



## 2025 AWARD INFORMATION

# 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

Your entry should showcase consistently high standards, commercial success and all-round excellence in your business. Examples should relate to the period 1 April 2024 to 31 March 2025 and should consider all of the following:

- **YOUR PRESENCE IN THE BOOK TRADE** – Lively, creative and engaging publishing across your list. The discovery of critically and/or commercially significant debut authors. Where relevant, ongoing support for established writers and the active promotion of backlist titles.
- **OPERATIONAL EXCELLENCE** – The commercial success of your programme. The durability and sustainability of your business and the customer experience. How you provide advice and support to your customers, including efficient distribution systems or partnerships.
- **ATTRACTING READERS** – Your achievements and innovations in the promotion, publicity and marketing of books in all formats. Your consumer engagement across a variety of channels and platforms. Your work to attract readers (whether mass-market, niche or new and diverse) and/or promote books and reading to a wide audience.
- **YOUR CULTURE AND COMMITMENT:** What makes your business special?

### WHAT TO SUBMIT

- A completed entry form
- Some of the things you could include are:
  - Details of acquisitions, books, projects or programmes of work and their impact
  - Any awards success or other critical or commercial recognition
  - Rights deals
  - Sales data and market share
  - Testimonials from authors, booksellers and other partners
  - Marketing and publicity campaign highlights
  - Examples of media coverage and reviews
  - Community feedback and user comments
- A single PDF (4 pages max.) that addresses the above criteria

### THE PRIZE

The winner will be announced at the Book Industry Awards on Saturday 19 July 2025. Winners may be called on to do media interviews in the weeks following the awards to talk about their win (and to promote the New Zealand book industry generally).

**Entries close 10am Friday 6 June 2025**