

NHBS Environment Bookstore

Wildlife | Science | Conservation

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An Outline of Our Distribution and Marketing Service



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Never before have scientists, conservation professionals and wildlife enthusiasts had such wide access to the publications they need to pursue their conservation goals. In particular, the growth of the internet as a research, sales, and marketing tool, offers publishers a vast number of arenas in which to disseminate their publications. Never before has it been more important to tap into the key networks of bibliographic information, understand where to enter supply chains and maximise all possible distribution channels to ensure that publications reach the hands of the people that need them.

NHBS is the worlds leading specialist in science, wildlife and conservation bookselling and distribution. With retail, booktrade and publishing customers stretching across the globe, we have unrivalled experience building relationships, understanding suppliers, markets, and above all, providing unique sales channels to inform, promote and deliver, high quality conservation publishing.

NHBS is the distributor for key statutory agencies and NGO's such as the **Joint Nature Conservation Committee**, **BirdLife International** and **Wetlands International**. Our unrivalled experience is in working with conservation publishers and organisations, where we understand how to develop their central goal of the dissemination of information – we are uniquely placed to ensure this happens.

Sales & Marketing

We base our sales and marketing around provision of information, rapid and reliable purchasing methods and efficient physical distribution. Using these methods we can inform and sell titles to our retail customers, inform and sell to trade resellers and wholesalers such that they can inform and sell to their customers. NHBS drives this global network with ten primary sales and information channels:

- 1. Promotion on the NHBS Website** NHBS include all priced distributed publications on www.nhbs.com, the NHBS website. Operational since 1995, this is widely regarded as the leading environment books website. Over 110,000 titles are listed. The site currently receives average hits per month of 300,000, and average number of orders placed per month through nhbs.com online shopping is 1000-1500. Each distributed title entry on nhbs.com will include bibliographic, purchasing data and full descriptions. Each title is classified by subject and by geographic area, so that they are accessible to users via subject and geographic browsing, as well as by searching/advanced searching.

Additionally, NHBS highlights titles of wide interest and significance on (or before) publication, to achieve maximum visibility and sales. A recent example of this strategy is the promotion of *Vascular Plant Red Data List for Great Britain* (2005). Such titles can be incorporated into our homepage, added to our sidebar, and promoted through the NHBS blog – the *BiblioBlog* www.nhbs.com/biblio-blog our newest way of informing customers about new books and promoting title information through internet search engines such as Google.

- 2. Promotion through the NHBS Monthly Catalogue & Newsletters** This monthly email catalogue has, since January 2005, become the principal means by which NHBS promotes new titles to customers. The Monthly Catalogue is provided free of charge to subscribers. There are currently 7,000 subscribers, but as the Monthly Catalogue is also available to all visitors to nhbs.com at www.nhbs.com/monthcat/info, total number of viewers is much higher. NHBS includes descriptions of all new distributed publications together with nhbs.com online shopping links in the NHBS Monthly Catalogue.

Newsletters are emailed each month to c.40,000 customers. These include a 'Books of the Month' selection, news on special promotions, NHBS attendance at conferences and other announcements. Key new distribution titles are included in our 'Books of the Month' selection.

- 3. NHBS themed promotions** NHBS mounts a range of thematic and other promotions, responding to opportunities as they arise. Sometimes these are triggered by the publication of a key new title which lends itself to thematic treatment, alongside relevant titles. For example, should we be distributing a major new title on bat conservation, this could be the basis of a 'bat books' promotion, which could be rolled out to previous buyers of bat titles, NHBS customers who have previously bought bat books, and externally to bat workers, members of bat conservation organisations and others. Thematic promotions can also include a special offer element, if deemed appropriate. Thematic promotions do not always need to be product-driven. For example, a bat books promotion could be triggered by other factors, such as new legislation to conserve bats, or a major conference or policy statement.
- 4. Seasonal sales** NHBS holds a twice yearly sale, in the Winter and Summer. NHBS Sales are promoted via nhbs.com and the NHBS Newsletter, and include a mix of titles from a wide range of publishers, some of which are included because they are overstocks, some because publishers (both publishers exclusively distributed by NHBS, and others) wish to reduce stock levels. These Sales prove popular with customers, and are ideal vehicles for publishers to generate revenue and reduce stock levels for backlist titles.

- 5. Relationships with the booktrade** NHBS carries out regular promotions to the book trade. View our online catalogue of distributed titles at: www.nhbs.com/webcat/tc05p.html. This allows resellers to download, save and print full details of all titles distributed through NHBS.

The principal means of announcing new title information in the booktrade is through the release of Advance Information (AI's). We create AI's for all new distributed titles and send these electronically and in hard copy to all relevant trade customers. In addition, we follow-up all trade marketing with personal contact to key buyers in the major retailers and wholesalers. See www.nhbs.com/distribution/raptors_and_owls.pdf for an example AI.

- 6. Paper-based promotion of distributed titles** NHBS carry out highly targeted direct mail campaigns by identifying customers likely to be interested in a particular titles based on their previous purchases and or geographical location. We also include paper fliers and mini-catalogues in shipments of books to customers. Often, successful mini-catalogues can be produced in collaboration with publishers to promote new titles and/or backlist.
- 7. Promotion of distributed titles at conferences and meetings** The drawback of the rise of internet bookselling is that it is becoming increasingly difficult for customers to inspect physical copies of titles before purchase. In recognition of this problem, NHBS is increasing attendance at key conferences. In 2005 we attended the International Botanical Congress in Vienna, the British Birdfair, the British Ecological Society annual meeting, and the First World Congress on Ecological Restoration in Spain. All of these provided excellent opportunities to showcase distributed titles to an international audience.
- 8. Inclusion of distributed titles in bibliographic databases** NHBS assumes responsibility for the submission of data on new distributed titles to the UK's principal bibliographic database, *Nielsen Bookdata* (formerly known as Whitaker's Bookbank). Submission can occur as soon as the ISBN has been assigned to the title. The bibliographic marketplace is changing rapidly, and should there be sound commercial reasons for including distributed titles in other databases, we will be the first to assess the relevant opportunities available.
- 9. Inclusion of distributed titles in other vendor catalogues e.g. Amazon.co.uk** Titles distributed by NHBS are held in stock by amazon.co.uk to be rapidly available to their customers. NHBS has agreed a means to access the wide reach of amazon.co.uk in a way that's financially viable to our distributed publishers. Titles we supply to amazon.co.uk are listed in their highest availability category: 24 hour despatch.

In addition, where relevant, distributed titles are included in other vendors catalogues e.g. wholesalers focused on sales through high street bookstores and public libraries (e.g. Gardners and Bertrams) and others are focused on sales to libraries in higher education (e.g. Blackwells and Dawson).

- 10. Media activity** Securing reviews in appropriate conservation, science and wildlife media is an essential part of good promotion. NHBS submits new distributed titles for review in appropriate media, the review list to be agreed on a case by case basis with the publisher. In collaboration with publishers, NHBS issue press releases and collate media reviews to add to title records.

Storage & Fulfilment

- 1. NHBS customer services** Once having your titles distributed by NHBS you will benefit from our world class customer services team. Orders for your titles can be placed by customers over the phone, by email, post, or via our website. Our staff are available to offer specialist advice and information; we pride ourselves on offering this unique service.
- 2. Reporting** NHBS supplies tailor made monthly reporting packages to publishers. These typically include stock reports and sales data. In addition, distributed publishers have a named account manager at NHBS who will always be on hand to discuss sales, stock and develop marketing activity. We plan for regular face-to-face contact with publishers.
- 3. Despatch** We operate a daily despatch service from our warehouse to locations across the globe. We offer customers competitive postage prices, and for resellers in the UK we offer free postage on multiple orders. Our carrier service provides tracked parcel delivery for customer peace of mind.
- 4. Stock handling** NHBS hold distributed stock at our at its secure warehouse facility in Devon. Our aim is to store a working stock sufficient to service sales demand over a period of time. We work with publishers to ensure that the right balance is struck between stock volume and delivery frequency/costs. By accurately forecasting stock requirements we are usually able to help publishers reduce their shipping costs to a minimum. Where publishers require larger quantities of stock storage NHBS can offer a range of options to handle their requirements.
- 5. Trade discounting** An essential component of building trade sales is a well informed trade discounting strategy – this is literally what fuels trade sales to companies such as Waterstones, Gardners and Bertrams. NHBS recognise the needs of their trade customers and apply discounts where appropriate, and, with long experience as a

distributor, we know when to match discounts to sales potential. All discounting strategies are agreed in advance with the publisher.

NHBS: Twenty years as a specialist in conservation bookselling & distribution

- 1. NHBS – background** Founded in 1985, NHBS Environment Bookstore provides an internet, mailorder and conference book service through www.nhbs.com for buyers of wildlife, science and conservation titles. We reach an audience of over 40,000 customers in more than 100 countries, ranging from libraries in universities, natural history museums, zoos and botanic gardens through to scientists, conservationists and wildlife enthusiasts.
- 2. The NHBS customer base – a unique combination of wildlife, science and conservation book buyers** Many of the 110,000+ publications we sell are published by university presses and other commercial and non-commercial publishers where we either hold stock or fulfil orders according to demand. But an increasing number of publishers have signed up with **NHBS Distribution Plus**, so that their titles can be promoted and distributed effectively and efficiently. This service enables publishers of wildlife, science and conservation titles to reach a wide global audience, including:
 - Libraries in higher education, scientific institutions, government and other organisations
 - Individual scientists and researchers
 - Conservation and environment professionals
 - Private buyers with a passion and interest in wildlife and the environment
 - Booktrade channels that also serve these markets, including internet bookstores, wholesalers and library suppliers, and retail and specialist bookshops and outlets
- 3. Publishers we serve** We provide a range of specialist distribution services to over 120 wildlife and environment publishers; scientific institutions with a publishing programme; NGOs and other conservation and environment organisations; and governmental bodies with relevant research and policy output e.g.
 - major NGOs [BirdLife International](#), [RSPB](#), [Fauna & Flora International](#) and [Wetlands International](#)
 - the [Joint Nature Conservation Committee](#) - the UK government agency responsible for the coordination of national and international work on biodiversity
 - [Prion](#) - *Birdwatcher's Guides* for many major long and short-haul destinations, including Morocco, India, Gambia, Trinidad & Tobago
 - [Lynx Ediciones](#) - Handbook of the Birds of the World
 - [Ocean Explorer Maps](#) - maps for Antarctica, Alaska, Spitzbergen, Caribbean, Galapagos, Falkland Islands, South Georgia
 - [Oxford Forestry Institute](#) - leading UK forestry research organisation
 - [Royal Museum of Central Africa](#) – publishing research on West and Central African biodiversity for over 70 years
 - [Station Biologique de la Tour du Valat](#) - major ecological research institution on the edge of the Camargue, southern France
 - [Georgian Centre for the Conservation of Wildlife](#) – the leading conservation organisation from the Republic of Georgia

See our full list of distributed titles online: www.nhbs.com/distribution/