

## ANZ Distributor profile for PA export toolkit

1. Name of company: John Reed Books
2. Contact(s) and details: Charles Goulding, Managing Director  
[charles@johnreedbooks.com.au](mailto:charles@johnreedbooks.com.au)
3. Address and location: PO Box 257 ~ 2/11 Yandala Street, Tea Gardens  
NSW 2324 Australia  
  
2 hours 30 minutes by car N of Sydney on NSW coast
4. Website address: <https://www.johnreedbooks.com.au>
5. Geographical coverage: ANZ: a strong NZ connection, and association with  
Bookreps New Zealand (see their entry)
6. General description including areas of specialism if any:  
  
Distributes a wide range of non-fiction, with an emphasis on illustrated
7. Warehousing facility and location: on site
8. Policy and criteria for distributed list selection, if any:  
  
Would consider lists which fit/complement the JRB portfolio
9. Sales and marketing team details: 5 commission sales representatives
10. Customer base:
11. Normal business model(s) for distributor trading:  
  
Consignment
12. Stocking and replenishment policy: seafreight and airfreight, regular shipments  
fortnightly ex-UK
13. Use of local printing and Print on Demand (POD): N/A
14. Lead times for new title information ahead of overseas pub: two months; con-  
signments received are managed into a pipeline of releases

15. Attendance at international bookfairs:

16. Sales conference season if any: