000	Fiction – Short Stories (Single Author)
Official Guide to the GRE General Test, Third Edition	Educational Testing Service	McGraw Hill Education LLC Professional	STU016000	Study Guides – GRE (Graduate Record Examination)
Poder De La Mente Subconsciente (The Power of the Subconscious Mind )	Murphy, Joseph	www.bnpublishing.com	SEL027000	Self-Help – Personal Growth – Success

Title	Contributor 1	LSI Publisher	BISAC 1	BISAC 1 Meaning
Java Ee Architect's Handbook: How to Be a Successful Application Architect for Java Ee Applications	Ashmore, Derek C.	Delta Vortex Technologies Inc	COM051280	Computing – Languages – Java
Dinero No Es El Problema, Tú Lo Eres - Money is Not the Problem Spanish	Douglas, Gary M.	Access Consciousness Publishing Company	BUS046000	Business & Economics – Motivational

## Reading & Purchasing Habits in Spain

Over the past decade, the number of readers in Spain has grown year on year. The annual Federation of Spanish Publishers' Guilds report stated that the population of people in Spain who read books in their spare time was roughly 68.5% in 2019, up 8.2% from 2010. The proportion of book buyers in Spain was also up to 62.6% in 2019, and Spanish readers were on average purchasing 11.5 books a year, up from 10.3 books in previous years.<sup>3</sup>

According to 2020 e-commerce statistics for Spain, 63% of the population aged 16 to 74 years made a purchase over the internet in the past 12 months.<sup>4</sup>

Podiprint is well-positioned to reach this growing population of Spanish readers and book buyers both through traditional retail channels and e-commerce channels thanks to their agreement with CEGAL. Ingram's relationship with Podiprint helps get your titles sold into their dynamic distribution network, arriving more quickly into the hands of your Spanish readers.

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

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<sup>1</sup> "Spain Reports Increased Book Exports as Guadalajara Book Fair Opens", Publishing Perspectives (2 December 2019), <https://publishingperspectives.com/2019/12/spain-more-than-200-publishers-at-guadalajara-international-book-fair-2019/>.

<sup>2</sup> Please 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](#).

<sup>3</sup> "Spain's New Bookish Habits Report: 68.6 Percent Reading", Publishing Perspectives (21 February 2020), <https://publishingperspectives.com/2020/02/spain-new-reading-habits-report-digital-reading-up-29-percent>.

<sup>4</sup> "E-commerce statistics for individuals", Eurostat Statistics Explained (27 January 2021), [https://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce\\_statistics\\_for\\_individuals](https://ec.europa.eu/eurostat/statistics-explained/index.php/E-commerce_statistics_for_individuals).