

Information for Publishers

If you would like Bertrams to stock your products please follow these instructions

- Ensure your books are registered with Nielsen BookData and make sure they have an ISBN
- Ensure they have a readable barcode
- Provide adequate information to allow Bertrams to make an informed Buying decision
- New title information should be sent to Bertrams as early as possible as buying decisions on new titles are made four months in advance of publication
- Generally, your books need to be available from a physical stock holding, rather than print-on-demand
- Ensure you have a UK-based distributor for your book
- Bertrams is a wholesaler not a distributor, therefore we would not take all printed copies of a title. Stock is ordered based on customer demand and is bought on a sale or return basis

Information required by Bertrams to aid the buying decision

- A finished copy of the book if available
- If the title is not yet published we will require a synopsis, extract and/or illustrative material
- An advance information document outlining the key title and publication details

Bertrams Internal Process

- We will assess the quality and commercial potential of your products and make a stock decision
- If appropriate we will then agree terms of supply with you
- Assessment decisions are usually made within four weeks, as follows:
 - Should we decide to take your books on as stock we will contact to you to discuss terms
 - Should we decide not to take on your books as stock we will contact you to let you know
 - If we take the decision not to carry copies of your books in stock we will still place orders for the title on behalf of our customers, assuming there is significant demand. We will be prepared to revise our decision and take copies into stock should the book frequently be ordered as a 'special'

Bertrams Offer and Benefits

- Stocking your books with Bertrams makes them available to thousands of booksellers, including independent booksellers, chains, internet retailers and international accounts
- Publicity, marketing and sales representation remain the responsibility of you as the publisher, either directly, or via a book sales agency
- Here at Bertrams, we regularly send email alerts, monthly new title listings and other promotional book catalogues to our customers which can help publicise the books we stock. Please contact a member of our buying department for more information on how to advertise with Bertrams

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