

GUIDE

Marketing & Support Material

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Choose from a wide range of printed marketing material options, all available at reasonable prices including: flyers, posters, postcards, business cards, bookmarks, pull-up roller banners (regular and desktop), strut cards, invitations, printed stationery, T-shirts and much more – tell us what you need and we will send you a supply quotation.

You can also choose the option to have us create a web BLOG for you to promote your publication(s) – both to develop and maintain a line of communication with your readers and potential readers. See more details in our websites and BLOG support guide.



Above, just a few of the many items of marketing materials available. Top left: *single-page leaflets and posters*; top middle: *folded leaflets*; top right: *desktop roller banners*; centre left: *strut cards*; centre middle: *bookmarks*; centre right: *business cards*; bottom left: *web BLOG*; bottom middle: *postcards*; bottom right: *regular roller banners*

Note: Authors new to selling their publications should, before jumping into relationships with retail groups or distributors/aggregators, consider their choices, what those choices actually do in their publishing sphere and what they charge etc., and, perhaps, start by using one of them until experience becomes your ultimate guide.

Distribution platforms

There are many distribution platforms which work with publishers. Apart from retailers like Amazon KDP, Apple's iBookstore etc there are a number of aggregators which provide publishing and retailing services. They all use metadata to support awareness and distribution of the publications with which they work. Additionally The British Library disseminates information from metadata received via a database managed by its nominated distribution platform BDS ([Bibliographic Data Services](#)) which supplies core services to the British Libarary, all UK public libraries, plus many academic libraries and libraries around the world.

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