

AWARD INFORMATION

NIELSEN NZ PUBLISHER OF THE YEAR

Who should enter?

This category is aimed at finding the best business engaged in the publishing, sales or distribution of books into the New Zealand market.

Criteria

The judges are looking for consistently high standards, outstanding commercial success and all-round excellence in your business. Examples should relate to the period 01 April 2018 to 31 May 2019 and could include:

- **OPERATIONAL EXCELLENCE** - The commercial success of your publishing programme and evidence it is part of a sustainable and durable business.
- **CUSTOMERS AND SERVICE** - How do you go the extra mile to provide the best possible customer service. Evidence of investment in back-list development.
- **YOUR PLACE IN THE BOOK TRADE** - Lively, creative and engaging publishing. The discovery of creative and commercially significant debut authors
- **INNOVATION** - What good work you are doing in the promotion, design and marketing of books in all formats, including digital.
- **ONLINE** - Tell the judges about your website, online sales and social media engagement.
- **COMMERCIAL SUSTAINABILITY** - Evidence of how you are contributing to the sustainability of the entire NZ book trade. How does this differ from the first point?

What to submit

- A completed entry form
- A single PDF (10 pages max.) which addresses the above criteria.
- Some of the things you could include are: Marketing campaign highlights, key achievements, innovations, rights deals, examples of media coverage and reviews, sales figures and market share, bookseller referees and evidence of a robust and efficient distribution system

Entry fee

This year there is no entry fee for members of Booksellers NZ and/or PANZ. Non-members may enter for a fee of \$100+ gst.

The prize

Thanks to Nielsen, the winner will receive a \$250 cash prize. The winner will be presented with a trophy, certificate (and cheque) at the Awards Dinner on Saturday 24 August and will be included in a media release, Booksellers NZ website and social media which are managed by Booksellers NZ.

How to enter

Email your entry to gemma.browne@booksellers.co.nz by **Monday, 15 July 2019**.