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SELF- PUBLISHING GUIDE

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CPI Books (UK) Ltd

SELF PUBLISHING GUIDE

London Book Fair 2020

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Introduction

Congratulations, you have decided to write and publish your own book into the fastest growing market sector of the publishing industry. Let's be clear from the outset that this is not going to be an easy thing to pull off, but don't be daunted as CPI have many years of expertise in this arena and although we don't offer the full range of capabilities from concept to sale, we are able to offer many in-house solutions as well as sound advice where to go and who to contact in the areas where we do not specialise.

Firstly, who is you book aimed at? Is it for family and friends or are you going to be the next big sci-fi or crime writer? Is your passion trains, boats or automobiles or are you a business leader with something to say? Whatever the genre, you will need to find and market to your audience to give your book the best chance of success. Your future readers need to discover what you have written and where they can find it, and that is all down to you – the Publisher.

Yes, you will be the Publisher, as well as the author!

Marketing is absolutely key. Therefore, we recommend you think about this whilst you are writing your book.

Marketing and promotion are a little easier to do in these days of the Internet. Using one, or all, of the social media platforms start making some noise to try and generate publicity.
Preferably good publicity!
It is through the promotion of your book, and the responses you get, that you will be able to better anticipate the demand, and therefore the number of books you need to print to cover initial sales.

Why is this necessary??

Well, the expense of printing, storing and distribution, although more cost effective now due to new production technologies, is still going to be a big part of your expense, so if you can start selling your book as soon as it's delivered, you'll start to get a return on your investment.

Once you have written your book, CPI's team of specialists are here to help you make that book a reality. We can advise every step of the way - on typesetting and formatting your book, converting files to print-ready formats, and whether it should

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it be a hardback or paperback. We can guide you to the most cost-effective production route ensuring you get the style you are looking for.

This guide will introduce you to our service and give you advice on technical considerations to provide you with a quality finished product which you can happily sell to your customers, or give away to your friends and family.

About CPI

At CPI we print over 2,500,000 paperbacks and 300,000 hardbacks each week for a wide range of customers, including many of the UK's leading publishing houses. So you may be wondering why we'd be in interested in printing your book, after all it's only ……..

Stop right there, and ask "Why wouldn't we be interested?" We are proud to support all publishers, from the smallest to the largest, we provide our extensive service to over 1,500 customers, from just one title, to many thousands.
Our team tasked to work with you and will treat you like any other customer, no compromise on quality, no compromise on service. Your book won't look out place on the shelves in your local independent book store, or in Waterstones. Our production values are extremely high and we pride ourselves on the quality of a CPI produced book.
Our production facilities serve Publishers such as HarperCollins, Pan Macmillan, Oxford University Press, Bloomsbury (home to Harry Potter) and Faber & Faber (home to Booker Prize winners) and hopefully your books too!

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CPI Self-Publishing Team

The CPI Self-Publishing Team was set up over a decade ago, when attitudes to self-publishing were very different to those today.

Our pioneering investment in digital print technology has made it possible for individuals wanting to write and publish their own material, to do so competitively. An arena that was previously more difficult for self-publishers to enter.

Printing options

Print on Demand

Our print-on-demand site in Eastbourne was established to produce short runs of unsewn paperback books (up to 100 copies) and very short runs of case bound books (up to 20 copies) at extremely competitive prices. Costs are based on 4 elements:

1) *Set up charge* - This will depend upon how you supply the copy and includes a bound book proof. It is only payable with the first order.

2) *Production charge* - A price per copy which remains fixed, regardless of the quantity of books ordered and the number of times the title is printed.

3) *Delivery charge* - Based on weight of consignment. We use both Royal Mail and couriers

4) *Annual file storage charge* - Payable as part of the set-up charge and subsequently invoiced each year

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Digital or Litho Printing?

We quote for the most cost-effective method of production.

For shorter runs this is most often digital printing, whereas for longer runs – the exact quantity varies depending upon trimmed size, extent and binding style – we print on our litho presses.

The quality of text and line or halftone illustrations for both methods are pretty much comparable and the text paper range we offer runs across both print options.

Mono or colour printing?

We offer both options, either printed digitally or conventionally (litho).
Mono – there is no noticeable difference between either production route, and therefore is solely dependent on quantity.
Colour – the route taken very much depends on number of copies, content (quality of illustrations required) and your budget.

Book Sizes

There are a wide range of formats, however for commercial reasons it is usually better to choose a standard book size.

If you do want to design an unusual format do take into account where you plan to sell it, as book shop shelves tend to be a standard size.

Trade Fiction/non-Fiction book sizes (mono) – *all sizes portrait*

- B format - 198 x 129mm (mass market paperback)
- Demy 216 x 135mm
- Royal 234 x 153mm (often used first publications)

There is a fourth standard option

- A format 178 x 111mm (not often used, the original pocket book size and the size of this book!!)

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Scientific, Technical, Medical & Academic Books (STMA)

As well as the standard trade sizes this type of publication often uses the A format sizes

- A4 – 297 x 210mm
- US – A4 280 x 215mm
- A5 – 210 x 148mm

As well as

- Crown Quarto - 246 x 189mm
- Or choose your own size (we can offer suggestions that could make production more economical)

The larger formats are more suitable for colour illustrated books, offering more space for the pictures.

Children's books (illustrated)

There are numerous sizes used for these books. We'd suggest that you find the size that suits your book by reviewing books in your local bookshop or library.

Extent

Extent refers to the number of pages, not leaves – for example 96 pages is 48 leaves.

To give you an accurate price for your book we need to have the extent.
If it is not possible to supply this, please give an indication of the number of words in the book. We will base our quote upon an average number of words/page.

The final extent of your book will depend upon the typeface, font size and margins you choose.

For work printed on our mono digital and litho presses, we print in multiples of 16 pages sometimes referred to as 16pp sections

Digitally printed colour books are currently printed in multiples of 8 pages.

Illustrated books printed litho we would prefer 16 page multiples but we can accommodate 8pp sections.

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Source Material

We are able to produce books from almost anything you supply. However, the price will very much be based on the amount of work you require us to do to your data.

The most common methods of submitting text, in order of preference and cost, are:

PDF files – Ideally created using the Adobe Distiller software, for which we are able to supply our own settings file, or Adobe InDesign. In addition, there are many freeware PDF programs available to download from the web but some are not capable of creating compatible files so please check.

Before submitting your PDF text file please go through the following checklist.

1. Make sure pages are in consecutive order
2. Ensure that any blank pages are meant to be blank
3. Embed all of the fonts

4. Provide pages as they should appear visually, for example, if portrait, the PDF should be portrait

5. Always save as single pages

6. Ensure that your PDF is set to the correct trim size, with the correct margins and crop marks

7. The text must be a minimum of 4mm away from the crop marks, if not then you risk trimming the text off of the page

8. When saving your file, title your file with a logical file name.

9. Add our imprint line to the book

Printed by CPI Group (UK) Ltd, Croydon CR0 4YY

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CPI Typesetting

Other file formats – If you are unable to create a PDF or Postscript file, we are able to do this for you and can supply a set of proofs for an additional charge. Prices are subject to receiving a sample file.

Manuscript – Either handwritten (neatly!) or typed, we can typeset to your specification and supply proofs. A cost for this service would be provided in advance.

Papers

There are many different types of paper, however for now we will concentrate on the three standard papers which we stock and regularly use.

Papers come in a range of weights expressed in 'grams per square metre' (gsm). Paper is charged by weight so the higher grammage papers will cost more and result in a heavier book and this may affect the cost of carriage, if you intend to post books to your customers.

Generally, the higher grammage papers result in less show through (which is the amount of ink visible on the reverse of the page you are reading)

80gsm is a standard weight for cartridges and book woves.

Book woves – a bulky paper commonly used by the publishing industry, available in various weights, 50, 60, 65, 70 and 80 gsm. More often an off-white shade but does come in cream and white.

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This paper has a rough surface and is used mainly for publications containing text only (novels, poetry books etc.) or for low extent titles to give additional bulk. Not suitable for reproduction of photographs or fine line illustrations.

Some book woves are of archival quality, so do carry a premium cost.

Cartridges – a paper with a smooth white surface suitable for text and line illustrations.

Coated cartridges – also called art papers, particularly suitable for halftone and colour illustrations. Usually available in silk or matt finishes for mono and colour with a gloss option for colour books only.

It is possible to use a combination of papers in a book, usually a book wove or cartridge for the text and art paper for an illustration section.

We can arrange for paper samples to be sent to you to enable you to decide the most appropriate one, alternatively we are happy to recommend specific papers to you.

Covers / Jackets

Covers and jackets are usually printed in one or more colours, either conventionally (litho) or digitally, on a colour press.

A ‘four colour’ cover is the same as a ‘full colour’‘

Cover / Jacket Finishes

After printing the cover is normally sealed by:

- gloss lamination – hard wearing, gives colours a vibrant sheen
- matt lamination – colours have a more subtle finish, not as hard wearing, can scuff.
- Supamatt© lamination – ‘rubbery’ texture, matt finish.

It is possible to enhance your cover’s appearance with

- embossing/debossing (raised/indented area on front of cover)

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- spot varnish (highlights a particular area on the cover, used with matt/Supamatt© lamination)

- foil blocking (usually a gold/silver foil) to highlight the title and/or, the author's name. A range of other stock colours are available.

Do be aware, although these options can all be desirable, the addition of any extra processes will add cost to the production and you may find they are not viable for some books.

Spine width

The spine width is essential to the production of your book and also plays a key role in the cover design; the spine width needs to be accurate to stop the front and back cover designs creeping onto the spine or the spine creeping onto the front and back cover.

Based on the paper you choose and the extent of the book we will supply you with an accurate spine width for you to prepare your cover files.

See also Cover design

Binding Styles

Our in-house bindery is capable of producing hardback, paperback and loose-leaf work. We are also able to arrange wire stitching and wiro binding.

Hardback and paperback books can be unsewn, notched or sewn (unsewn and notched binding are roughly the same price) Notched and sewn binding is not available for books printed on our digital presses.

A sewn book is more durable than an unsewn book but because it is more expensive only usually used for publications which are referred to regularly, such as dictionaries or on high extent titles, where the sewing adds additional strength to the binding.

Paperback binding – also called softback or limp binding.

Hardback binding - (also called cased or cloth binding) There are different case binding styles:

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- With a printed paper cover pasted down to the boards (also known as PPC binding)
- Cases made from imitation cloth embossed to look like real cloth (Wibalin linen or buckram finish)
- PVC coated paper (Balacron)
- Real cloth

A jacket is optional however more often than not associated with the cloth finishes.

Binding extras - Hardback books

- Head and Tail bands - small cloth strips at top and bottom of the spine, for decorative purposes only.
- Ribbon Marker – ribbon used as a bookmark.
- Quarter Bound –This binding will have a printed cover on the front and back with a cloth/foil blocked strip wrapped around the spine.

- Sprayed edges – a solid colour is put onto the foredge, top and bottom of the book – This can also be applied to paperback books.

- Inkjet edges – any image, in any colour, can be transferred on to the foredge of your book

Loose-leaf binding - is common for reference work where text may need to be easily updated. Pages are drilled for insertion into a ring-binder.

Wiro binding - is useful for reference books designed to lay flat (e.g. cookery books and workshop reference manuals).

Wire stitching - (also called saddle stitching) is used for magazines or low extent titles where the text bulk is insufficient to limp bind.

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Packing / Delivery

Our estimate will include packing into shrink-wrapped packs or cartons (dependent on your requirements) and delivery to one address.

Small orders are delivered by courier.

Large orders will be delivered on a pallet and for those without fork-lift facilities, (most of you!) the pallet will be dropped at the edge of your property. Please also make sure you have enough storage space.

Books will normally be dispatched as soon as they have been bound.

Of course you are more than welcome to collect your books from our manufacturing site.

We do have storage facilities if you require us to hold your title, however there is a monthly charge for this.

Production Time

From receipt of your files assuming that they are ready to print (print-ready pdfs) most titles are produced within 15 working days (3 weeks).

Please discuss your requirements with us, as schedules can vary dependent on the time of year.

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Payment

Generally, for one-off titles, we will require payment with order. We can supply you with our easy to use order form.

Payments can be by bank transfer, credit card, PayPal or cheque. Once our accounts team have set up your account, they can receive payment allowing the production team to process your order.

If you are an established company, and able to supply a bank and two trade references, we may be able to offer trading terms. You will be sent our credit application form for completion..

Our Estimate

We will prepare an estimate based upon the details you supply to us. When you receive our quote please read carefully.

Prices will be supplied as an initial cost, based on the requested quantity, and a run on cost.

Print-on-Demand prices are supplied as a set-up cost/proof and a price per additional book.

Run on price

You may pro-rata this figure to calculate alternative order quantities. For example, if we quote for 500 copies with a 100 run on, the cost of producing 750 copies would be the 500-copy price added to 2.5 x the 100 runs on price.

The run on price should NOT be confused with a reprint price.

Please also note section 2b on our T&C's supplied with all our quotations, covering tolerances on delivered quantities as this may result in a small additional charge or rebate.

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Reprinting

Regardless of how you supply text copy to us, we convert it into a digital format compatible with our equipment.

We store these files for several years without charge and are able to use the files for both litho and digital printing. Please note there is a set-up charge and annual storage charge which applies to all titles transferred to our print-on-demand facility.

ISBN

These can only be obtained by the publisher and whilst it is not compulsory to apply for an ISBN number, if you intend to sell your title through bookshops or over the internet, it is advisable to obtain one.

Once the title has been allocated a number, it will enable booksellers and potential buyers to identify the book, place an order or contact you.

To purchase a block of numbers or a single ISBN you must contact
https://www.nielsenisbnstore.com/Home/Isbn

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Barcodes

The barcodes seen on covers and jackets are generated from the ISBN number. Bookshops do like publications to have barcodes and may charge an additional premium for handling titles supplied without one.

If not generating the barcode yourself, leave an area approximately 25 x 40mm blank in your artwork. We can create a barcode for a small fee if required.

Barcodes are usually black but it is possible to print them in other dark colours, please check with us before you choose a colour.

Copyright

Details about copyright are available from The Patent Office's website at: https://www.gov.uk/topic/intellectual-property/copyright

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VAT

You might be glad to know that books and magazines are currently not subject to VAT.

However, publications considered to be stationery items, generally products meant to be written in, such as diaries, planners and address books, are.

HMRC's website does offer information if required.

Sales & Marketing

Although at CPI we do not directly offer sales and marketing we are able to recommend companies/individuals you can approach if you feel this is an area you want to outsource.

For bookshops to take an interest in your book, they need to have it presented to them and copies available to order.

Local Bookstore managers are always worth an approach. Often, they might be interested in you as a local author, especially if you can launch your book with them, this tends to guarantee a few sales and gets people into the store.

Amazon will need to be approached, usually by email correspondence. As most people search for books there, if you are able to get on the site with books marked as something other than “out of stock” or “unavailable” then you are in good shape!

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Cover design

It is often said that you shouldn't judge a book by its cover, but many of us do, which is why so much effort is put into the cover design.

You need your book to target the right readers and you obviously want it to be chosen, therefore your cover, to a certain extent, needs to reflect your story.

Having professional input on the cover design of your book will ensure it is designed to make it stand out, within the right genre and for the right reasons.

We can put you in touch with freelance cover designers who can give you first-hand advice on the different cover designs.

However, if you want to design your own cover, we can provide jacket, printed paper case and cover templates showing the required trim marks, bleed areas (where the illustration runs off the edge) etc.

The file must be on one piece not supplied as front, spine and back pieces separately.

Make sure that the images within the cover file are high resolution - a minimum of 300dpi (dots per inch)

Do check you have the rights to any images you use.

The cover files need to be set up as CMYK – the sequence of colours we use to print (cyan, magenta, yellow and black) not in RGB (red green blue) from your computer screen.

We will convert your files from RGB to CMYK but this may slightly alter the printed colours from those that you have seen on your screen.

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Distribution

This is the piece of the publishing chain that can be the hardest to crack.

To get your books into the retail trade you will need the services of a Book Distributor or a Book Wholesaler.

These organisations receive the retail orders, dispatch to the book shops, collect the revenues, pay you as well as managing returns. (Any books not sold by the retailer will be sent back, and sadly tend to be pulped.)

At CPI we do not offer this service, however can offer advice as to who to approach and the pros and cons of which route to choose.

Distribution alternatives

You might want to check out Amazon FBA or eBay as possible sales channel solutions which allows you to manage the print side yourself supplying them with your books.

Although CPI are not a book distributor in the true sense of the word – i.e. we are unable to handle returns and we do not have direct links with the bookshops, we can offer a storage and fulfilment service if you print a bulk run of your book at one of our CPI factories, we can store and fulfil your orders from our facility in Melksham.

In such cases, you would receive the orders (probably through your own website) and then you would need to confirm delivery instructions.
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Storage and distribution charges will be applicable.

You can also use CPI's online distribution solution, CPI Your Way©

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CPI Your Way©

CPI offers an online book selling service through our website, CPI Your Way©.

We do not “market” your book, so you will need to direct buyers of your book to the CPI Your Way© website and they can purchase from there.

If you wanted your title to be set up on CPI Your Way©, we would need you to supply some metadata and a JPEG image of your cover and the back cover blurb for the book description.

If you are selling your book through CPI Your Way©, we take a 20% fee of the book's RRP for any sales.

This solution operates for both bulk print and POD print solutions

The process for any bulk quantities held at our storage facility is as follows:

When an order is received via Your Way© our warehouse will send out a copy of the book to the buyer. The buyer pays the postage and packing –

the cost of which is shown to them at the check-out stage of the purchasing process.

If your book is print on demand, in addition to the 20% fee, you will also be charged the print on demand production cost.

Any money generated by sales of your book through Your Way© will be remitted back to you on a monthly basis minus our fees.

Storage charges will also be applicable.

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Contact Us

We hope you found this guide useful. It is obviously just a snap shot, there is so much more information and assistance we can give you.

Good luck with your writing and we very much look forward to hearing from you when you're ready to have your words converted into a physical book.

Email:

spt@cpi-print.co.uk

Website:

http://www.cpi-print.co.uk

Notes 1

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Notes 2

Notes 3

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Notes 4

Notes 5

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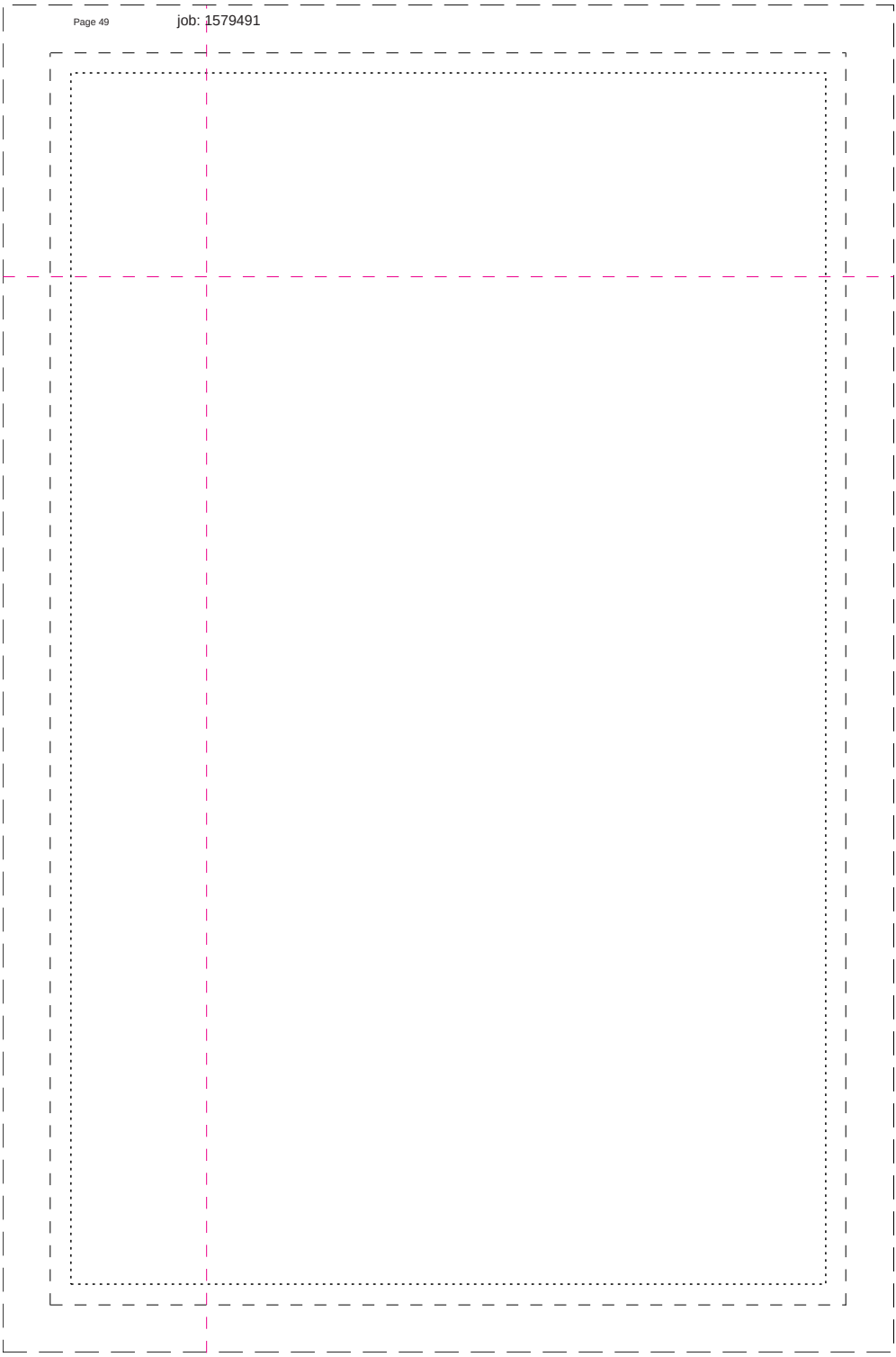

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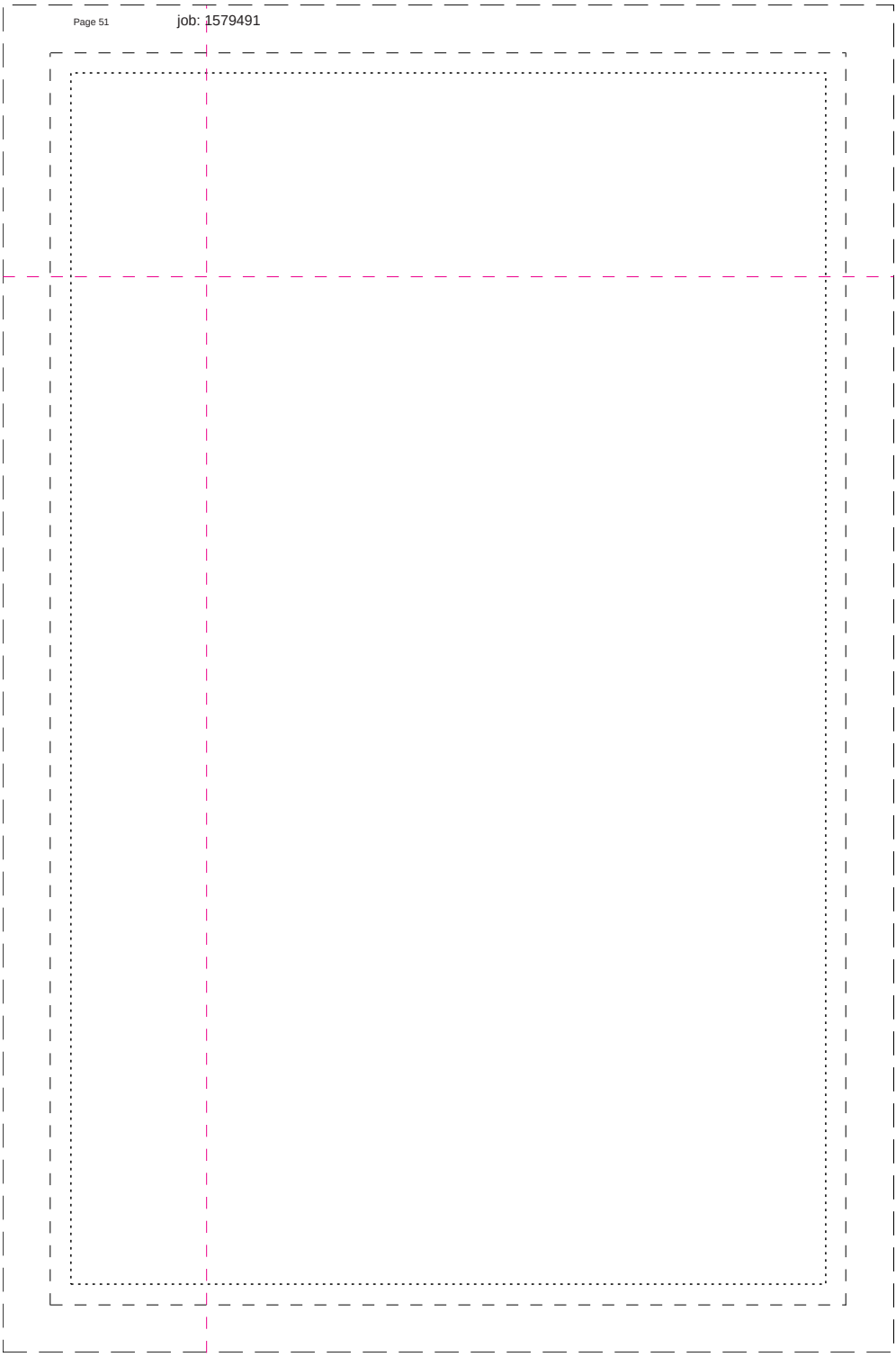

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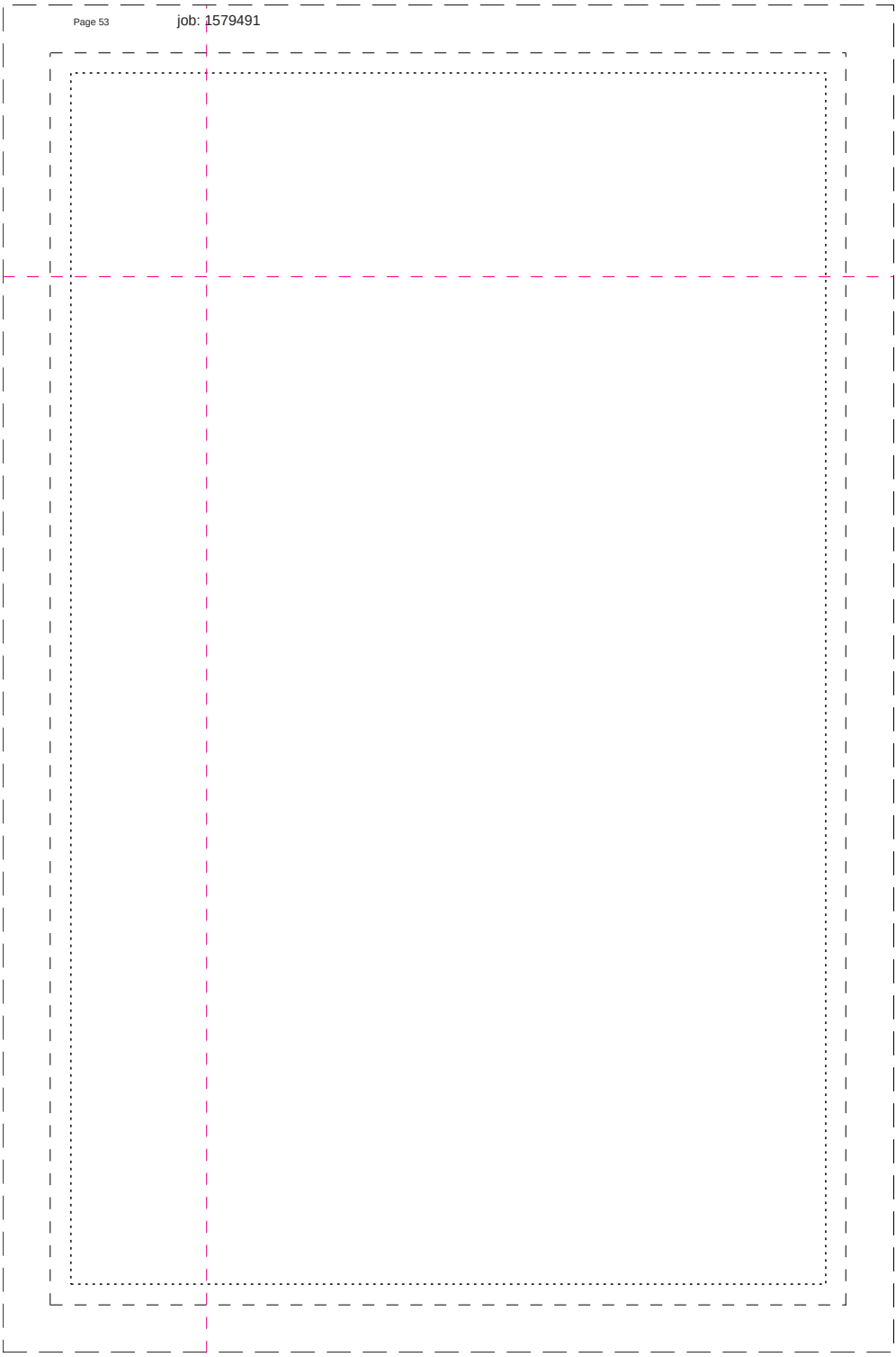

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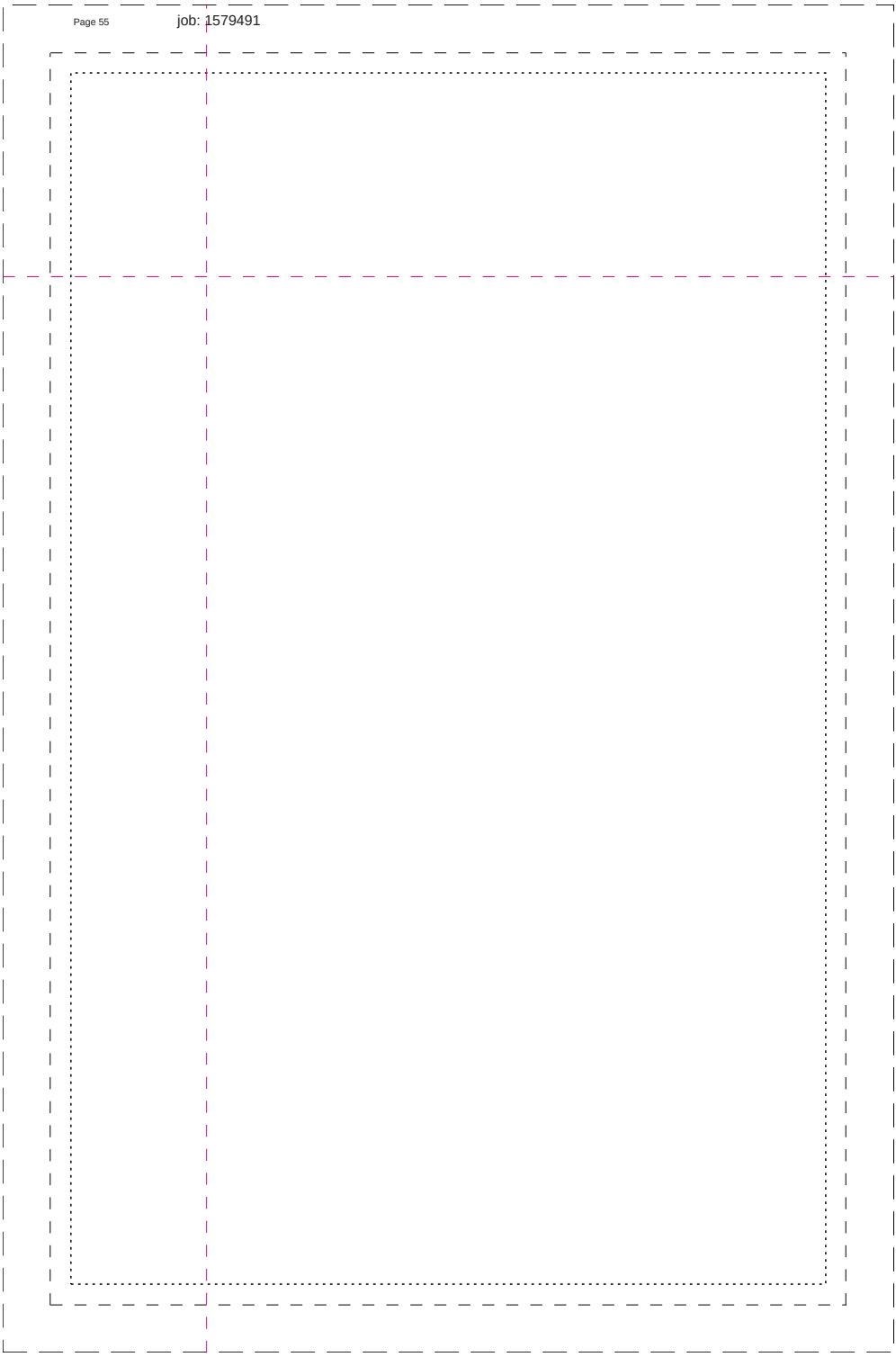

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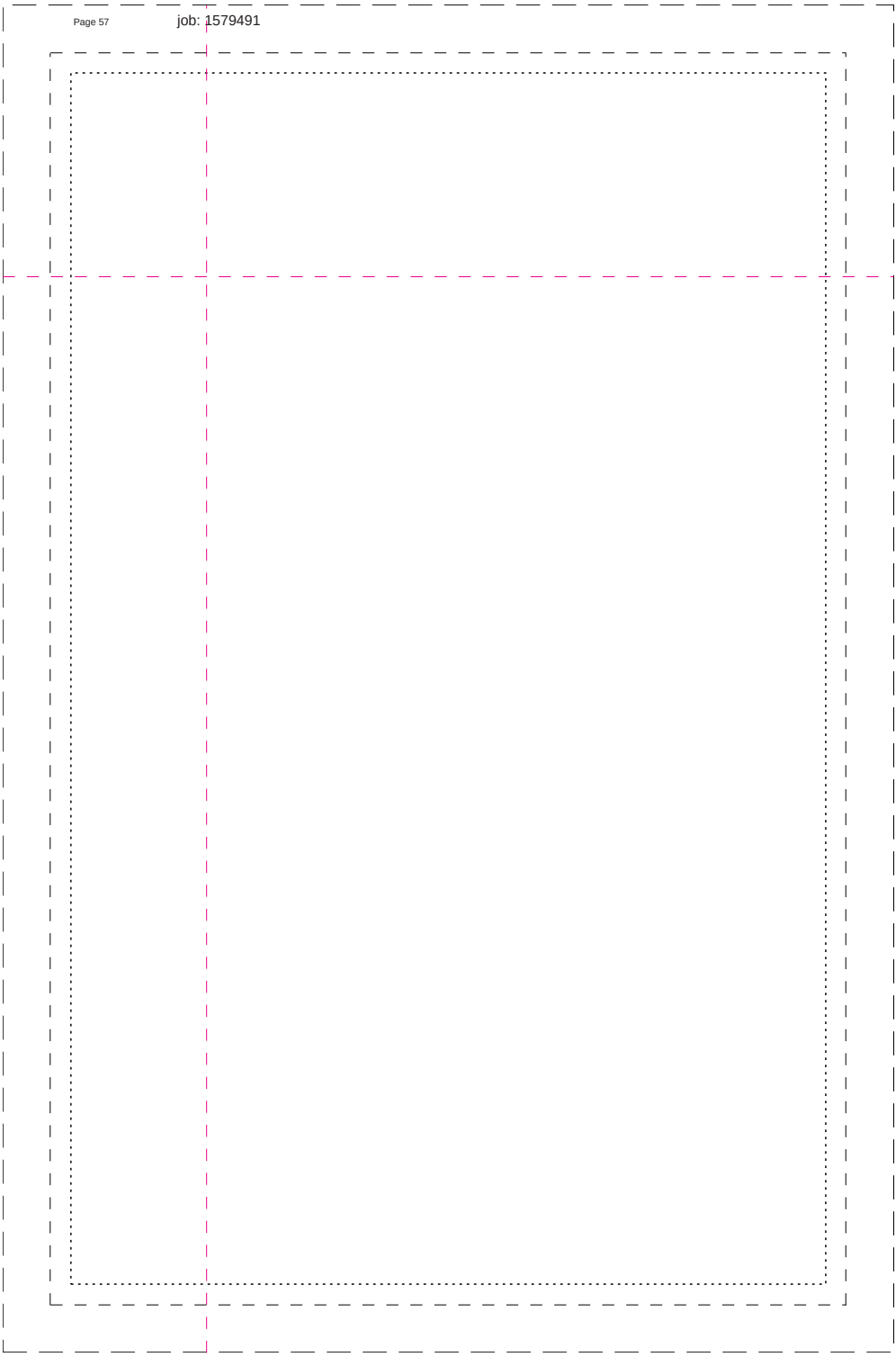

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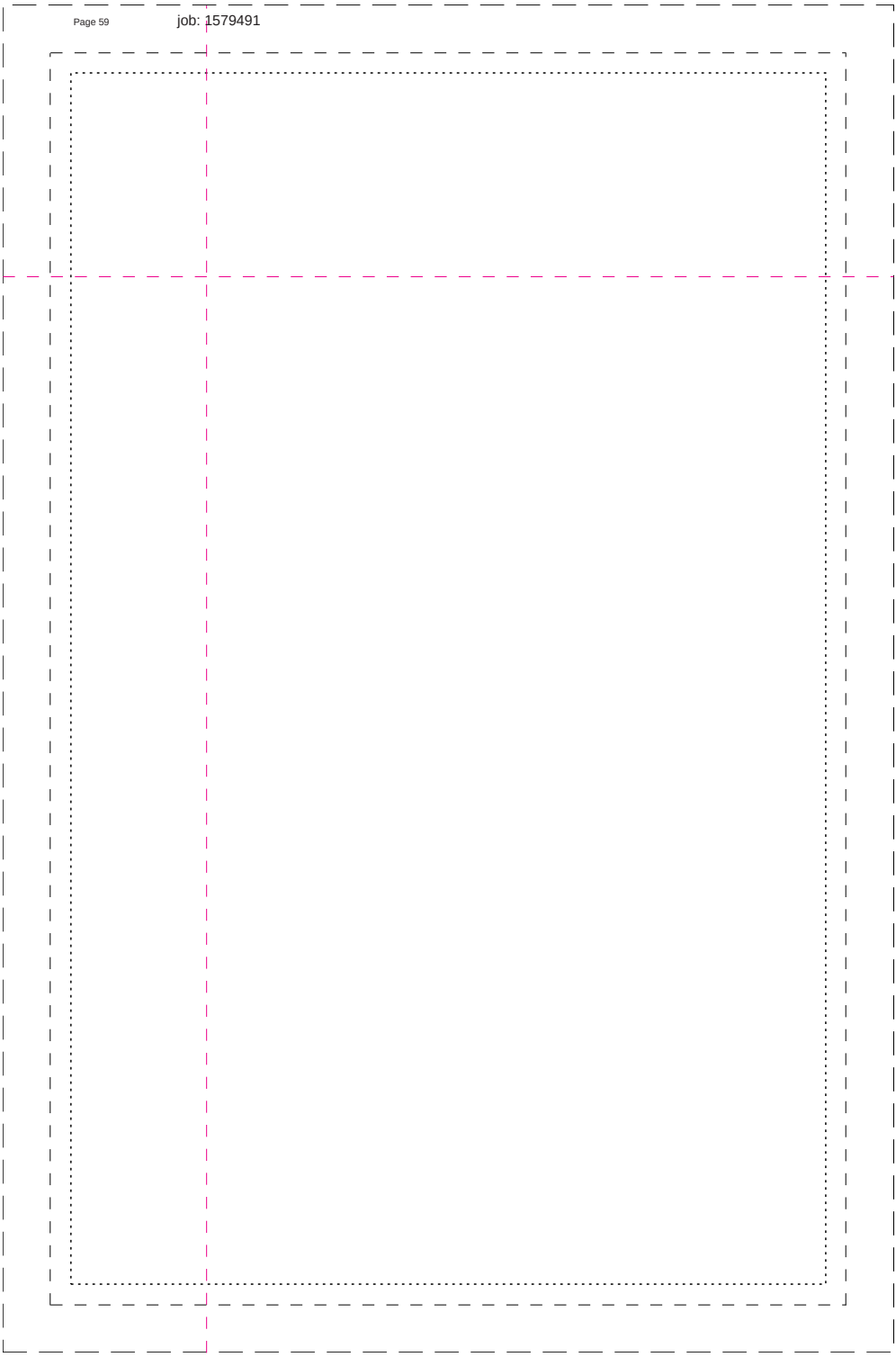

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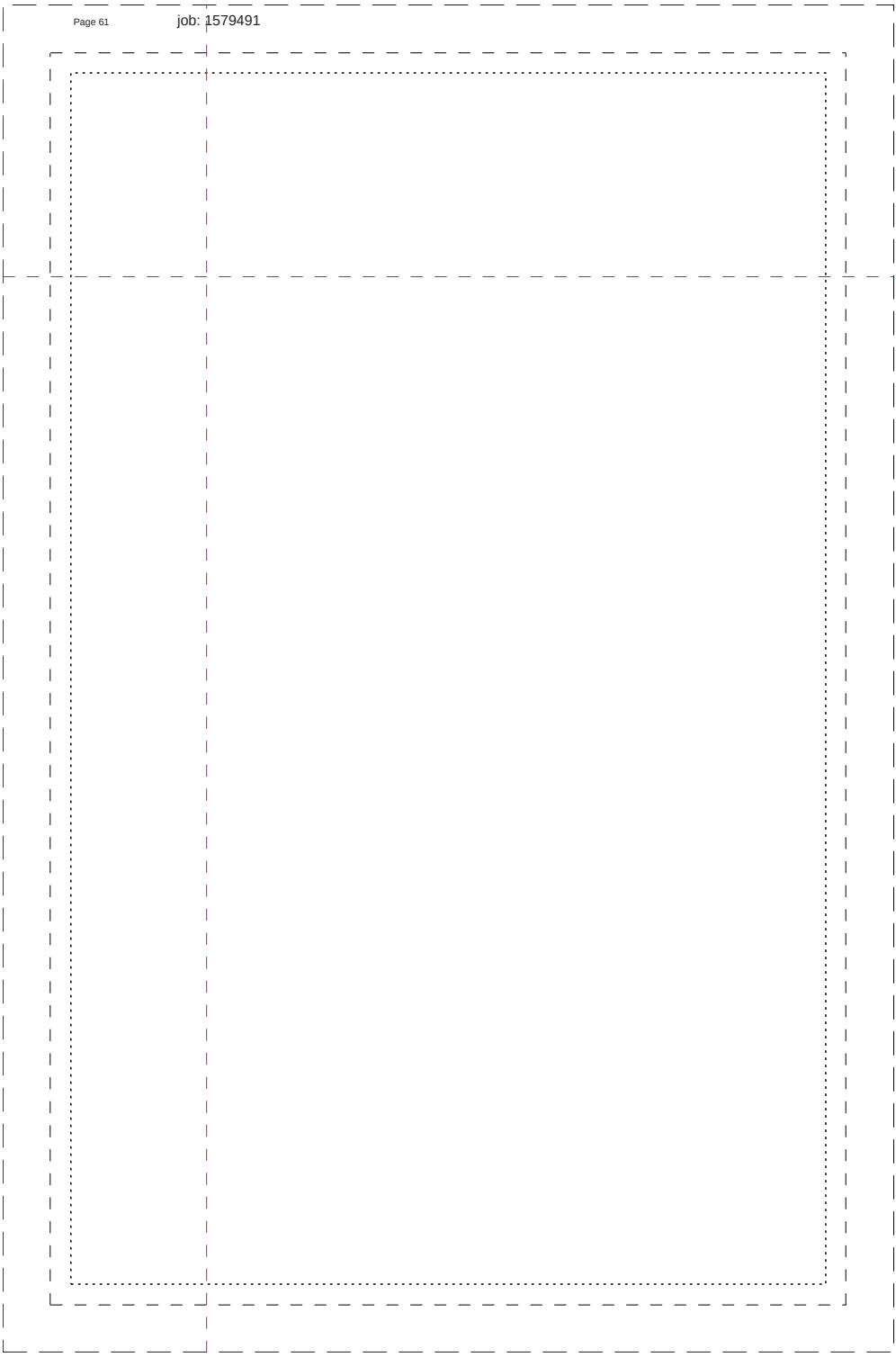

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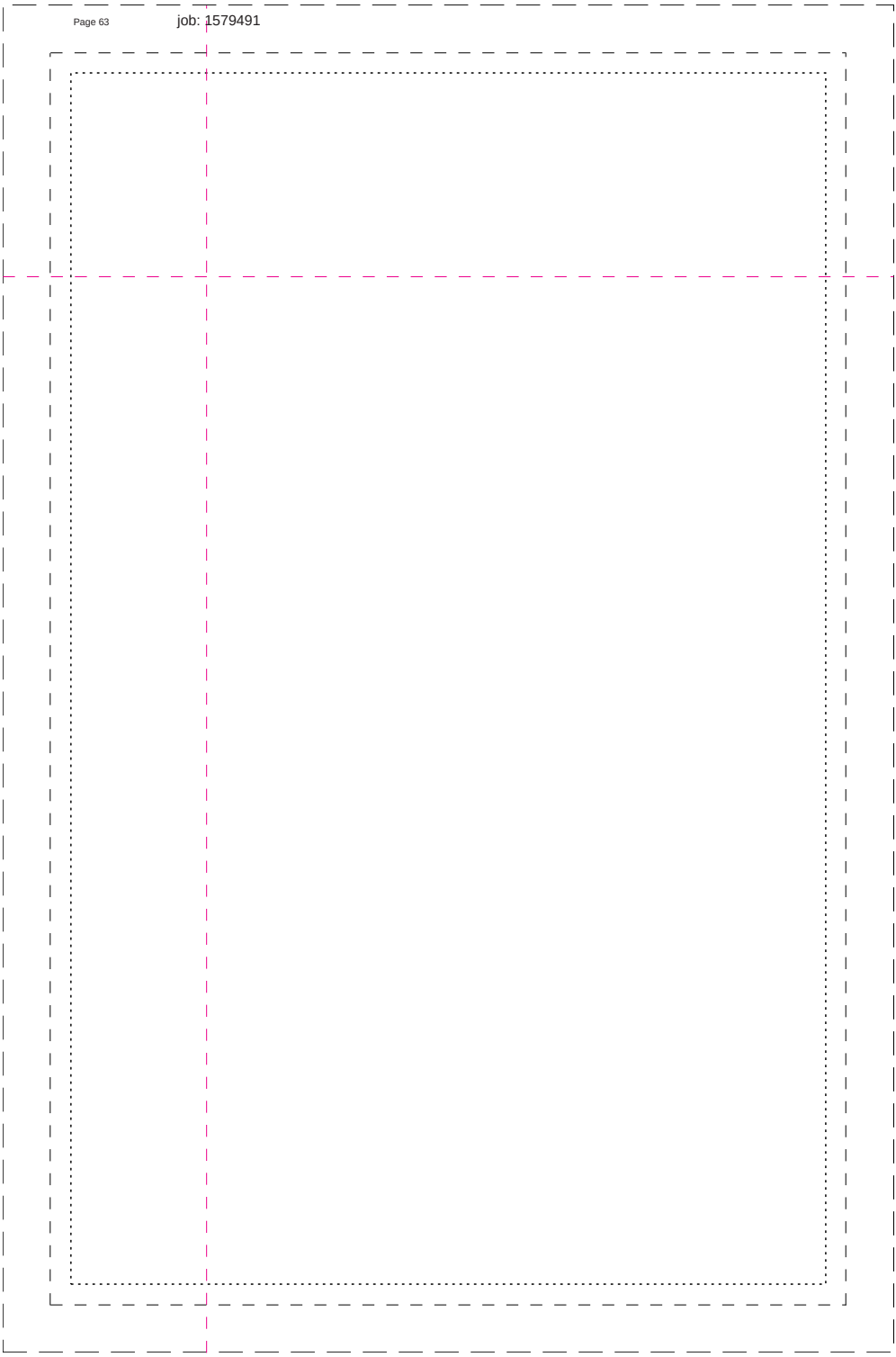

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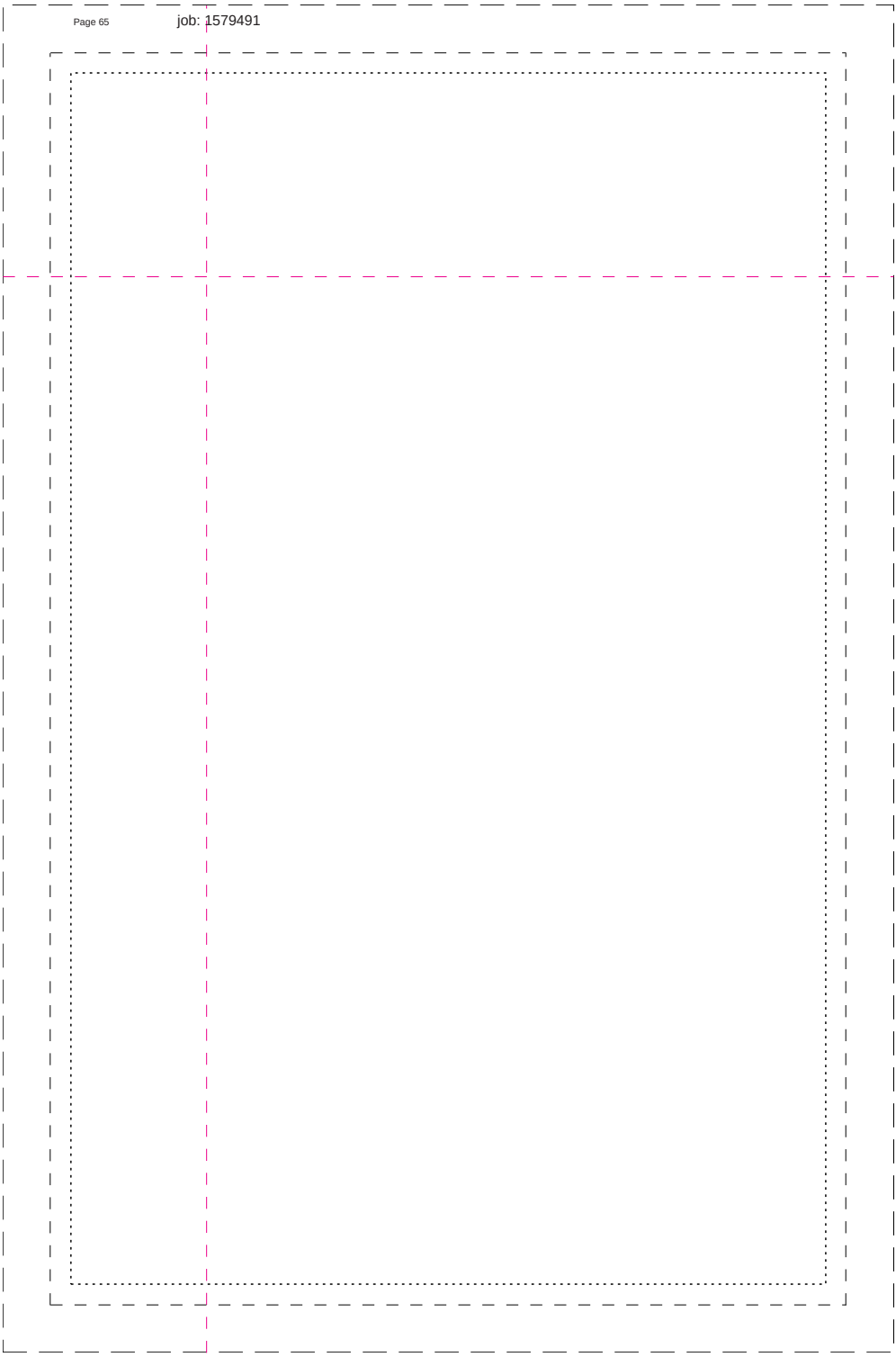

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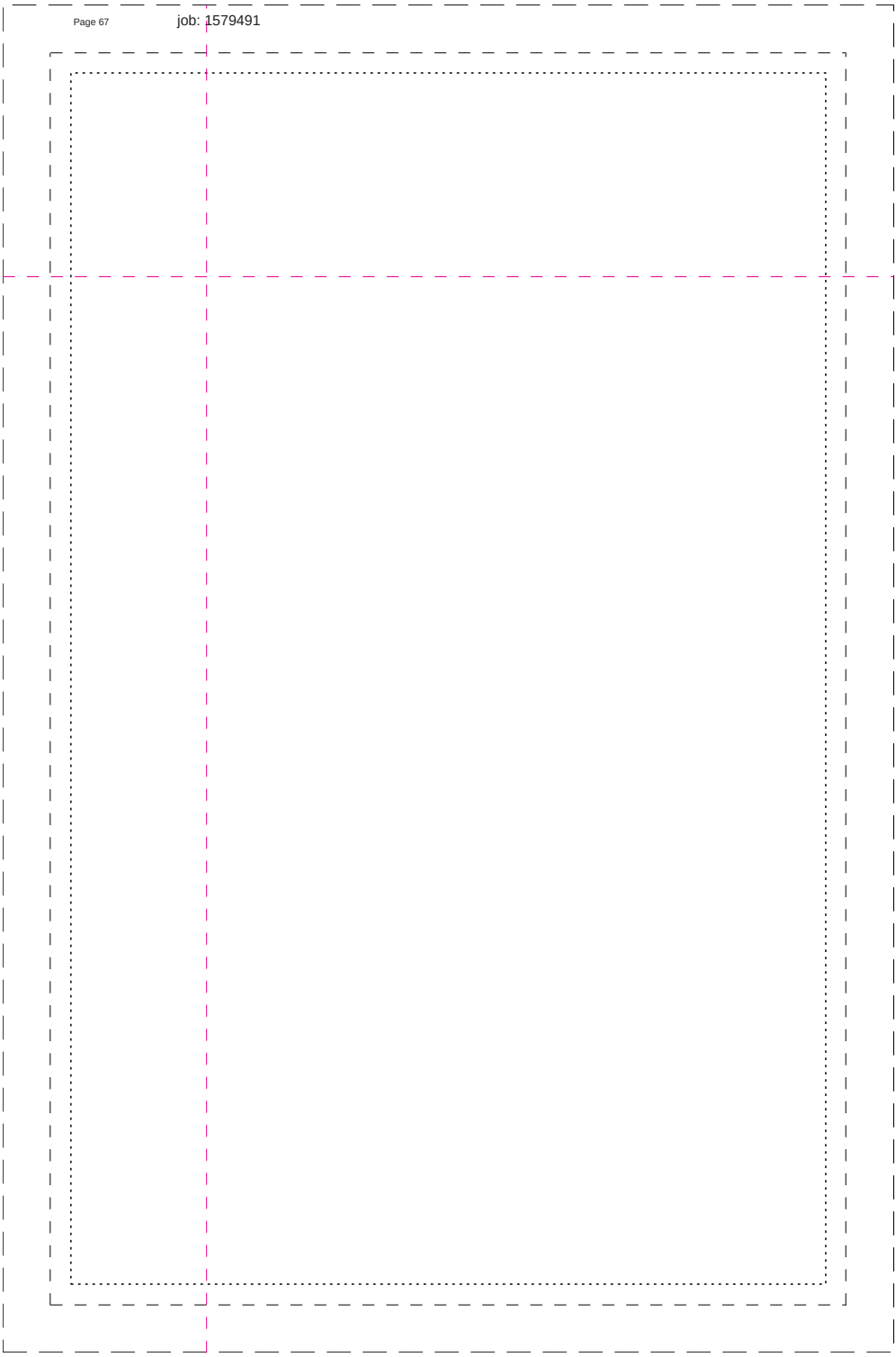

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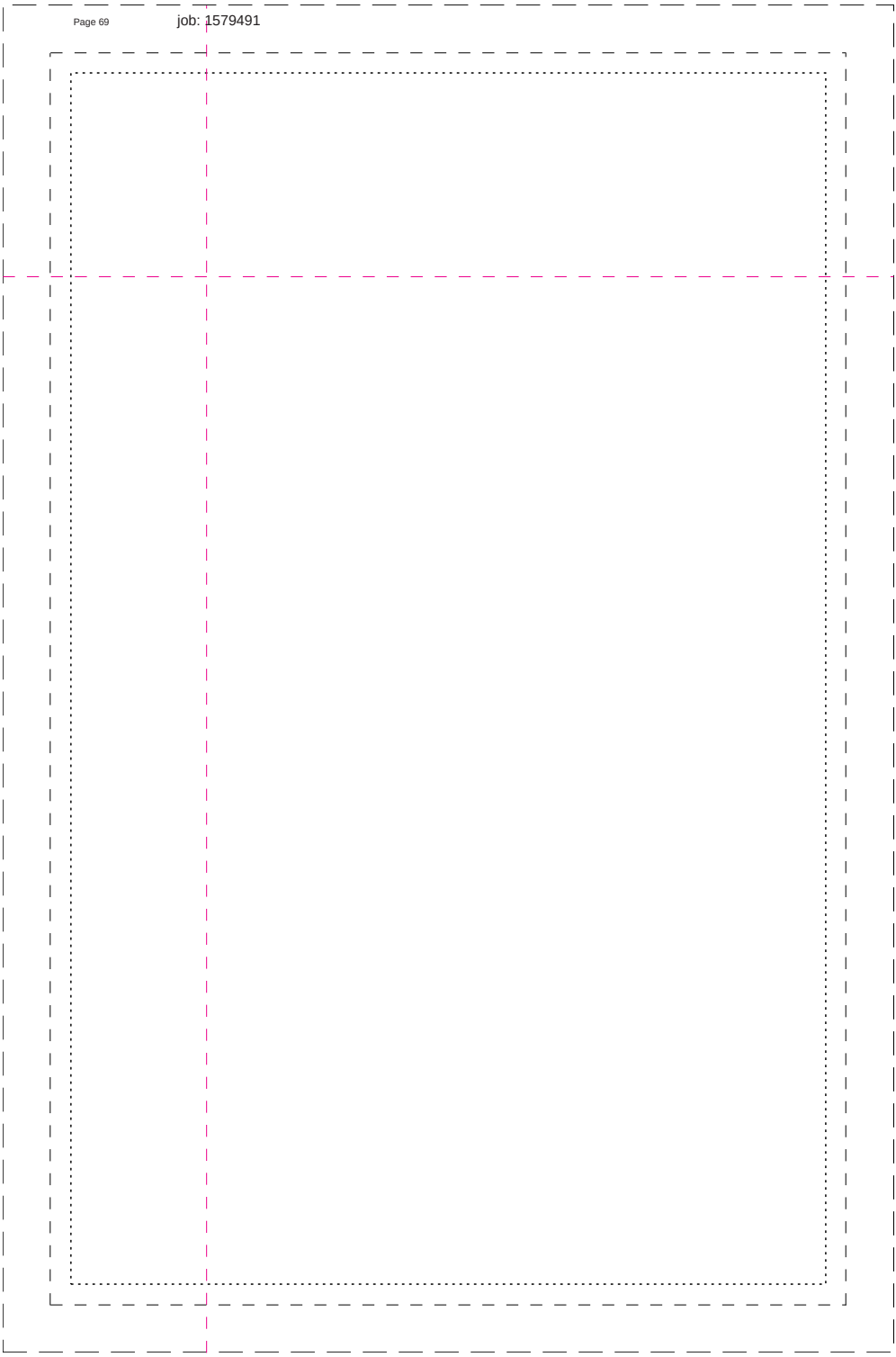

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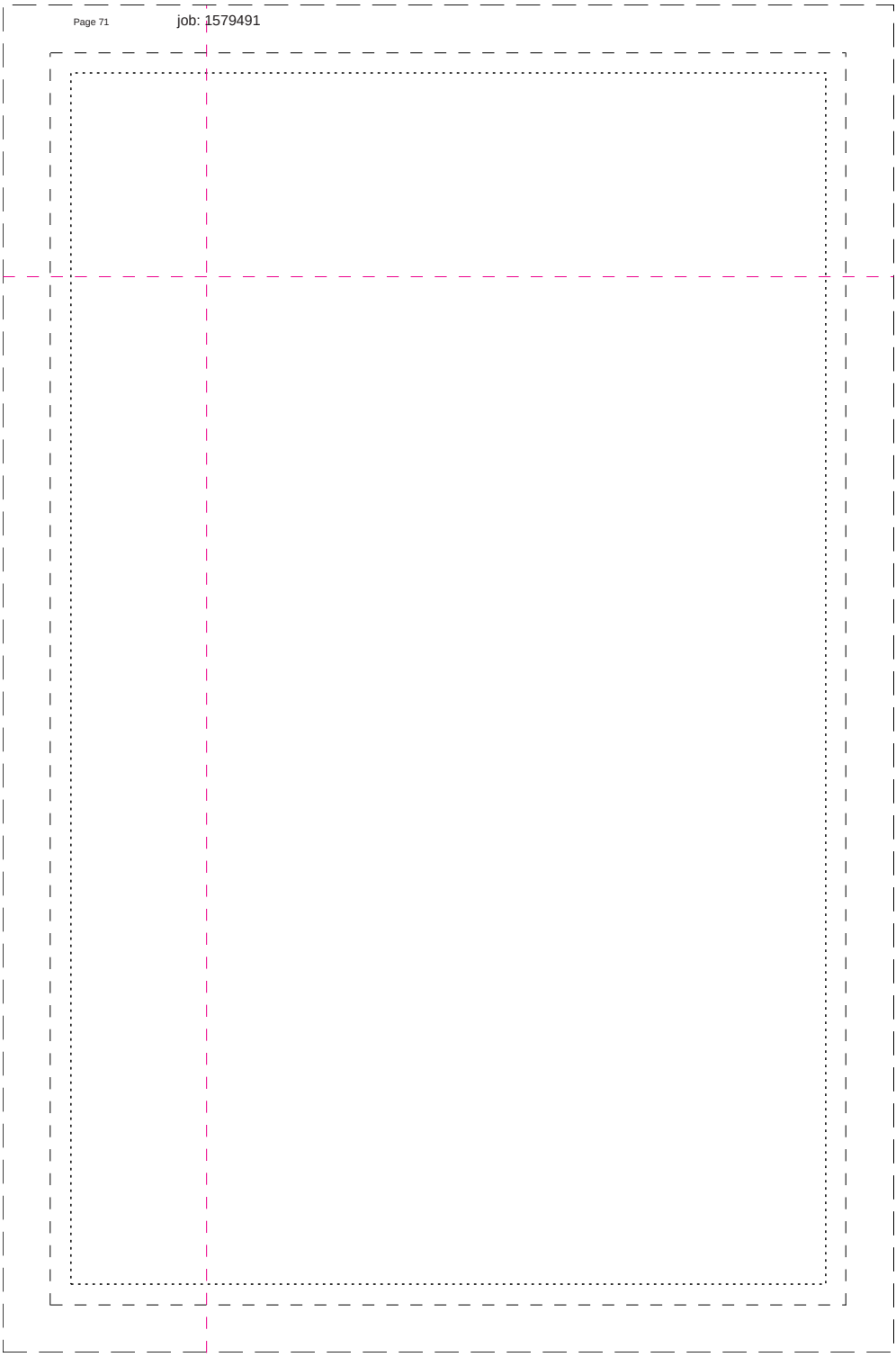

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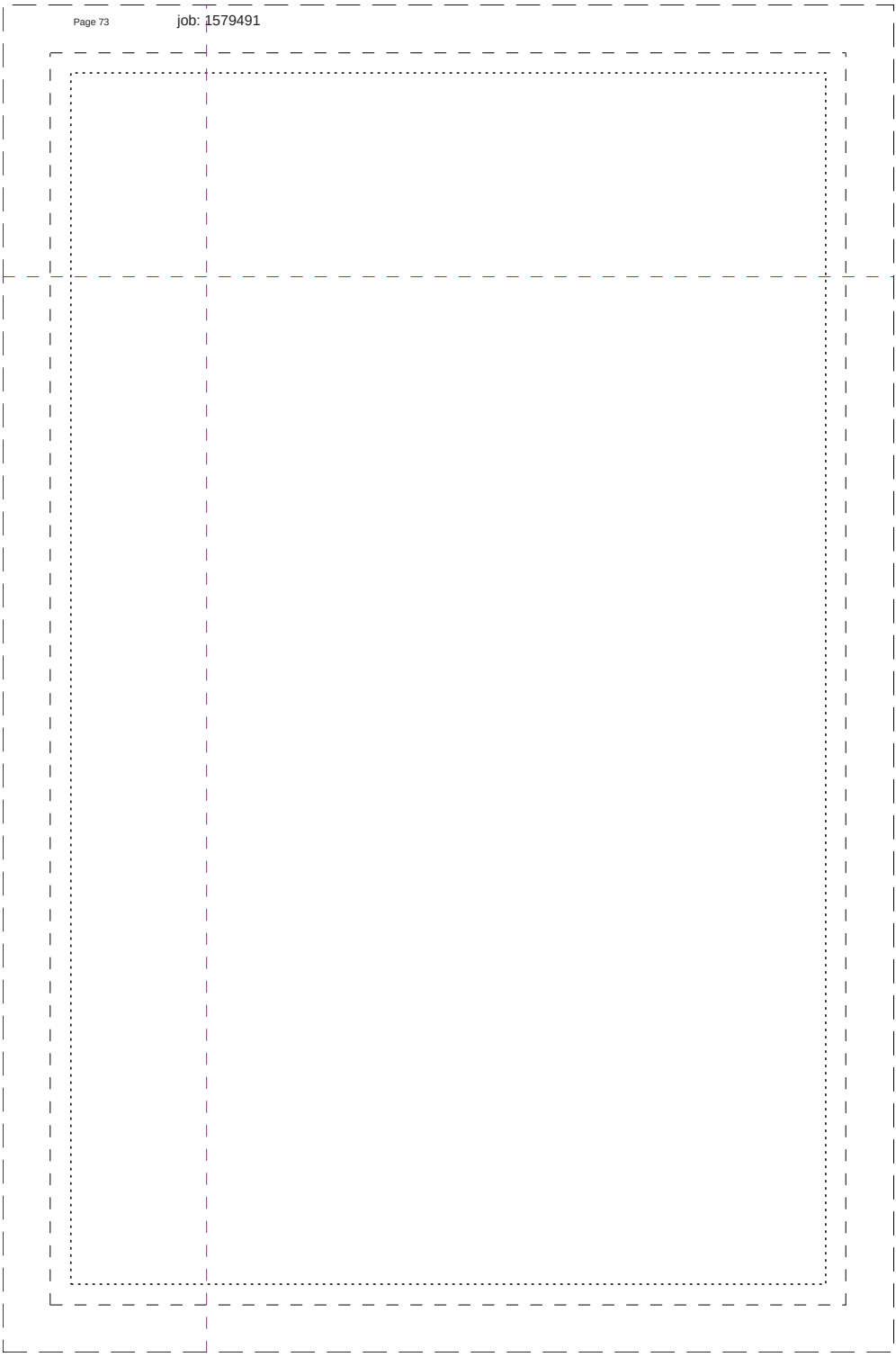

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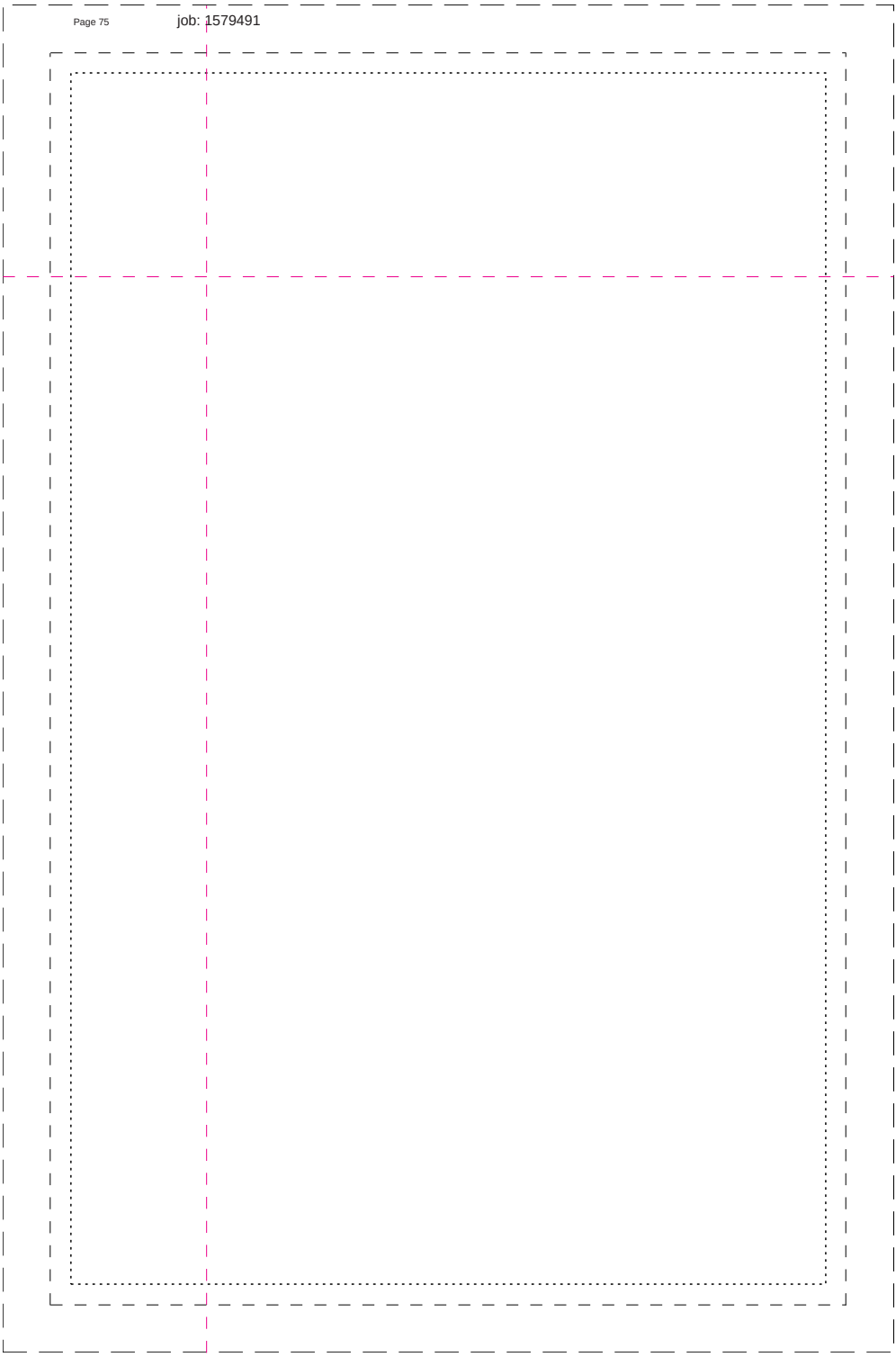

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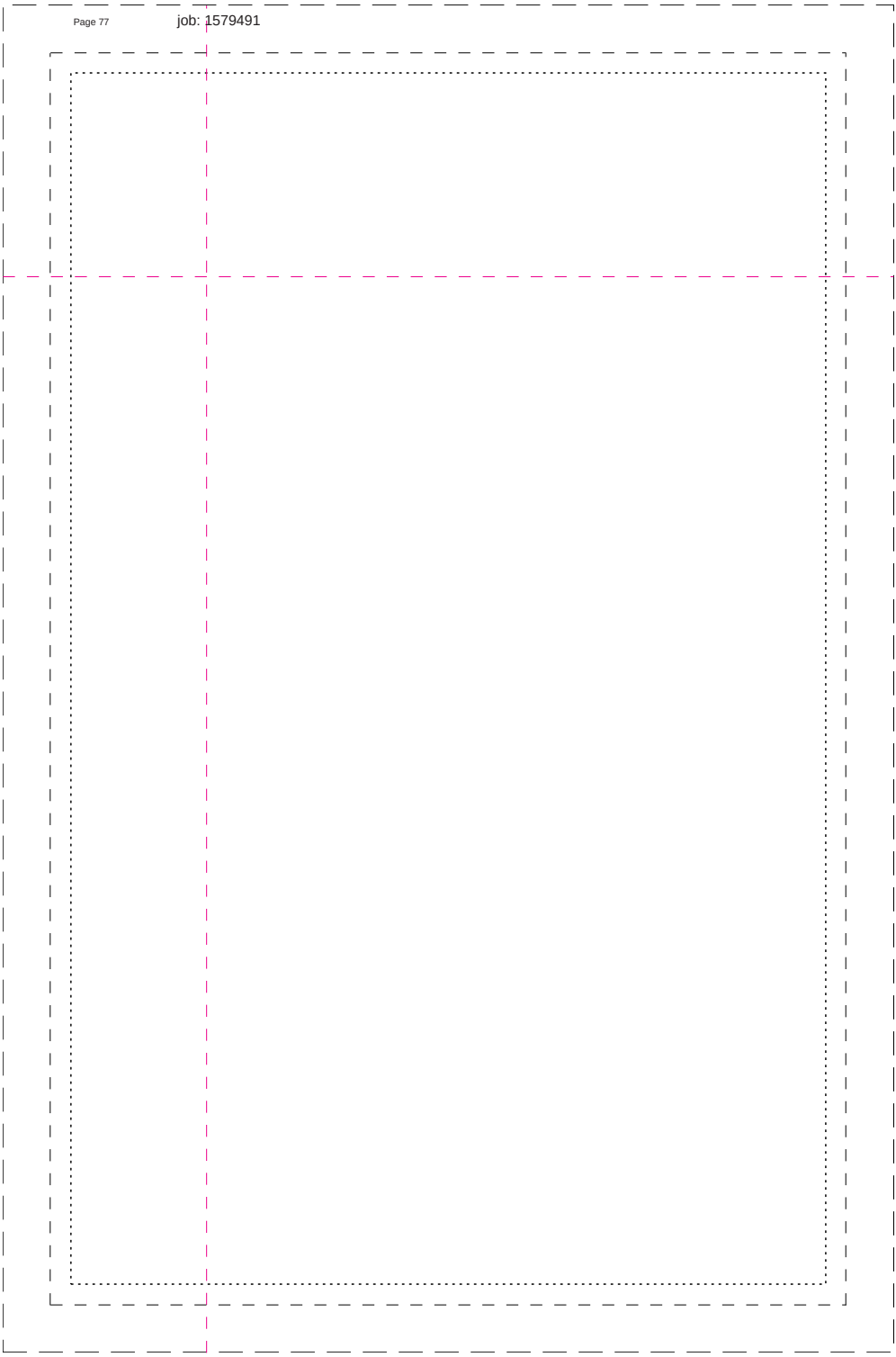

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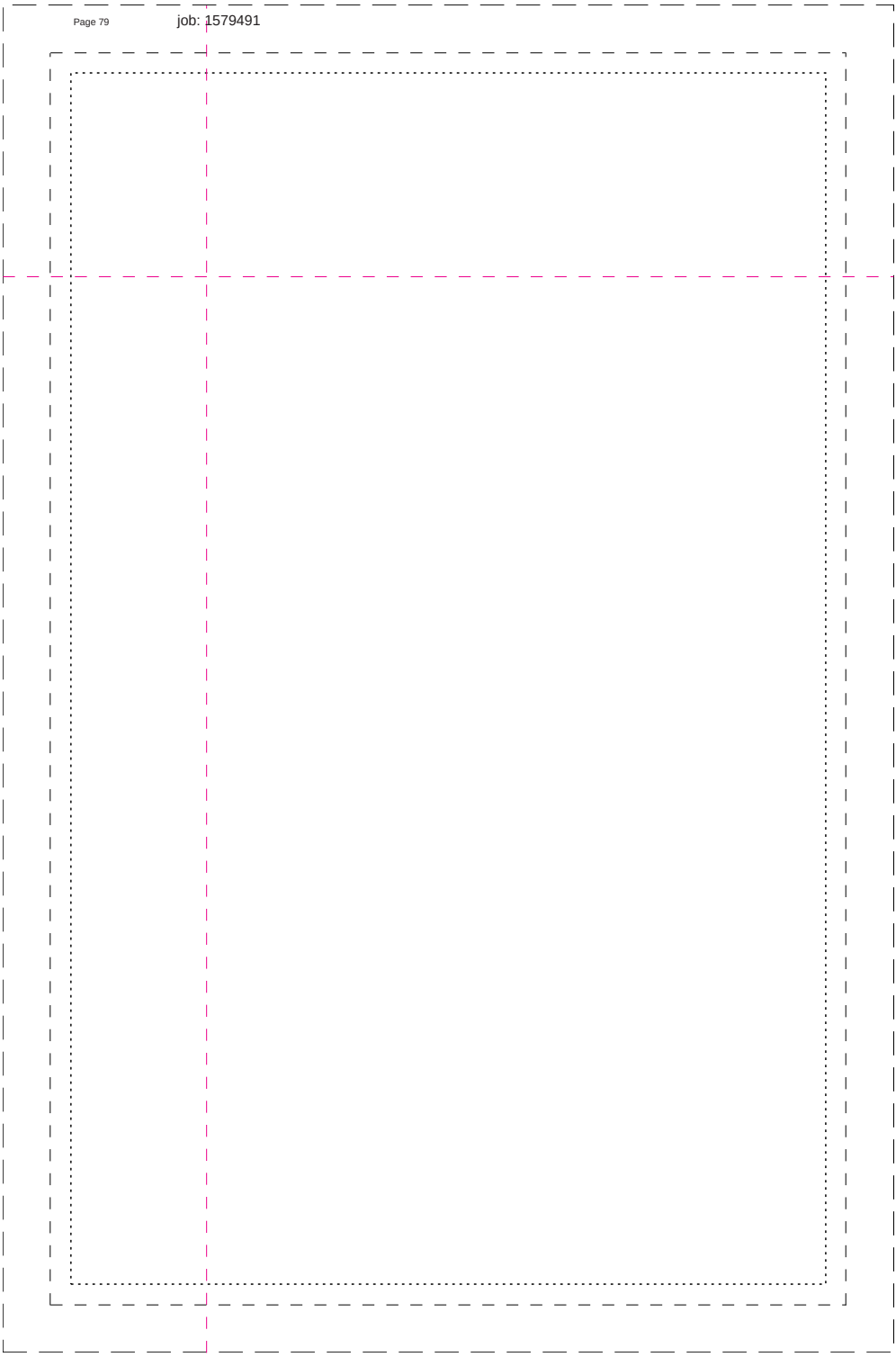

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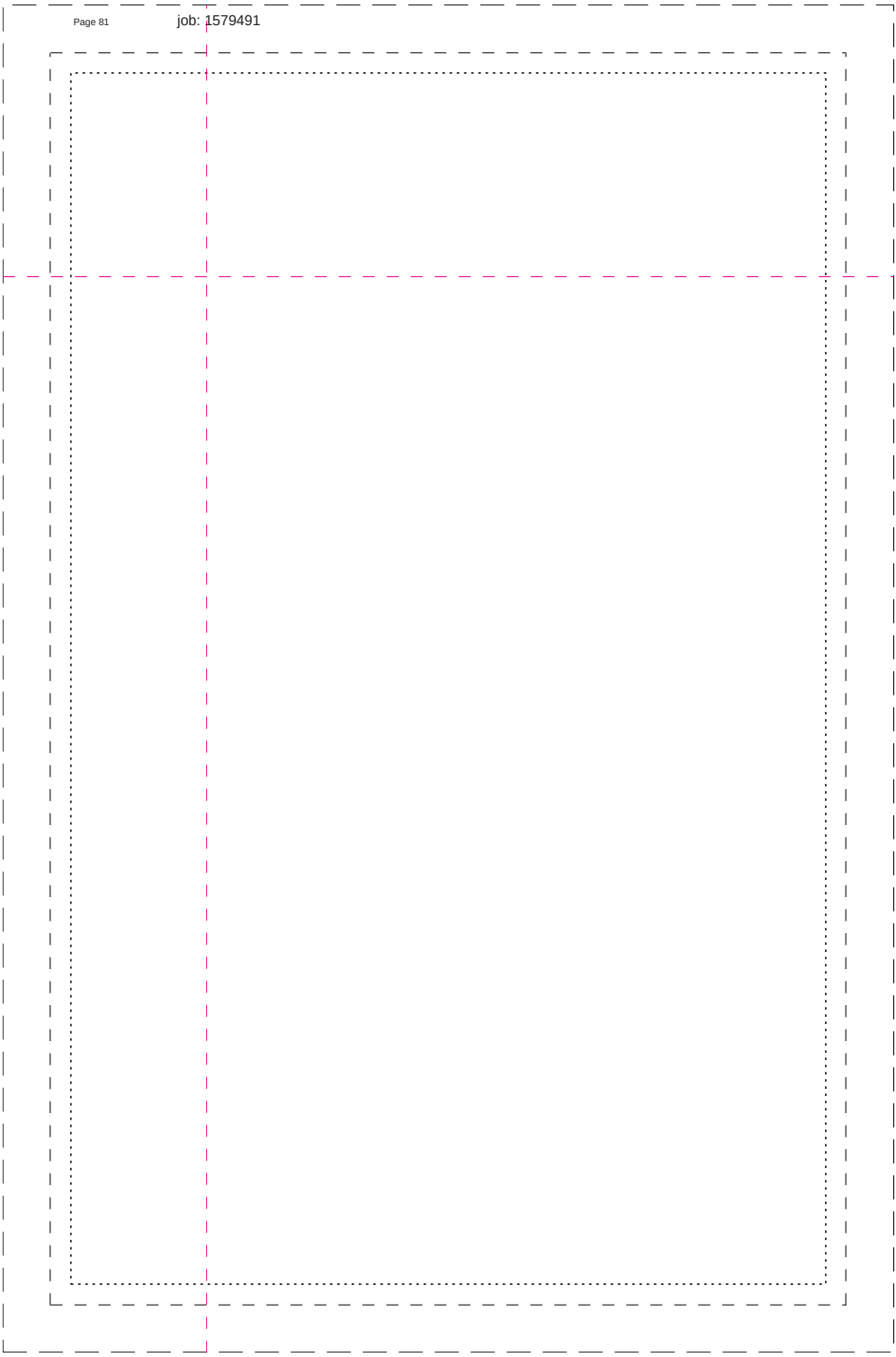

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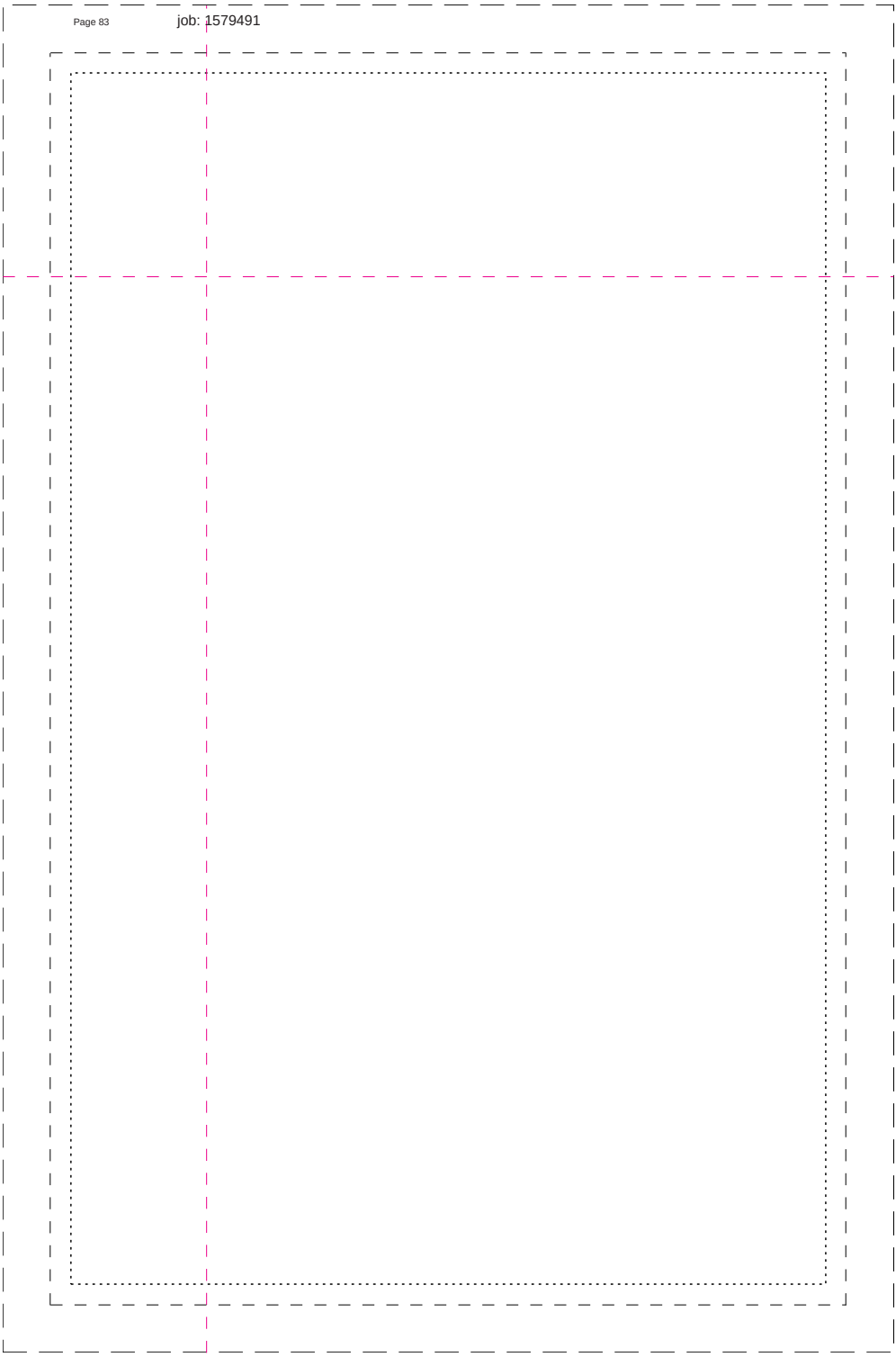

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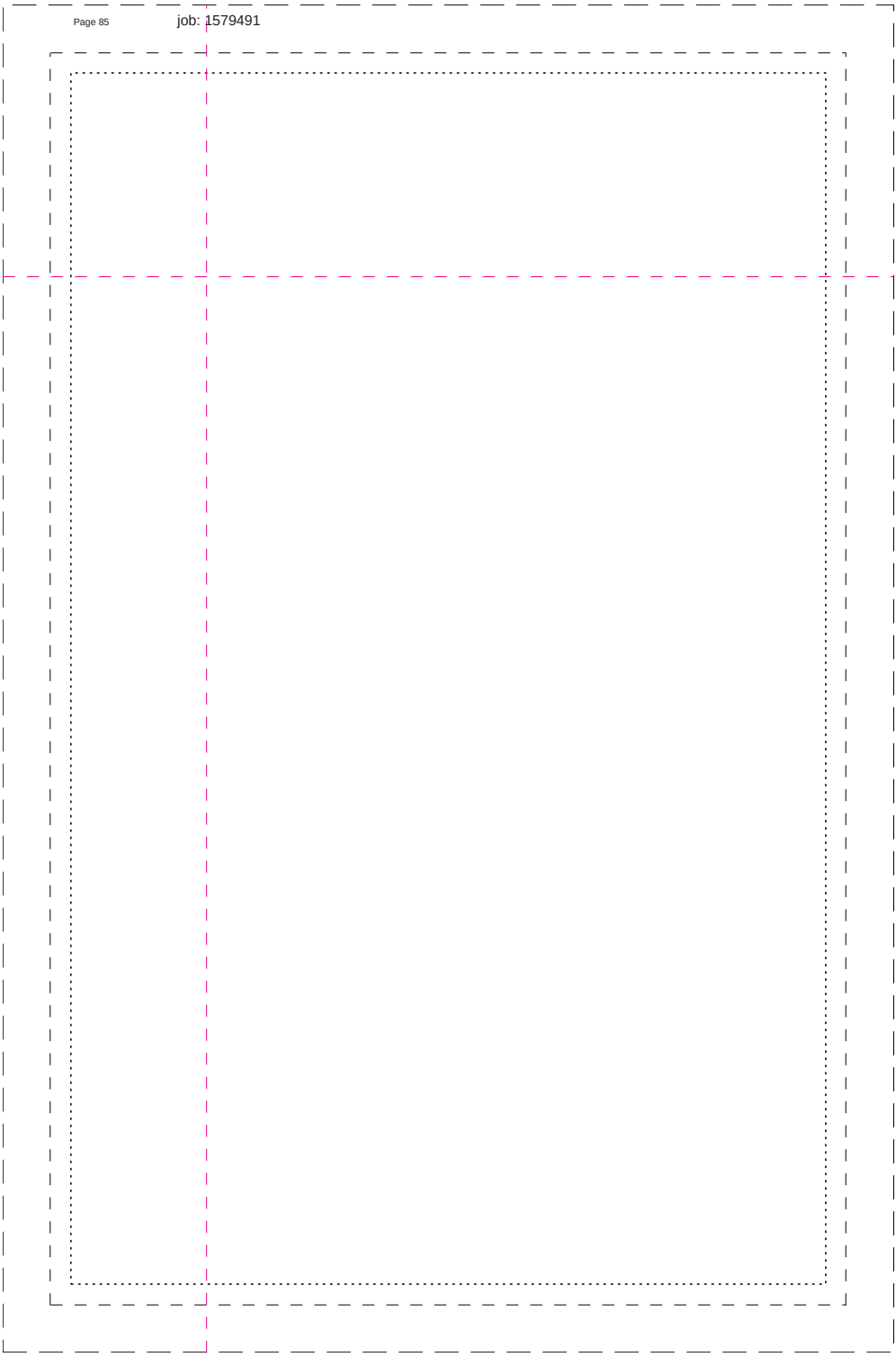

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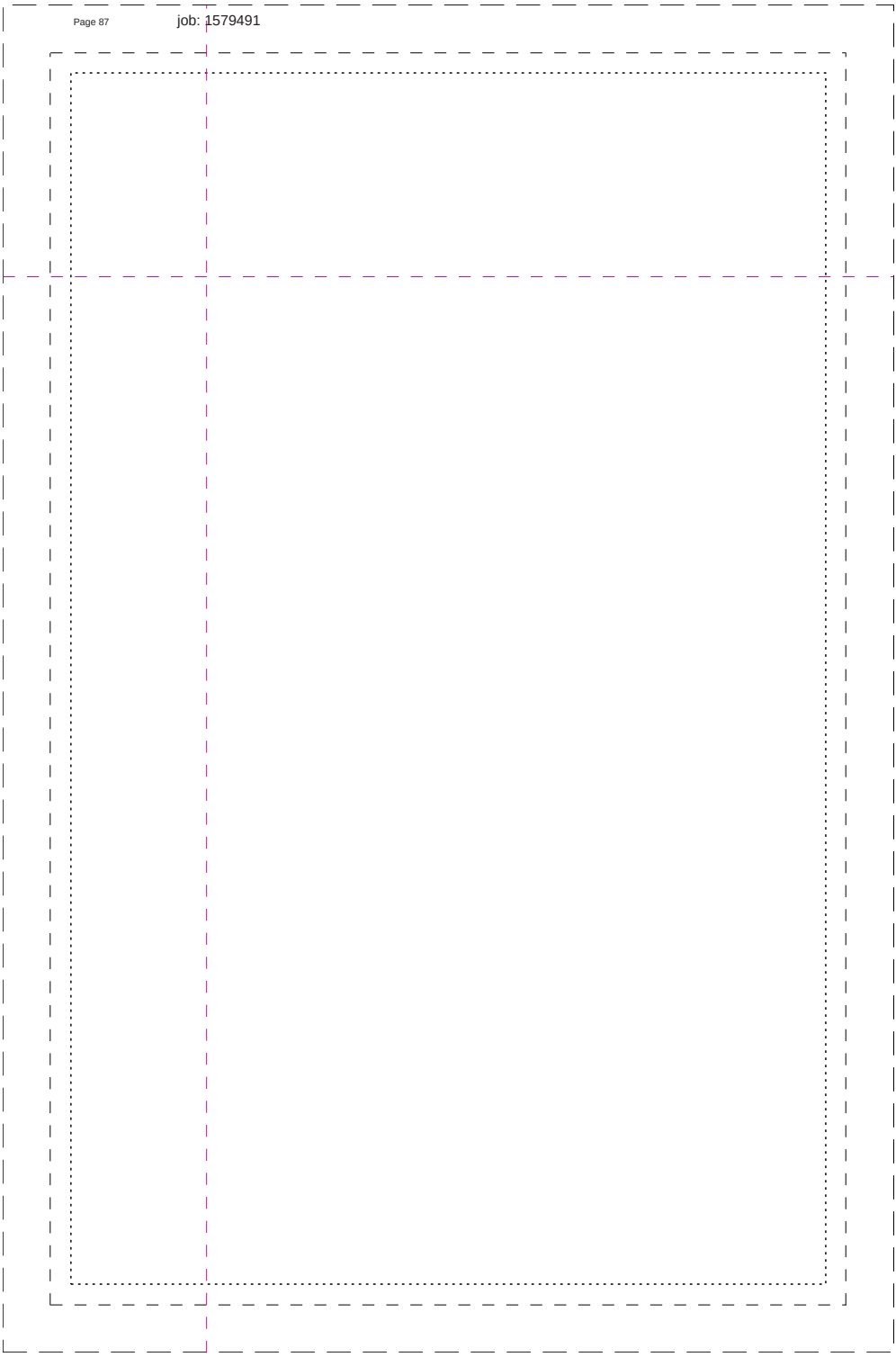

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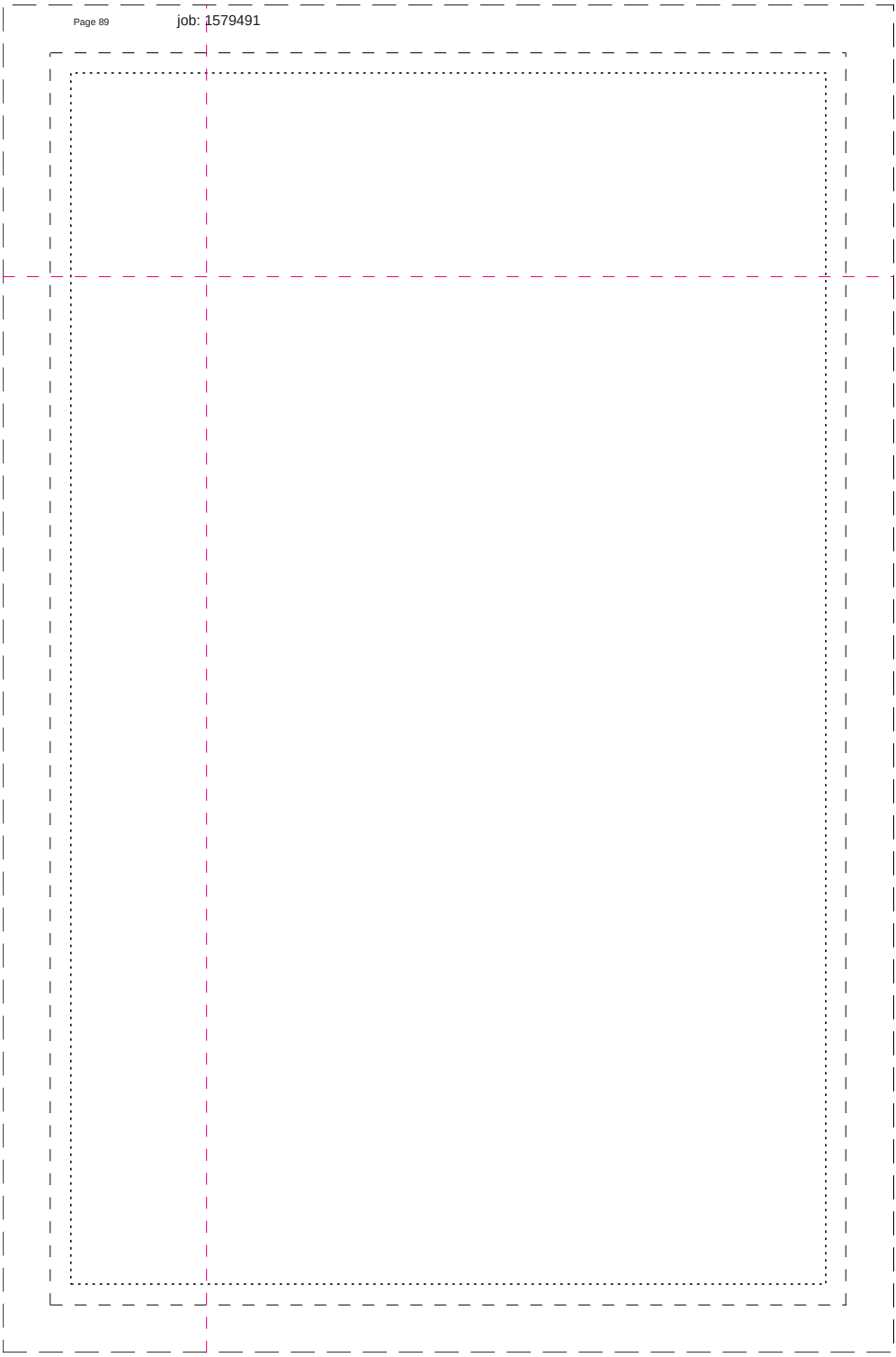

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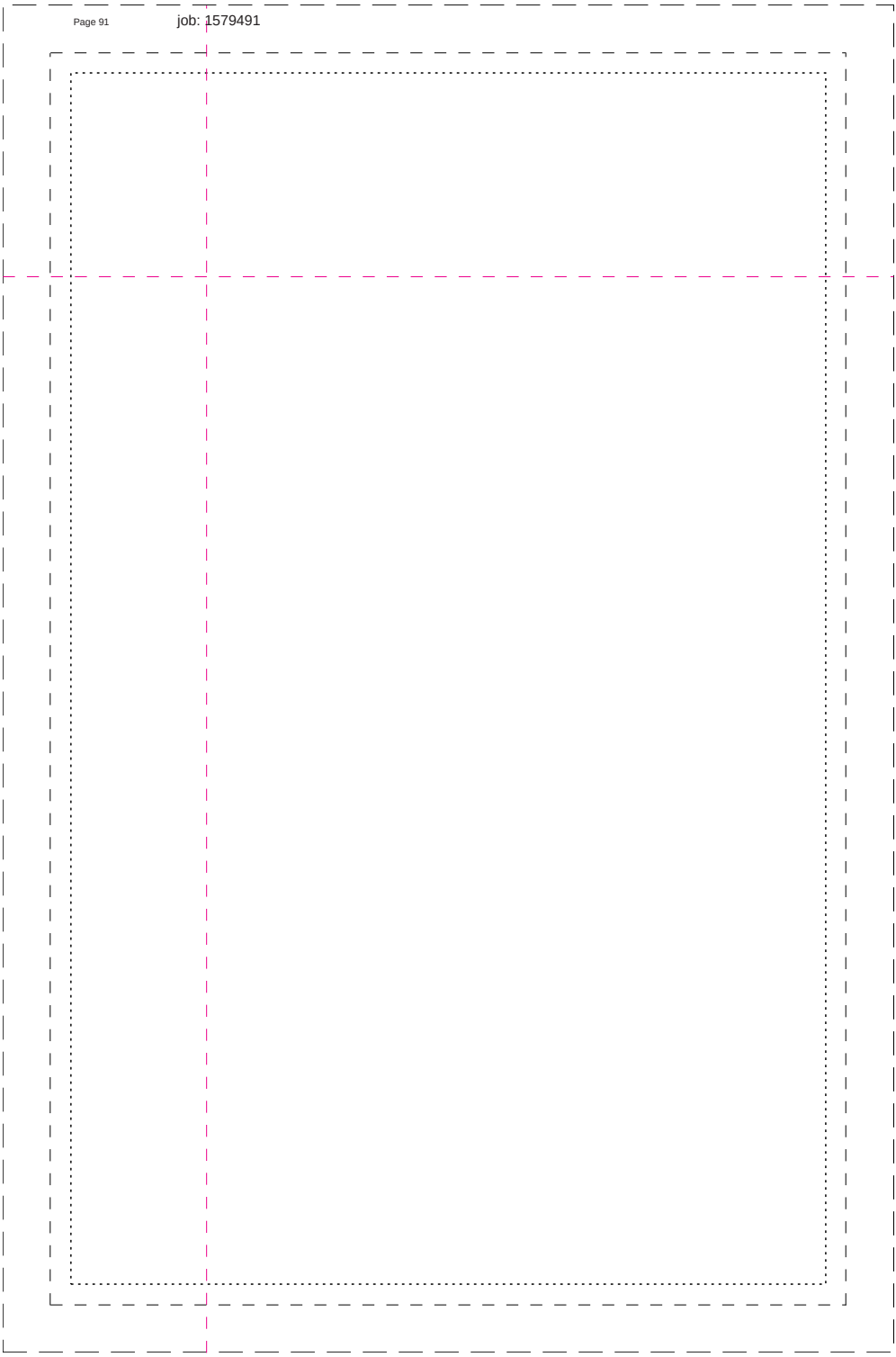

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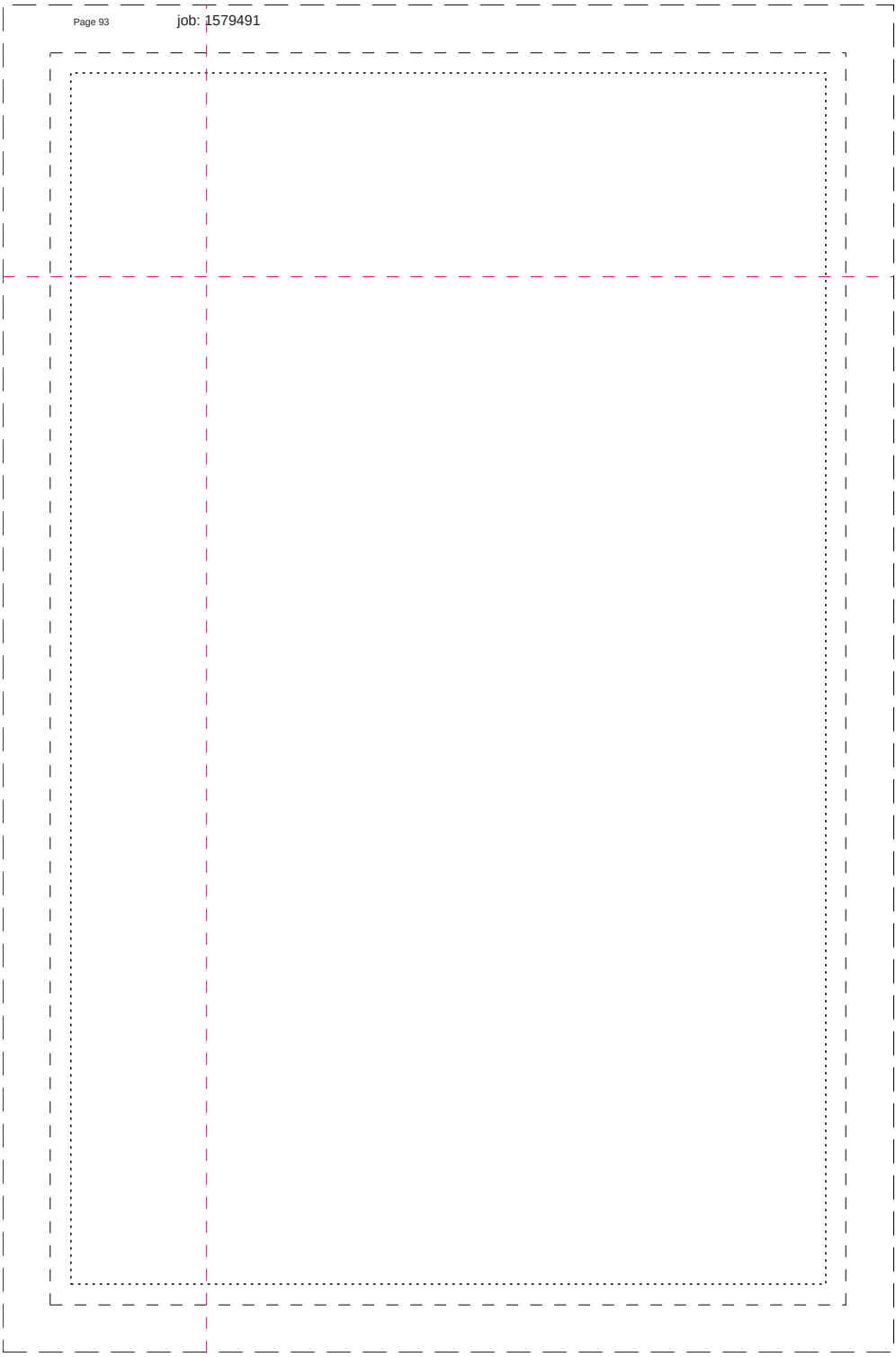
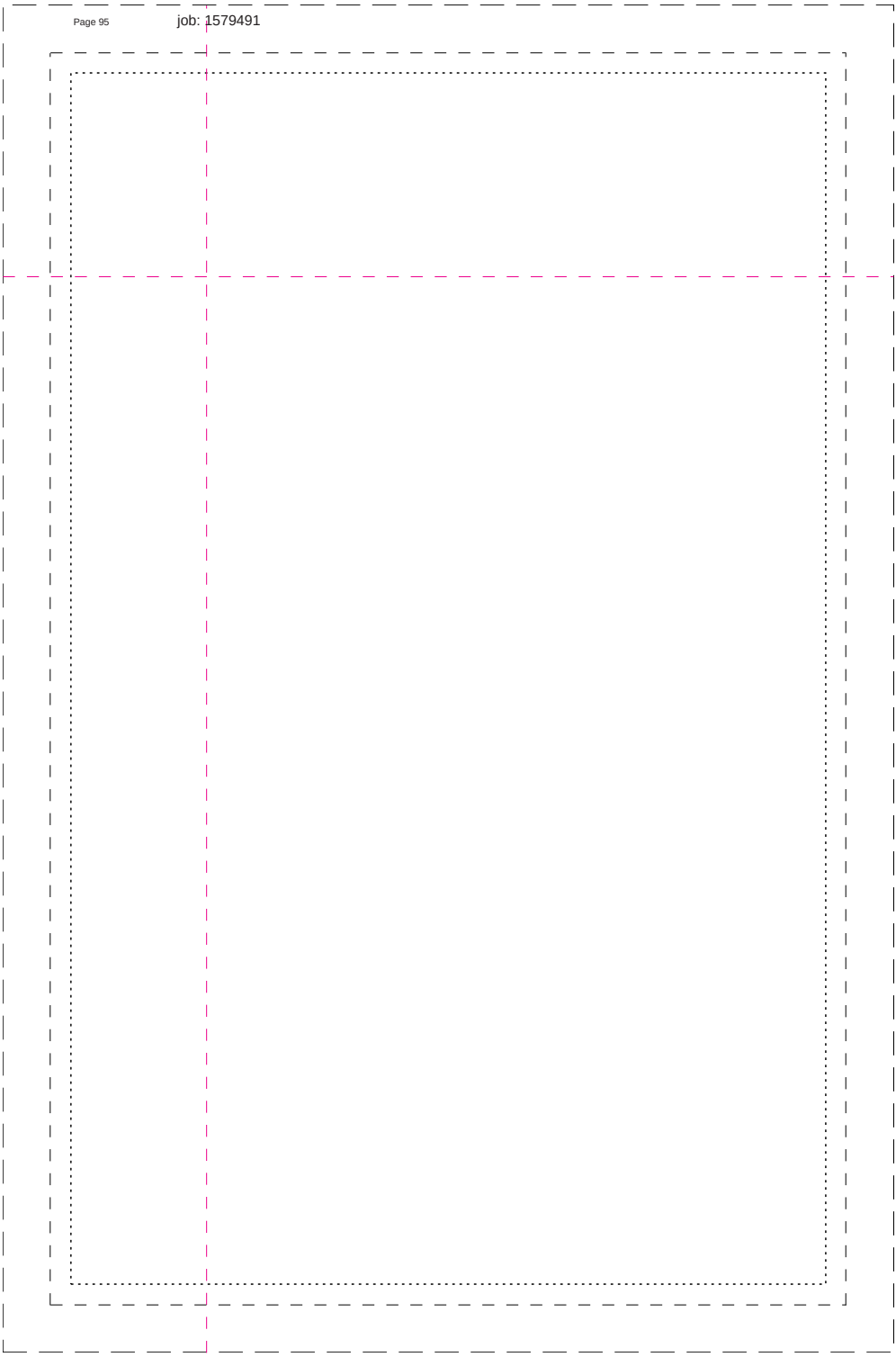
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