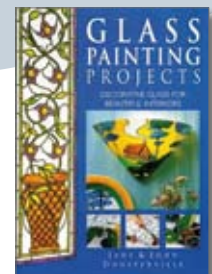
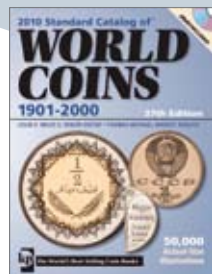
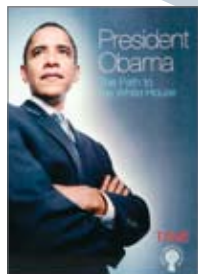


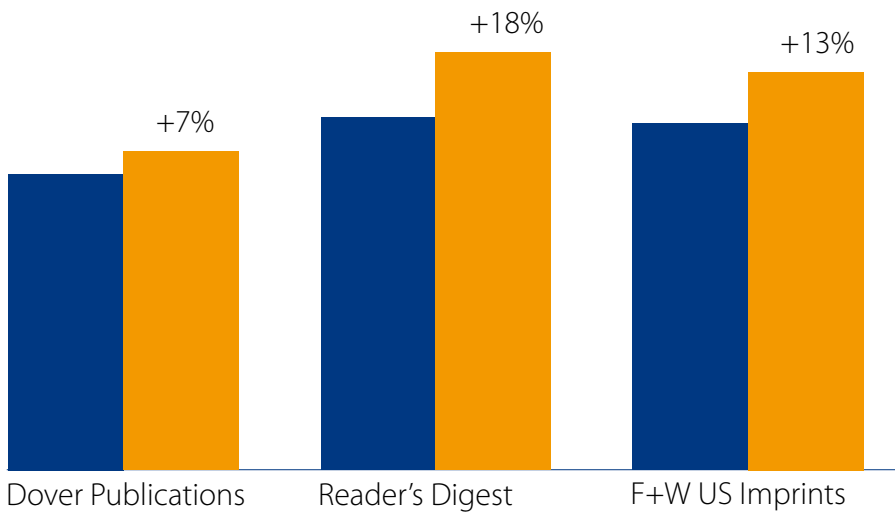


## UK and International Markets, Sales, Marketing and Distribution

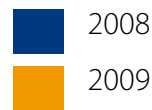
- Stock purchase model: Returns free with volume commitment guarantees
- Open to rights/co-edition partnership
- Wide reach across specialty and non-traditional retail channels
- Market leadership in changing business models:
  - Direct to consumer eCommerce
  - Online marketing focus
  - Meta enhancement, SEO and exploitation of online account tools
- Select portfolio of clients provides focus and high service standards
- Opportunities to build proprietary sales
- Comprehensive UK trade account and field sales coverage
- Market leading distribution via GBS
- Global export and foreign language sales coverage



# Market-leading distribution clients



- Distribution client growth **+12% in 2009**
- Commercial collaboration on programme development
- Pro-active new sales development in non traditional and special accounts



## Broad channel reach

Trade:

amazon.co.uk

W

waterstones.com

WHSmith

BAKER & TAYLOR  
*the future delivered*

Bertrams

GardnersBooks

Speciality:

Crafttime  
*The imaginative company*

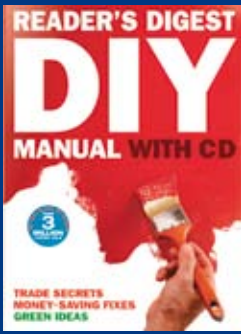
TEACHING  
*art*

QVC

HOBBYCRAFT

Waitrose

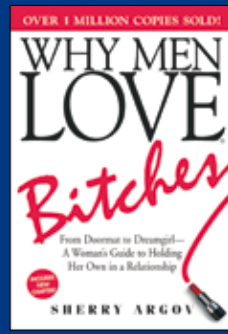
# Distributed title successes



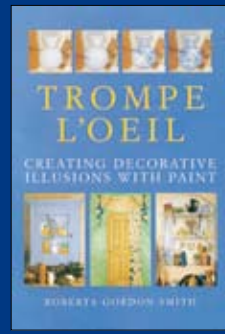
620,000 sales



79,000 sales



41,400 sales



49,290 sales



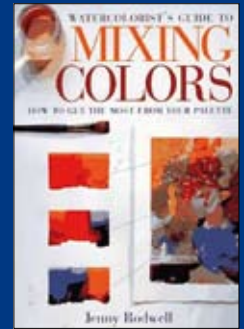
12,439 sales



10,000 sales



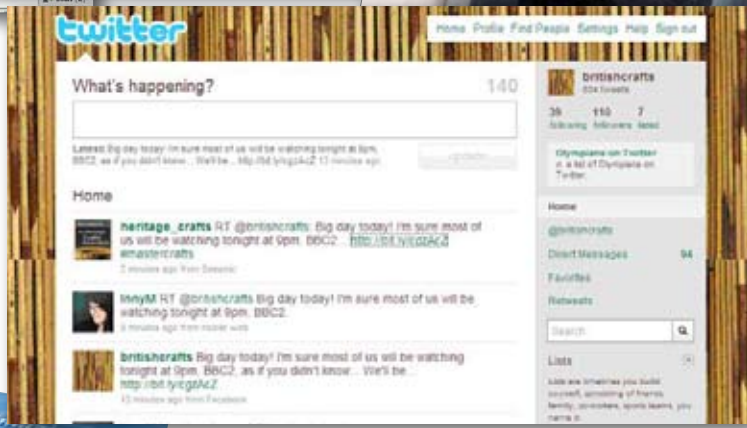
18,000 sales



15,636 sales

## Marketing and PR

- PR offline and online
- Social media, video, podcasts, downloads
- Point of sale and marketing support



# New revenue opportunities

## Digital content

- F+W Media's **digitalbookworld**
- Emerging markets for ebooks and POD
- New product innovation

## Direct to Consumer ecommerce

- Multi-category direct-to-consumer brands
- Integrated eCommerce, telephone and postal support
- 185,000 despatches in 2009
- White label partnership opportunities



## Contact

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