

BOOK

BUSINESS

A Target Marketing Group Publication

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2010 Editorial Calendar
www.BookBusinessMag.com



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BOOK BUSINESS 2010 Editorial Calendar

Issue	Features	Columns	Departments	Advertising Supplement	Bonuses
JANUARY/FEBRUARY Ad Close: 12/18/09 Ad Due: 12/23/09	The "Future" Issue • Special Report: Where is the industry headed? • The Changing Reader/Consumer • Leader Profile: Strategic Reorganization	MARKET FOCUS • Business Books E-BOOK BUSINESS SERIES: • Pricing	• Digital Directions • Guest Column • Strategically Speaking	• The Corner Office • Social Media Spotlight • FastStats • \$-Saver • M&A Update	• "Green" Publishing Options List Usage
MARCH Ad Close: 02/05/10 Ad Due: 02/10/10	The "Strategy" Issue • How to Prioritize in a Changing, Print-Digital World • "Green" Study: The Industry's Progress Toward Environmentally Sustainable Publishing/Printing	MARKET FOCUS • Tweens & Teens E-BOOK BUSINESS SERIES • Author Contracts, Royalties	• Digital Directions • Guest Column • Manufacturing Matters: Paper Forecast	• The Corner Office • Social Media Spotlight • Marketing Interview • FastStats • Time-Saver	• Publishing Business Conference & Expo March 8–10, New York City • On Demand Expo April 20–22, Philadelphia • London Book Fair April 19–21, London
APRIL Ad Close: 04/13/10 Ad Due: 04/16/10	The "Leadership" Issue • Top Women in Book Publishing NEWS COVERAGE: • Publishing Innovator of the Year • Sustain Print Awards Winners • Publishing Business Conference & Expo Post-Show Wrap-Up	MARKET FOCUS • Graphic Novels E-BOOK BUSINESS SERIES • Distribution/Rights	• Digital Directions • Guest Column	• The Corner Office • Editorial Interview • FastStats • \$-Saver • M&A Update	Ad Awareness Study
MAY/JUNE Ad Close: 05/07/10 Ad Due: 05/12/10	The "Book Manufacturing" Issue • Top 30 Book Manufacturers List • Special Report: The State of the Book Manufacturing Industry NEWS COVERAGE: • BISG's Making Information Pay • IDPF's Digital Book	MARKET FOCUS • Romance E-BOOK BUSINESS SERIES • Mobile Content	• Digital Directions • Guest Column • Strategically Speaking	• The Corner Office • Social Media Spotlight • FastStats • Time-Saver	• BookExpo America May 25–27, New York • Association of Educational Publisher's Educational Publishing Summit June 6–9, Washington, DC
JULY/AUGUST Ad Close: 06/15/10 Ad Due: 06/18/10	The "Digital Printing" Issue • Book-at-a-time Printing Update • Top Digital Book Printers Special Feature: The Annual Salary Guide! NEWS COVERAGE: Book Expo America	MARKET FOCUS • Urban Lit E-BOOK BUSINESS SERIES • E-reader Update	• Digital Directions • Guest Column	• FastStats • \$-Saver • M&A Update	2-for-1 Advertorial Issue
SEPTEMBER Ad Close: 07/23/10 Ad Due: 07/28/10	The "Retail" Issue: • Special Report: The Changing Retailing Landscape • Best Practices for Minimizing & Handling Returns • Leader Profile	E-BOOK BUSINESS SERIES • E-book Retailers List	• Digital Directions • Guest Column: Book Retailer	• The Corner Office • Social Media Spotlight • Marketing Interview • FastStats • \$-Saver • M&A Update	• GRAPH EXPO October 3–6, Chicago, IL • Gold Ink/Hall of Fame Awards Banquet , October 4, Chicago, IL • Frankfurt Book Fair October 6–10, Germany
OCTOBER Ad Close: 09/09/10 Ad Due: 09/14/10	The "Excellence" Issue • Gold Ink Awards • Leader Profile: 2010 Publishing Executive Hall of Fame Inductee	MARKET FOCUS • Reference E-BOOK BUSINESS SERIES • Business Strategy	• Digital Directions • Guest Column • Manufacturing Matters	• The Corner Office	List Usage
NOVEMBER Ad Close: 10/08/10 Ad Due: 10/13/10	The "Resource" Issue • Best Book Publishing Companies to Work For • Book Publishing Resource Guide Social Media/Communities: Tips for Maximizing ROI	E-BOOK BUSINESS SERIES • Marketing E-books	• Digital Directions • Guest Column	• Social Media Spotlight • Editorial Interview • FastStats • \$-Saver	• Inventory Management/ Distribution Services
DECEMBER Ad Close: 11/05/10 Ad Due: 11/10/10	Annual Business Tips Issue! 100-plus tips: • Global Sourcing • "Green" Publishing • Budgeting/Cost-Cutting • Author Contracts • POD • Mergers & Acquisitions • Business Development • Negotiating Manufacturing Contracts ... and more!	E-BOOK BUSINESS SERIES • Tips for Boosting E-book Sales	• Digital Directions • Guest Column		

(Additional conferences to be added as dates are confirmed)
Editorial subject to change.

About Our Regular Columns and Departments

DIGITAL DIRECTIONS



By Andrew Brenneman

Introduced in mid-2008 and a new reader favorite, Digital Directions provides practical insights into leading-edge digital strategy. Andrew Brenneman is managing director of Finitiv digital media consultancy. He has 20+ years' experience leading pioneering digital media initiatives, including NETg's Skill Builder, Thomson Learning's Web Tutor, FreeMark Mail and MSDewey.com. He also founded the Digital Media Group of The University of Chicago Press Books Division, where he led digital distribution and the development of The Chicago Manual of Style Online.

STRATEGICALLY SPEAKING



By David Hetherington

Strategies in book distribution and operations. David Hetherington is director of major account sales for Baker & Taylor's Digital Service Group and an adjunct professor at the Pace University Graduate School of Book and Magazine Publishing. He has held senior positions with some of the industry's largest firms, including Simon & Schuster and Wolters Kluwer Health.

MANUFACTURING MATTERS



by Frank Romano

The latest trends and best practices shaping book production and manufacturing. Frank Romano is the author of 46 books, including the 10,000-term "Encyclopedia of Graphic Communications" (with Richard Romano). His books on QuarkXPress, InDesign and PDF workflow were among the first in their fields. His columns appear in WhatTheyThink.com, he is the editor of the EDSF Report, and he teaches courses at RIT and other universities.

CORNER OFFICE INTERVIEW: Interviews with leading executives on business strategy and management issues.

MARKETING INTERVIEW: Leading marketing executives' paths to success.

EDITORIAL INTERVIEW: New in 2010, *Book Business* will feature behind-the-scenes interviews with leading editors, exploring solutions to the biggest challenges editors and business management face today.

TIME-SAVERS AND \$-SAVERS: Provides quick, practical tips to help publishing companies save time and money.

M&A UPDATE: The latest news on mergers and acquisitions in book publishing.

GUEST COLUMN: Industry thought-leaders share strategies, insights and opinions on the evolving book publishing industry. In 2009, guest columnists included: Peter Olson, Harvard Business School senior lecturer of business administration; Jeff Gomez, author "Print Is Dead"; Clint Greenleaf, CEO, Greenleaf Book Group; Carolyn Pittis, senior VP, global marketing strategy and operations, HarperCollins Publishers; and many others.

Rates

Rate Card #6 Effective October 1, 2008

FREQUENCY	1x	3x	6x	9x
Full Page B/W	\$4,400	\$4,100	\$3,800	\$3,500
2/3 Page	3,350	3,140	2,910	2,710
1/2 Page Island	3,170	2,990	2,810	2,630
1/2 Page	2,950	2,760	2,550	2,370
1/3 Page	2,210	2,120	1,980	1,830
1/4 Page	1,920	1,810	1,710	1,620
1/6 Page	1,600	1,500	1,400	1,310

INSERTS	1x	3x	6x	9x
BRCs (furnished)	\$2,500	\$2,300	\$2,100	\$1,900
2-Page	\$5,900	\$5,600	\$5,300	\$5,000
4-Page	\$7,600	\$7,400	\$7,200	\$7,000
8-Page	\$9,800	\$9,500	\$9,300	\$9,100

COLOR	
Standard 2-Color (C,M,Y)	\$800
4-Color Process	\$1,600

SPECIAL POSITIONS	
Back Cover:	25% Extra
Inside Front Cover:	20% Extra
Inside Back Cover:	15% Extra
Other:	10% Extra

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Take advantage of the Target Marketing Group corporate discount. Contact publisher - 215.238.5268

* Other insert rates available upon request. Contact publisher for more details.