

Distribution and Promotion of Human and Social Sciences Books: What Innovative Strategies to Succeed?

13 - 15 October 2013, Frankfurt

*With the support of the Fondation de France, the Centre national du livre and the Goethe-Institut South Africa
In partnership with the Frankfurt Book Fair*



International Assembly of independent publishers



International
Alliance
of independent
publishers

BACKGROUND

For independent publishers, the diffusion and distribution of “difficult” books such as human sciences works often present a challenge. These books often have problems finding their readership in a book market characterised by editorial overproduction, a strong concentration of publishing businesses, points of sales and distribution structures. In the face of a variety of diffusion channels, how can we valorise a production in the margins of the “mainstream”?

To succeed, some publishers adopt original distribution and promotion strategies by bringing on board associative actors, new digital actors, or by setting up partnerships with universities. These isolated initiatives are however not well known from most publishers. This is why, in the spirit of solidarity driving the Alliance, publishers wanted to share experiences and knowledge by addressing these issues during a workshop that will be held after the 2013 Frankfurt Book Fair –a strategic and symbolic space for publishers.

In order to promote a better circulation of human and social sciences texts, a “projects fair” will also be organised to enable the creation of translation and co-publishing projects between publishers of the Alliance. Some of these projects could then be financially supported by the Alliance.

WORKSHOP OBJECTIVES:

- Share innovative commercialisation strategies for human and social sciences books amongst independent publishers from various language networks;
- Reflect on solutions offered by digital publishing for the diffusion and distribution of human and social sciences books;
- Share tools enabling a greater diffusion of human and social sciences books;
- Initiate translation and co-publishing projects amongst participating publishers.

From 9 to 12 October 2013

Arrival of participants at the [Mercure Hotel Frankfurt Eschborn Ost](#)

Address: Helfmann-Park 6, 65760 Eschborn
Tel.: +49 6196 9010
Email: h0491@accor.com

Route from the airport to the hotel (20 minutes): the easiest way to get to the hotel is to take a taxi from the airport.

Route from the train station to the hotel (25 minutes): take the regional express **train line S4** (towards Kronberg) to the **Eschborn Südbahnhof** station. [Walk to the hotel](#), some 900 meters away.

Route from the hotel to the fair (20 minutes): walk to the **Eschborn Südbahnhof** train station situated some 900 metres from the hotel. Take the **train line S3** (towards Darmstadt Hauptbahnhof) to the **Frankfurt (Main) Messe** station.

Participation to the Frankfurt Book Fair (9 to 12 October 2013)

Alliance's stand: 5.0 D111

The Alliance's team will be on the exhibition site from Wednesday 9 October, 8.30 am.
Fair opening hours: 9h00 to 18h30

Friday 11 October 2013

Independent Publishers' cocktail (20h00)

All publishers members of the Alliance are invited!

Address of the bar: [Bockenheimer Weinkontor](#)
Schloßstrasse 92 Hinterhaus, Frankfurt-Bockenheim

Route from the hotel to the bar (30 minutes): walk to the **Eschborn Südbahnhof** train station, some 900 meters from the hotel. Take the **train line S3** to the **Frankfurt (Main) Westbahnhof** station. [Walk 10 minutes](#) to the street where the bar is situated (**Schloßstrasse 9**), some 700 meters away.

Sunday 13 October 2013

(9h30 – 17h30)

Workshop venue: Ausstellungs- und Messe GmbH

Braubachstraße 16, 60311 Frankfurt am Main

Route from the hotel to the workshop venue (35 minutes): walk to the **Eschborn Südbahnhof** train station, some 900 meters from the hotel. Take the **train line S3** (towards Darmstadt Hauptbahnhof) until the **Frankfurt (Main) Hauptwache** station. [Walk until the Braubachstraße 16](#), some 550 meters away.

Morning (9h30 – 12h30)

(9h30 – 10h30) **Welcoming address – introduction**

Welcoming of participants by **Tobias VOSS**, head of the “International Relations Department” of the Frankfurt Book Fair

Welcoming address by the Alliance’s team

(10h30 – 11h00) **Overview of the Goethe-Institut translation support programme**

(11h00 – 11h15) **Coffee break**

(11h15 – 12h30) **Subscription, participative funding and readers club: Alternative funding strategies for human and social sciences books**

- **Arielle CORBANI** (Éditions de l’Atelier, France) presents two books from the publishing house list, which benefited from participative funding or subscription, combined with a bookshop commercialisation and associative purchases. *(15 minutes)*
- **Mikel SOTO** (Txalaparta, Basque Country) presents the “Club de lectores”, a participative funding platform for the publishing house outputs. *(15 minutes)*
- Round table: Have you used, in your respective publishing house, some participative funding strategies? What are the associated risks and benefits?

Lunch (12h30 – 13h30)

Lunch at the meeting venue (catering services)

Afternoon (13h30 – 17h30)

(13h30 – 15h15) Associative partnerships: A strategy for independent publishers in human and social sciences?

Independent publishers, including within the Alliance, are increasingly implementing partnerships with NGOs to produce and fund some human and social sciences books. How do these partnerships operate? What are their advantages and limits (funding, distribution, and diffusion plan etc.)?

- Presentation by **Ritu MENON** (Women Unlimited, India) on the partnerships implemented with NGOs through this publishing house. What type of partnerships? What are they adding in terms of funding, commercialisation and distribution of books? *(15 minutes)*
- Presentation by **Jean RICHARD** (éditions d'en bas, Switzerland) on partnerships implemented through NGOs regarding some titles from the publishing list, including through the example of the book entitled *Swiss trading SA. La Suisse, le négoce et la malédiction des matières premières* produced in partnership with the Déclaration de Berne NGO. *(15 minutes)*
- Round table: Have you ever implemented partnerships with NGOs through your publishing house? Does their increased presence in publishing lists represent a limitation for publishing independence or on the contrary, does it enable the production of books that would otherwise not find their place in the traditional commercialisation and distribution circuits?

(15h15 – 15h30) Coffee break

(15h30 – 17h30) Academic partnerships: A strategy for independent publishers working in the field of human and social sciences?

Universities are important partners for many publishers working in the field of human and social sciences. Are these partnerships –which can take the shape of direct collaborations with research centres or co-publishing projects with academic publishers– strategic for independent publishers in the field of human and social sciences?

- Presentation by **Araken Gomes RIBEIRO** (Contra Capa, Brésil) on partnerships established with universities by his publishing house. *(15 minutes)*
- Presentation by **Juan Carlos SAÉZ** (JC Sáez Editor, Chili) on relations between Chilean independent publishing houses and universities. *(15 minutes)*
- Round table: What place must be given to academic partnerships? Do you have co-publishing projects with academic publishers? Could we imagine a scenario whereby academic publishers join the Alliance? Can we consider academic publishers independent?

Monday 14 October 2013

(9h30 – 17h30)

Workshop venue: Ausstellungs- und Messe GmbH

Braubachstraße 16, 60311 Frankfurt am Main

Morning *(9h30 – 12h00)*

(9h30 – 10h45) **Diffusion and distribution of human and social sciences books: Sharing to exist.**

- Presentation, by **Indu CHANDRASEKHAR** (Tulika Books, India), on the Publishers' Distribution Alternatives (IDPA), an Indian independent distribution platform. *(15 minutes)*
- Presentation by **Hamid MEHDIPOUR** (Forough, Germany) and **Mehdi RAHIMZADEH** (Ferdosi, Sweden) on strategies implemented in the diaspora but also in Iran. What strategies are implemented to curb censorship? *(15 minutes)*
- Round table on the collective diffusion and distribution initiatives.

(10h45 – 11h00) **Coffee break**

(11h00 – 12h00) **Creating events around books in the field of humanities (book fair, public events, bookshops, etc.)**

- Presentation by **Isabelle PIVERT** (éditions du Sextant, France) on the importance of book fairs as sales and meeting hubs for publishers, authors, readers, booksellers and librarians. *(15 minutes)*
- Presentation by **Ivana JINKINGS** (Boitempo, Brazil) on events implemented by the publishing house and their positive outcomes. *(15 minutes)*
- Round table on events organised by independent publishers to promote their human and social sciences books.

Lunch *(12h00 – 13h30)*

Lunch at a restaurant in the vicinity of the meeting venue

Afternoon (13h30 – 17h30)

(13h30 – 15h30) Human and social sciences publishing and digital publishing: What strategies to move forward?

- “Human and social sciences publishing and digital publishing”, introduction by **Jean RICHARD** (éditions d’en bas, Suisse). (15 minutes)
- Presentation by **Ivana JINKINGS** (Boitempo, Brazil) on the commercialisation and promotion digital strategy implemented by Boitempo publishers. (10 minutes)
- Presentation by **Isabelle YAFIL** (Éditions Charles Léopold Mayer, France) on digital promotion strategies implemented by the publishing house. (15 minutes)

(15h30 – 15h45) Coffee break

(15h45 – 17h30) Human and social sciences books and digital publishing: What strategies to move forward?

- Presentation by **Susan HAWTHORNE** (Spinifex, Australia) on challenges met by feminist publishing, opportunities provided by social media and digital books to face those challenges. (15 minutes)
- Round table: What digital strategies can be implemented through your publishing house to commercialise, distribute and promote your books? Could we foresee a mutualisation of some tools, including in terms of promotion?

Tuesday 15 October 2013

(9h30 – 17h00)

Workshop venue: Ausstellungs- und Messe GmbH

Braubachstraße 16, 60311 Frankfurt am Main

Morning (9h30 – 12h30)

(9h30 – 11h00) Projects fair, “mini Frankfurt”

Each publisher is invited to present one or several books already published or on the way to be published, that could interest other participants to buy the rights, co-publish or translate them. Some projects emanating from this “mini Frankfurt” could be supported by the Alliance in the future.

(11h00 – 11h15) Coffee break

(11h15 – 12h30) Projects fair, “mini Frankfurt” (continued)

Lunch (12h30 – 13h30)

Lunch at the meeting venue (catering services)

Afternoon (13h30 – 17h00)

(13h30 – 17h00) Conclusion of the workshop

Overview of debates, and drafting recommendations and tools towards the September 2014 Cape Town meeting (International Assembly of independent publishers).

From 17h00: Closure of the workshop and departure of participants

PRACTICAL INFORMATION

Useful addresses

Hotel: [Mercure Hotel Frankfurt Eschborn Ost](#)

Address: Helfmann-Park 6, 65760 Eschborn

Tel.: +49 6196 9010

Workshop venue: Ausstellungs- und Messe GmbH

Address: Braubachstraße 16, 60311 Frankfurt am Main

Bar (cocktail on 11 October): [Bockenheimer Weinkontor](#)

Address: Schloßstrasse 92 Hinterhaus, Frankfurt-Bockenheim

Alliance's stand at the fair

Stand no: 5.0 D111

The publishers of the Alliance are invited to display their publishing lists as well as selected books (5 books maximum per publisher).

Wifi zone (hall 5.0): A151

Useful contact details

- Céline ANFOSSI: +33 (0)6 31 75 41 33/ canfossi@alliance-editeurs.org
- Clémence HEDDE: +33 (0)6 20 12 28 25/ chedde@alliance-editeurs.org
- Laurence HUGUES: + 33 (0)6 20 89 69 67/ lhugues@alliance-editeurs.org
- Matthieu JOULIN: +33 (0)6 24 54 00 54/ mjoulin@alliance-editeurs.org

Support from the Alliance

In the context of this workshop, the Alliance will fund:

- Your train and/or plane tickets back and forth, except from the publishers coming to Frankfurt on their own funds or the publishers who offered to pay for their own transport;
- Concerning the accommodation, you all received a message describing, depending on the cases, what will be paid by the Alliance and/or what will be paid by you;
- Lunches between the 13th and the 15th (during the workshop).

The additional expenses (passes for the book fair, lunches and dinners during the Fair, dinners during the workshop, extra nights, taxis expenses, visas expenses, etc.) have to be paid by the publishers.

DIRECTORY OF PARTICIPANTS

Boitempo – Brazil

Name: Ivana JINKINGS

Email: ivana@boitempoeditorial.com.br

Website: www.boitempoeditorial.com.br

Boitempo is the title of a short poem by Carlos Drummond de Andrade, on the topic of his childhood. Naming our publishing house after this poem was a way of paying tribute to one of the greatest Brazilian poets. Founded in 1995, Boitempo has made its mark as a quality publisher, both in the choice of publications, and in the printing and presentation of the works. We seek to put together a consistent catalogue, with a clear-cut editorial line: human sciences, literature (acknowledged works and first-time writers), historical and contemporary essays. Our Web site www.boitempoeditorial.com.br presents an up-to-date version of our catalogue. We take great care in the publication of our works, and we strive to respect our readership.

Contra Capa – Brazil

Name: Araken Gomes RIBEIRO

Email: araken@contracapa.com.br

Website: www.contracapa.com.br

Founded in 1992 in Copacabana, the Contra Capa bookstore initiated its publishing activities in 1996. First based on the areas of interest of the bookstore itself, these activities have diversified and now include fine arts, photography, cinema, psychoanalysis, anthropology, economy, sociology, history, literary criticism and poetry. The main objective is to produce books that combine interdependence between text and pictures, in the light of the continuous technological changes related to producing and disseminating knowledge and information.

Éditions Charles Léopold Mayer – France

Nom : Isabelle YAFIL

Courriel : isabelle.yafil@eclm.fr

Site : www.eclm.fr

The Charles Léopold Mayer publishing house publishes works of analysis, thinking and proposals to reshape practices and modes of action in fields such as governance, solidarity-based economy, participative democracy, intercultural dialogue, peace building, civic science etc. It aims always at stimulating the critical conscience and inventive, citizen-oriented potential of their readership.

éditions d'en bas – Switzerland

Name: Jean RICHARD

Email: enbas@bluewin.ch

Website: www.enbas.ch

The éditions d'en bas (from "below") published its first books in 1976, organised itself as an

association in 1976 and then as a cooperative in 1991. In 28 years more than 300 books have been published. The publishing house is thus founded on two pillars: a militant base of people who have adhered to the editorial policy and the network of bookshops in the country. The output and translation of books is partly funded by state and private institutions/foundations, as well as by partnerships (co-publishing) with various non-governmental organisations and social movements. The books published by the éditions d'en bas witness the hidden side of Switzerland, especially life "down below", in the working-class community. They can also serve in some cases as tools in the fight for rights; they can precede, accompany social struggles or tell their story.

Essays, historical, sociological and political documents, testimonies, life stories, literary texts, translations – the books published by the éditions d'en bas explore the social field from the margins of history, of politics and of society; they allow for the emergence of singular voices, of forgotten destinies and themes.

Les Éditions de l'Atelier – France

Name: Arielle CORBANI

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Website: www.editionsatelier.com

Globalisation, new information and communication technologies and individualisation are all radically overturning how people live and work, what they think and believe. L'Atelier hopes to help humanise this transformation, by encouraging the re-establishment of social ties and by making it possible for people from humble backgrounds to take a proactive stance in their own lives, through the publication of books in three fields: Christianity; culture and religion; social and human sciences.

True to the tradition of Editions Ouvrières, a publishing firm set up by the Young Christian Workers movement in 1929, L'Atelier aims to promote works that bridge different spheres of knowledge, that which is forged by experience as well as that which results from analytical work, for books to act as an agent of emancipation and enrichment of social ties for as many people as possible.

éditions du Sextant – France

Name: Isabelle PIVERT

Email: editions.sextant@wanadoo.fr

Website: www.editionsdusextant.fr

Founded in 2003 by Isabelle Pivert, éditions du Sextant publishes works in the humanities field –history, geography, history of thought and political science– with the aim of enlightening readers to help them gain insight into the world, position themselves and pursue their own path.

Our collections follow their own paths (and overlap?) joyfully: "Décodeur" (economic, social, political criticism: essays), "Géographique" (interactions between physical space and humankind and/or society: essays, biographies, travel accounts), "Résistance" (accounts, especially of WW2), "Récits" (accounts, especially on social issues). In the "Hors Piste" ("Off the Beaten Track") collection, Sextant experiments and publishes their favourites in a "ragbag" collection.

Based in Paris, we are also developing a branch in Brittany (2008), in a place that's propitious to creative processes and thinking, Le Pouldu. Our works are distributed by Harmonia Mundi.

Ferdosi – Sweden

Name: Mehdi RAHIMZADEH

Email: info@ferdosi.com

Website: www.ferdosi.com

Based in Stockholm, and founded in 1984, Ferdosi Publication has as well as a publisher, been a key distributor and supplier of books and periodicals. We co-operate with publishers and distributors throughout the world in order to provide individual and organizational clients with their requests and demands, through our contact services and multilingual website. Ferdosi has a broad list of many Persian books published by especially stream publishers outside Iran, through the past 30 years. The list is available on Ferdosi's website and can be searched by the title, name of the writer, etc.

Ferdosi works with libraries worldwide as a main supplier for minority languages published outside the country of origin. Meanwhile private customers are given service through Ferdosi's website. As a publisher, Ferdosi has published valuable books in Persian and Swedish, mostly dealing with profound Persian literature, or informative texts about Iran or Middle East. In March/April 2013, Ferdosi Publication will publish a Persian-Swedish magazine under the title of Norrskén (Northern Light) which is intended to be a step toward preserving Persian literature and culture among Farsi speaking and non-Iranian interested in Persian language and culture.

Forough – Germany

Name: Hamid MEHDIPOUR

Email: foroughbook@gmail.com

Website: www.foroughbook.net

Forough Publications and bookshop were founded in 1998 by Mehdipour family in Cologne, Germany, with the aim to publish books which were banned in Iran.

Murder of Kasravi was the first book published by Forough in 1998. The intention was to publicize the truth about the death of Ahmad Kasravi, the Iranian famous critic of Islam. They continued their work by publishing memoirs of ex-prisoners of Iranian Islamic regime.

Forough Publications now follows three orientations: literature, human and social sciences and information. The focus of annual program is Persian-language literature, but they also translate, publish and distribute works by German authors like: The Weekend by Bernhard Schlink and The Fall of the Islamic World by Hamed Abdel-Samad.

Forough Publications has published more than 150 titles in different genres such as: poetry, novels, children's books, biography and nonfictional books. In addition, Forough supports the Persian educational programs outside of Iran by publishing and internationally distributing Persian textbooks.

Jacana Media – South Africa

Name: Ester LEVINRAD

Email: Ester@jacana.co.za

Website: www.jacana.co.za

A South African publisher, Jacana Media has been in the business since 1991. The firm specialises in the vulgarisation of normally complex or technical data. We have been recognised for the quality of our books in areas such as the environment and eco-tourism, as well as literature and educational materials (primary and secondary school). In 2002, Jacana Media established an open publishing policy that has since received much positive feedback, covering a vast spectrum of genres and subjects. We are particularly interested in promoting authors from South Africa and Africa as a whole. Jacana Media currently publishes works in essentially three areas: Life (political science, biographies and autobiographies, history, health and educational material), Earth (environment, natural history, maps and eco-guides) and Fiction (novels, short stories, poetry, and anthologies and collections focussing on African authors).

JC Sáez Editor – Chile

Name: Juan Carlos SÁEZ

Email: jcsaezeditor@gmail.com

Website: jcsaezeditor.blogspot.fr

At the time of its foundation in 1920, JC Sáez Editor (formerly Dolmen Ediciones) was a publishing house specialising in textbooks and extracurricular books. It is now specialised in the dissemination of ideas in key areas of modernity, such as humanities, biology, pedagogy, economics and management. JC Sáez Editor's catalogue also includes emerging voices and renowned authors from Chile's national body of literature (poetry, essays), and comic strips, general trade literature, which enables it to go beyond continental borders with a rich and varied offer. To secure its diffusion, JC Sáez Editor relies on a distribution and collaboration network at local level in the main Latino-American capital cities.

Pooya – Germany

Name: Beytollah BINIAZ

Email: bbiniaz@googlemail.com

Spinifex Press – Australia

Name: Susan HAWTHORNE

Email: hawsu@spinifexpress.com.au

Website: www.spinifexpress.com.au

Spinifex is an independent feminist press publishing innovative and controversial feminist books with an optimistic edge. Spinifex, our namesake, is an Australian desert grass that holds the earth together. We publish broadly, with a focus on ecology, development, Indigenous and human rights issues in our non-fiction titles, and world stories in our fiction and poetry. We are also at the forefront of digital publishing, with many of our titles available as eBooks.

Txalaparta – Basque Country

Name: Mikel SOTO

Email: mikel@txalaparta.com

Website: www.txalaparta.com

Since 1987, Txalaparta is the name of a free and independent Basque publisher. Txalaparta is committed to cultural and informative sovereignty of our country, Euskal Herria (the Basque Country). We also try to be the voice of whatever literary creation that improves the relations between the peoples of the planet, that helps to transform reality, that guards our historical memory, that opens paths towards diversity, to utopias...

We publish on average between 30 to 40 books a year in Basque and Spanish: Basque and world literature, political and historical essays, social criticism, classics of the political left, historical encyclopaedias. Our most distinctive feature is the wide base of readers who support Txalaparta's project and they do so by subscribing to one of our collections. Under the name of "editores independientes" we work and publish together with various other publishers in other countries (Era in Mexico, LOM in Chile, Trilce in Uruguay) in order to guarantee our editorial freedom and diversity against monopolies and unified thought.

Tulika Books - India

Name: Indu CHANDRASEKHAR

Email: indu.chandrasekhar@gmail.com

Website: tulikabooks.wordpress.com

Tulika Books is an independent publisher based in Delhi, India, specializing in non-fiction, academic books in the social sciences and humanities. Established more than 10 years ago, it has published nearly 65 titles to date, and has been able to attract reputed scholars from various disciplines — such as history, economics, development studies, literary theory, cultural studies, art, sociology and politics — as its authors.

Tulika Books is an active and organizing partner of the Independent Publishers' Group (IPG), a collective of 10 Delhi-based independent publishers formed in March 2005; and of the Independent Publishers' Distribution Alternatives (IPD Alternatives), a partnership of 8 independent Indian publishers set up in late 2005, which handles the distribution of titles published by nearly 20 small/independent publishers (including those of the 8 partners).

Women Unlimited – India

Name: Ritu MENON

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Website: www.womenunlimited.net

Women Unlimited is an associate of Kali for Women, India's first and oldest feminist press, which publishes scholarly and academic books in the social sciences; fiction; general interest non-fiction; autobiographies, reminiscences and memoirs; oral histories; books for young adults; pamphlets and monographs; and activist material. The Kali for Women/ Women Unlimited list combines the best of Kali's titles published between 1984 and 2004, and an exciting range of books and authors commissioned by Women Unlimited. Women Unlimited has close links with the women's movement, and the women's studies in India, South Asia, and internationally. We participate in campaigns, nationally and regionally, and have organised

extensively on issues to do with alternative media, women's writing, and gender-based censorship. We consider all this as just an extension of our publishing activity. WU is an active and organizing partner of the Independent Publishers' Group (IPG), a collective of 10 Delhi-based independent publishers formed in March 2005; and of the Independent Publishers' Distribution Alternatives (IPD Alternatives), a partnership of 8 independent Indian publishers set up in late 2005, which handles the distribution of titles published by nearly 20 small/independent publishers (including those of the 8 partners).

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We also thank the **Centre national du livre** who has contributed to the establishment of this workshop.



We thank the **Frankfurt Book Fair** for the valuable assistance provided throughout the organization of this workshop.



Finally, the Alliance thanks the **Goethe-Institut of South Africa** for covering travel expenses for Jacana Media's representative.

This meeting would not have been possible without the **publishers themselves**, who are the core and the **main actors** of our Alliance, working day after day to defend independent publishing and bibliodiversity.

International Alliance of independent publishers

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