

HOW TO PRODUCE A BOOK



A Guide to the Printing and Publication of Books



From district, school, sports club and family histories, poetry, biographies, children's books, novels and cookbooks, to special interest subjects such as fine art, aviation, shipping, racing cars, hunting and mining, Craigs has been designing, printing and publishing books since the 1920s and has produced nearly 500 titles in that time. We have won awards for some of our books and several have become national bestsellers.

Producing a book takes a substantial amount of time, energy and resources. This guide is an overview to book production, taking you step by step through the process from the time you step through our doors to the finished publication.

YOUR MANUSCRIPT



Research, development and the actual writing of the book, carried out by the author, is the most painstaking part of the book process. After that is complete, it is best to have your work checked by an editor. (If you don't know anyone that would be suitable, we may be able to help.) Once that lengthy process has ended,

planning for the printing of your book can begin. There are several different options depending on what you have done so far.

TEXT: Most authors, we have found, have typeset their own books using Word on a PC, set up on an A4 size page. This is ideal as we can take your file, and format it to suit our printing process. If, however, you've done your book in 'longhand' or on a typewriter, we can arrange the typesetting.

ILLUSTRATIONS: Your images may include a mixture of photographs, paintings/drawings, and digital camera images, maybe even a slide or two. If you plan to scan these yourself, please contact us



for scanning specifications to obtain the correct resolution, colour mode and file type for printing purposes. Otherwise, we will scan your images at Craigs and manipulate them for the best quality. Ideally, each illustration should be numbered and your captions typed out in a separate Word file, with corresponding numbers.



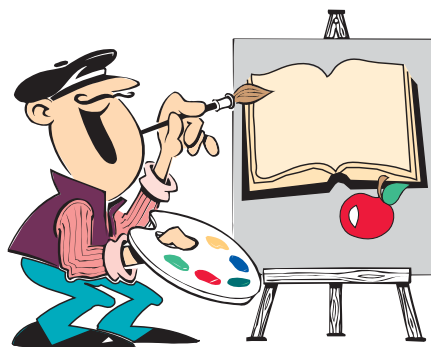
Or perhaps you have designed your own book, embedding illustrations into your manuscript file. With respect, unless you have a good knowledge of the printing industry, you may find that we may need to work on your files in order to make them correct for printing purposes.

THE BOOK STYLE

SIZE: You will probably already have some idea of whether you require a regular size or a coffee table book. Craigs can help you settle on a size that will be appropriate.

BINDING: There are several binding options depending on whether you want a hard or soft cover book. Or perhaps you may even prefer spiral binding; a cookbook is especially suited to this type of binding.

DESIGN: You may have already sorted out the design of your book by bringing in an already-published book that you like the look of. Or perhaps you would like our experienced book designer to suggest an appropriate style. Our inhouse library contains hundreds of books and you may find that one of those may well suit the content of your book.



COLOUR ILLUSTRATIONS: If you wish to have colour illustrations throughout your book, please bear in mind that the cost of your book can rise substantially. A cheaper option is to have colour illustrations contained within a specified group of pages, usually in the middle of your book. Black and white photos can appear anywhere you wish them to be.

WHO WILL PUBLISH YOUR BOOK?

It is the publisher's responsibility to pay for the printing, marketing and distribution of a book. Usually the publisher is the author or an organisation (such as a book committee for a district history).

In some cases Craigs may wish to publish your book. Each book that we publish is taken on its own merit and depends on several conditions, including the risk factor. If we are the publishers, we pay for the printing and do the marketing and distribution and the author receives a commission.

A third option that we can offer is that you will remain the publisher, but we can do the marketing and distribution for a set price. This includes sending out an order form to every bookseller nationwide, putting the book on our website and selling it in our shop. We then stock the books in our warehouse, package and dispatch when and where required.



ISBN: An International Standard Book Number is required whenever a book is published. ISBNs are the worldwide identification code for books. They allow libraries and booksellers to easily locate and order a publication. The ISBN will be applied for by Craigs. There is a statutory requirement for everyone who produces publications to provide copies to the National Library. We do this on your behalf.

BARCODE: Unless you are selling your book privately, a barcode, printed on the back cover of the book, will be required. We will organise the barcode for you.

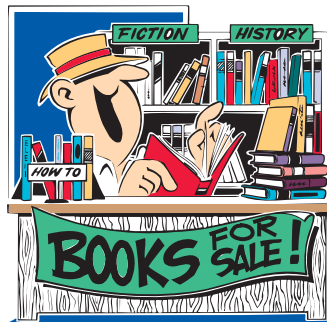
QUOTING & PRICING

Craigs can quote a variety of options, including a small range of differing amounts, and will produce a quote with an overall price which is then broken up into unit prices. The unit price is very useful when working out the cost of your retail price.

When quoting, we will need to estimate the amount of pages your book will make.

THE RETAIL PRICE: When deciding on a retail price, several considerations need to be taken into account as you will not want to make a loss on your book. Besides the cost of actually printing the book, other things come into the equation: packaging and posting (within NZ or overseas)

and marketing costs (e.g. newspaper advertisements and order forms). If selling through bookshops, expect them to charge a 40% discount on the RRP (Recommended Retail Price). If your book has a specific market, for example a family history, then you will probably be selling your book privately so the booksellers' commission won't apply. The bottom line is the price that you think buyers are prepared to pay. Research this by going into bookshops and compare similar items to yours.



HOW LONG AND HOW MANY?

The 'how long' is easy enough. An average book with an average print run (500-1000) takes around three months to

produce. Small run books (up to 100) take around six weeks.



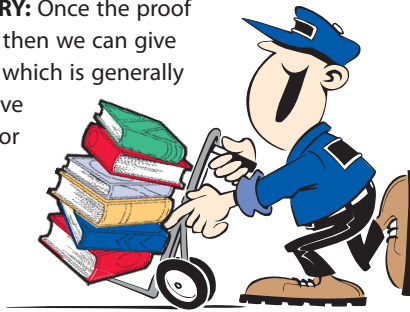
The 'how many' is a more difficult question. Craigs can advise, but it's really up to you to decide how many you can sell. Some books are sold out quickly, usually books produced for a certain

event such as a family reunion, whereas others sell slowly but steadily over the years. It is best, however, to get slightly more than you require as the unit price of a small-run reprint can be more expensive than the original run. (The formula is that the more books which are printed, the cheaper per-unit cost.)

PRINTING

LAYOUT: There are three stages to printing a book. The first stage is the formatting of the book. In general, we will take your Word file, then provide a 'galley proof'. This proof will contain all your text correctly styled and sized. At this stage you may require a few alterations. You will also write, on the proof, where you want the photos to go. The next proof you receive is the 'paginated proof'. This proof will contain your photos and captions in the correct place, and the book cover. If you require an index (an excellent selling tool) then this is the stage to do it. This 'layout' stage can take around four-to-six weeks.

PRINTING AND DELIVERY: Once the proof has been OKed to print, then we can give you a firm delivery date which is generally six weeks later. If you have a certain delivery date, for instance a book launch, please let us know as soon as you bring your book in so we can work to that date.



MARKETING

Know your market — when carrying out your research it pays to talk to people and gauge their reactions to your



publication. You must then decide where the market for your publication is. Through newsletters and then regular updates it is possible to have buyers pay for your book before the book release date. It also indicates the number of books you may require. Ready markets include



district, school, sports clubs and family histories/reunions and biographies on well-known people.

THE BOOK LAUNCH: You will have spent much time and effort in the writing of your publication and a book launch is the ideal time to celebrate its release. It provides an excellent time and place to initialise the selling of your book.

ORDER FORM: Long before the book launch, you should send out an order form to any and all interested parties. You may even wish to include a pre-launch price to attract early sales and encourage bulk-buying. When we print a book for you, Craigs will provide order forms free of charge.

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Craigs thanks you for taking the time to read our Publication Brochure and we hope we are able to be of assistance to you in the near future. Our contact details are on the back cover.

