

ANZ Distributor profile for PA export toolkit

1. Name of company: Books at Manic

2. Contact(s) and details: Sonya Jeffery manicex@manic.com.au

3. Address and location: PO Box 8, Carlton North, VIC 3054 Australia

16a Linden St, Brunswick East, Vic 3057. Near the corner of Lygon St and Glenlyon Rd.

20 mins by car N of Melbourne CBD

4. Website address: <https://www.manic.com.au/>

5. Geographical coverage: Australia and some NZ

6. General description including areas of specialism if any:

- A leading independent distributor of books on contemporary culture, specialising in architecture, art, design and lifestyle
- Also covering children's, travel
- Clients include UK, US, German, Japanese publishers
- A strength is that sales staff have relevant subject background and detailed market knowledge.
- 'We are very service-orientated. We provide personal customer service and advice for customers and fast supply from publication date.'
- Targeting independent bookshops and specialist shops including museums and design/gift shops, do not supply Discount Department Stores, Department Stores

7. Warehousing facility and location: on site

8. Policy and criteria for distributed list selection, if any:

- Receptive to lists, including those of niche interest, within Books at Manic's areas of specialism as above
- Keen on focused lists with medium title-count

8. Sales and marketing team details: 3 full-time sales people, back-up with email, telesales, visually-focused newsletters, monthly new release lists; social media marketing activity

9. Customer base: 300+, 100 core, 40-50 key accounts

10. Normal business model(s) for distributor trading: Buy and sell

11. Stocking and replenishment policy: twice-weekly airfreight ex-UK, with sea-freight also used, and drop shipments from Asia; 50% of titles on database kept in stock

12. Use of local printing and Print on Demand (POD): No

13. Lead times for new title information ahead of overseas pub: flexible

14. Attendance at international bookfairs: FBF every 2-3 years, LBF in some intervening years

15. Sales conference season if any: two seasons based on the northern hemisphere Spring and Autumn/Fall