

# Indie Books

BOOKS BY INDEPENDENT KIWI AUTHORS



# Get involved

## ADVERTISING OPPORTUNITIES



[indiebooks.co.nz](http://indiebooks.co.nz)

# About Indie Books

**Indie Books is a quarterly publication distributed to retailers, shops, libraries and schools in New Zealand by hard copy and email. The catalogue is also available to browse or download from the Indie Books website.**

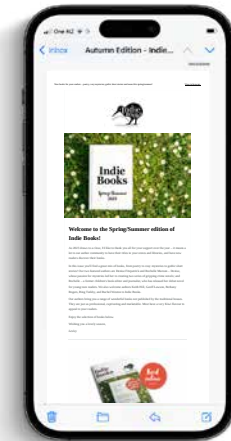
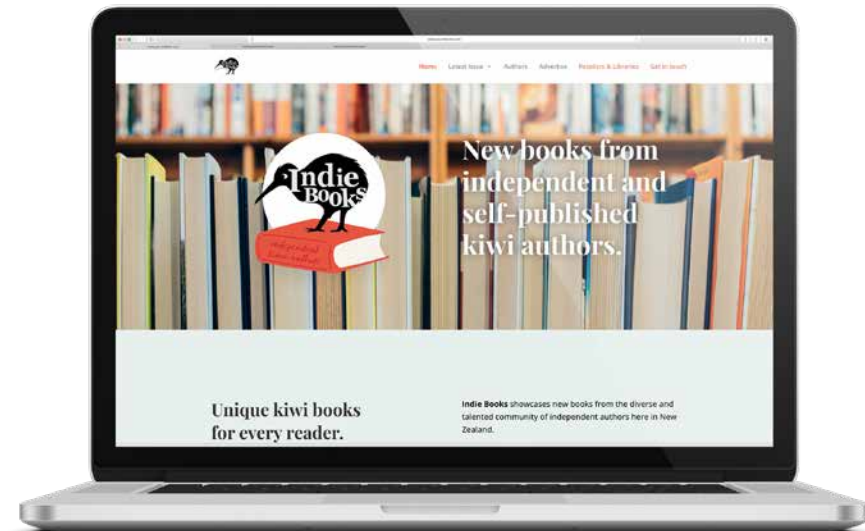
The vision for Indie Books is to provide book buyers across New Zealand up to date information about new books published by independent Kiwi authors through a quality, quarterly publication. The supporting Indie Books website will become a portal to the vibrant independent author community, with an author directory, featured author articles and the latest catalogues.

The printed catalogue format is an A5 full colour booklet, opening with editorial, selected short author bios, double-page author feature (paid), and a range of display advertisements in full, half and quarter page formats.

The catalogue currently has a postal database of 250+ recipients, and an email database of 170+ recipients and growing.

Social media accounts have been established, and are growing regularly in organic reach. Paid campaigns are planned as funds allow.

While the cost of production and postage for a printed catalogue is high, print is not dead! A magazine-style format helps keep the catalogue on desks, filed for later reference, encouraging a longer shelf life, and a greater knowledge of the independent author community.



# Catalogue opportunities

The catalogue is published quarterly (approximately every three months). There are a range of options available to suit your books.

## Full Page Display Ad

\$120 + GST

Take advantage of a full page ad space - you can fit 2-4 books in a full page - with short blurbs, testimonials, or author bio.

## Half Page Display Ad

\$70 + GST

A half page ad space can accommodate 1-2 books comfortably, with a short blurb, pull quote and author information.

## Quarter Page Listing

\$35 + GST (subject to availability\*)

A quarter page listing includes title, author, short blurb, pricing/purchase info and book cover. You supply the book cover and details, and we do the rest.

\*These spaces are subject to availability (based on space available and other quarter page bookings). Note that these listings are not categorised by genre.

See page 6 + 7 for material guide.



FULL PAGE

HALF PAGE

## \*Special offer

All full and half page ads booked in the upcoming edition will receive a complimentary directory listing on the Indie Books website for 12 months (see page 9 for details)

## QUARTER PAGE LISTING



**First Signs**  
Jenna Brockett

**RRP \$25**  
**Wholesale price \$15 (40% off)**

**YOUNG CHILDREN**  
ISBN: 9780473651923  
Board book 28 pages  
160 x 160mm

First Signs is a NZ sign language book aimed at babies or children needing support with communication. The book features illustrations and a simple easy to follow description on how to do each sign, including the Te Reo Māori translation for each of the words. Included are the very first words children would use to communicate with you in a durable board book format. Book contains 13 signs.

Available from Wheelers or [jenna@prints-princesses.co.nz](mailto:jenna@prints-princesses.co.nz)  
[www.prints-princesses.co.nz](http://www.prints-princesses.co.nz)

# Catalogue opportunities

## Advertorial - double page spread

\$200 + GST

This is an opportunity to feature up front in the catalogue - showcasing you and your books with a 200 word biography, author photographs and up to 4 book covers. A great way for buyers to get to know the name and face behind the books. Tell your story, introduce a series or talk about upcoming projects.

Ideally you will supply editorial photographs, book covers and a prepared 200 word biography or story with a 30 word introduction. Your advertorial spread will be designed for you.

Your advertorial will also feature on the Indie Books website alongside the current catalogue, and become part of our permanent “Featured Author” series online.

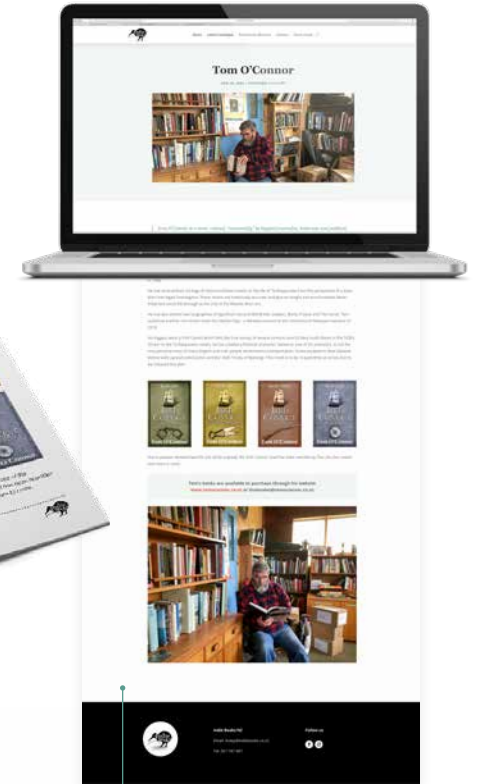
## Meet the authors

Free

Page two of the catalogue highlights four authors in a “Meet the Authors” format, featuring a headshot and short 50 word bio.

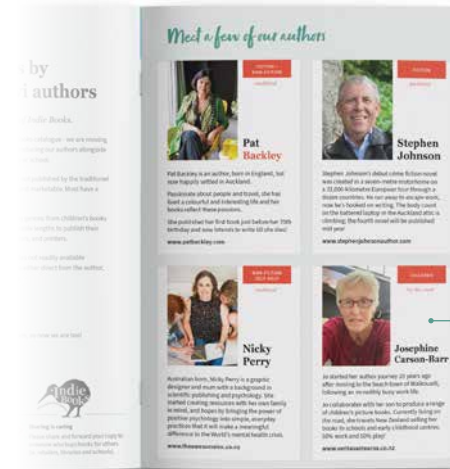
These spots will be offered to our regular advertisers and will be selected from a range of genre where possible.

ADVERTORIAL



FEATURED AUTHOR SERIES ONLINE

MEET THE AUTHORS

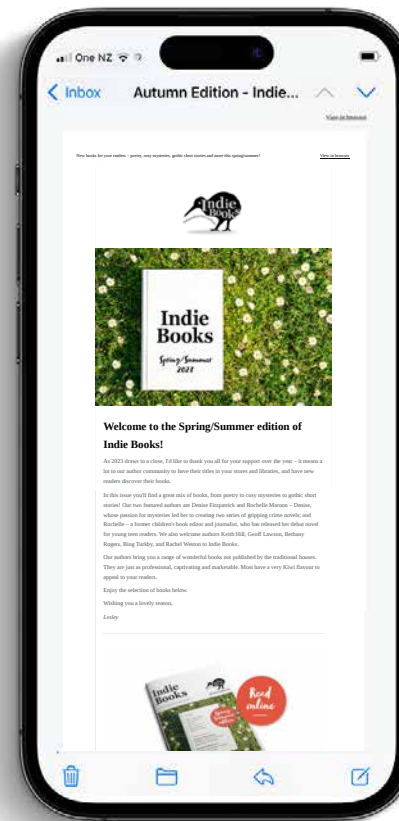


# Catalogue - email version

The catalogue is delivered in electronic format to subscribers and those who have opted out of a paper catalogue.

- We feature your book cover with accompanying copy and links\*
- Each ad links directly to the author website (or link of your choice)
- Featured content is linked to the Indie Books website
- Current subscriber base is 170+ recipients and growing
- Open rates for the catalogue are very good at 60% with a click through rate of 20% (average on 2023 editions)
- Anyone can subscribe to the mailing list via the Indie Books website

\*For a better user experience on mobile, we no longer feature your full display advertisement in our emails – many email programmes do not automatically download images, and the text within the ads is not searchable. Display ads are not easily readable on mobile devices.



**Indie Books** **Read online!**

Head over to the Indie Books website where you can read the prior version of the catalogue in an flip-book format. It's also available as a PDF download (A5 size) for easy booklet printing.

**Wonderful books by independent NZ authors**

**In this edition:**

**Featured authors:**

Denise Fitzpatrick – thrilling crime fiction set in the Bay of Plenty  
 Rochelle Maroon – magic and mystery in her debut YA novel  
 Contemporary Fiction • Crime & Historical Fiction • Poetry • Short Stories  
 Young Adult Fiction • Children's books • Self-help books

Click on each ad or book cover for more information

**Spring/Summer Featured Author**  
**Denise Fitzpatrick**

As a born and bred Kiwi growing up in the South Island, Denise developed a passion for reading mysteries. She deconstructed David Copperfield's Famous Five books, before progressing to Agatha Christie's whodunits.

Read more

**Spring/Summer Featured Author**  
**Rochelle Maroon**

Former children's book editor and journalist, Rochelle Maroon, has turned free-time novelist with her new urban adventures for middle readers: The Talent Game – where NZ kids compete for ultimate talent.

Read more

**Robbin Lee Robinson**  
**Diary of a Kiwi Kid**  
 Children # 12 years

From 10 Jack Ansell of Gloucester writes award winning speeches in English and Te Reo, while his twin sister Hiamarua writes rap. They inherited this talent from their grandfather who disappeared in Bangladesh in 1971, and hasn't been seen since. 40 years later in 2017, Jack is secretly handed Grandma Kowaly's diary from her locked writing desk.

Available from Whakana and direct from the author - robinlee@robbin.com  
[www.robinleerobinson.com](http://www.robinleerobinson.com)

RRP \$20

**Rutendo Shadya**  
**Rachel and the Chevre Pirates**  
 Fantasy # Adventure

Rachel and her best friend Gigi give in a mission to rescue stolen jewels. On the mission, they will face the well-armed, dangerous Chevre Pirates. How hard could the mission possibly be?

Books are available from Books for Kids or [rutendo@booksforkids.co.nz](mailto:rutendo@booksforkids.co.nz)

RRP \$14.99

**Darlene Thomson**  
**Licorice Allsorts**  
 Middle grade Fiction

Life is lovely for intelligent Abby until she bullies at her grandparents' seaside house. While learning to free-dive she discovers a group of friendly otters, but unfortunately her school also bully finds her. This serious, yet humorous book about children oversteering adversity through the power of friendship will appeal to readers 9 to 14.

Available from: [darlene@msl.com](mailto:darlene@msl.com)  
[darlene.msllife.com](http://darlene.msllife.com), [darlenethomson.com](http://darlenethomson.com)

RRP \$16  
 Wholesale \$13

**Karen McCrindle**  
**The Adventures of Coop and Bea - Hunting Bears with Nanny**  
 Children

John Cooper and Brandon on their best beach adventures. They see sheep pens, the neighbours dog, snowed - but do they find a bear?

Books available from: [www.maryandco.nz](http://www.maryandco.nz)

RRP \$19.50  
 Wholesale \$13.50



# Ad artwork

You are welcome to supply your own artwork to specification.

- Please supply artwork to the exact size shown on **page 7**
- Make sure your ad has the elements listed opposite
- Accepted formats are high resolution PDF (preferred), jpeg or png (minimum 300dpi).
- If possible supply your ad in CMYK format, otherwise we can convert.
- To keep the catalogue to a high standard, we may ask you to make some edits to your supplied ad if necessary.

Need your ad designed? See below.

## Design

We have designed quality display ads for several authors.

What to supply:

- high resolution images of your book cover/s
- all copy and book details required
- any other images you'd like to include (ie. headshot, cover art etc.)

Ads are designed with your books/aesthetic in mind. The proofing process is simple - we supply PDF proofs by email for you to approve, along with any additional proofs based on your edits.

**Full page design \$75 + GST**

**Half page design \$50 + GST**

## What to include in your advertisement

*prominent book cover - show off your cover art!*

*include a quote or testimonial*

*easy to find price*

*blurb - make sure it highlights how awesome and relevant your book is for their readers*

*clear call to action/contact section so buyer can find you quickly and easily online*

DIARY OF A KIWI KID

ROBIN LEE-ROBINSON

"Laugh-out loud funny. The writing is spot on, naive and often chaotic, Lee-Robinson perfectly captures the voice of her young protagonist, and some of the malapropisms Rosalyn coins will have readers rolling in laughter." – Lee Murray

RRP \$20

Gisborne boy, 14 year old Hamiora, who goes by the name Jack, is secretly handed his missing grandmother's diary the year she is nine years old. Rosalyn, a child author, had Jack's mother at 16 before mysteriously disappearing in Bangladesh at age 18, while filming for Maori Television. Rosalyn has never been seen or heard of since.

*Diary of a Kiwi Kid* is the first in a trilogy, followed by *Journal of a Junior Writer*, and *Trials and Tribulations of a Talented Teen*.

The series contains plenty of humor, diverse characters, like lesbian aunts, and some Te Reo with a glossary.

Audience: 8-12 years and older  
ISBN 9780473455194  
Paperback 162 pages 140 x 216 x 9mm

RLR <sup>RLR</sup>  
ROBIN LEE-ROBINSON

Available from Wheelers and direct from the author – robinleerobinson@gmail.com  
[www.robinleerobinson.com](http://www.robinleerobinson.com)

NOT TO SCALE

## Your ad should contain these things:

- Book front cover image
- Short book blurb
- Author Name
- ISBN number without dashes
- Book size (dimensions and number of pages)
- Paperback or hardcover
- Genre/Audience (can be expressed through imagery or words)
- RRP (recommended retail price)
- Any discounts you are offering to buyers
- How and where to buy (eg. your website, distributor, your email)
- Other information (eg. author bio or photo) as space allows
- Barcode (optional) - this will need to be at least 25mm wide and high resolution.

Need some inspiration? See the latest catalogue online at [www.indiebooks.co.nz](http://www.indiebooks.co.nz)



SECTION



**FULL PAGE DISPLAY AD**

**\$120 + GST**

**136 x 190mm**

Supply a high resolution PDF or JPEG file



SECTION

**HALF PAGE DISPLAY AD**

**\$70 + GST**

**136 x 93mm**

Supply a high resolution PDF or JPEG file

**QUARTER PAGE  
LISTING**

**\$35 + GST**

Supply copy, details and  
book cover image.  
See example on page 3

Subject to availability.

NOT TO SCALE

# Digital opportunities

## Author Directory

\$30 + GST for 12 months  
(free\* for advertisers)

Our new author directory on the Indie Books website will be a great way to showcase the large and diverse independent author community here in NZ.

We are offering a directory listing that includes:

- Name
- Author photo
- Short bio (50 words)
- Link to your website
- Book covers (up to 4)

A directory listing will provide a valuable backlink to your own website, benefiting your SEO.

## \*Special offer

All full and half page ads booked in the upcoming edition will receive a complimentary directory listing on the Indie Books website for 12 months.

## Featured author series

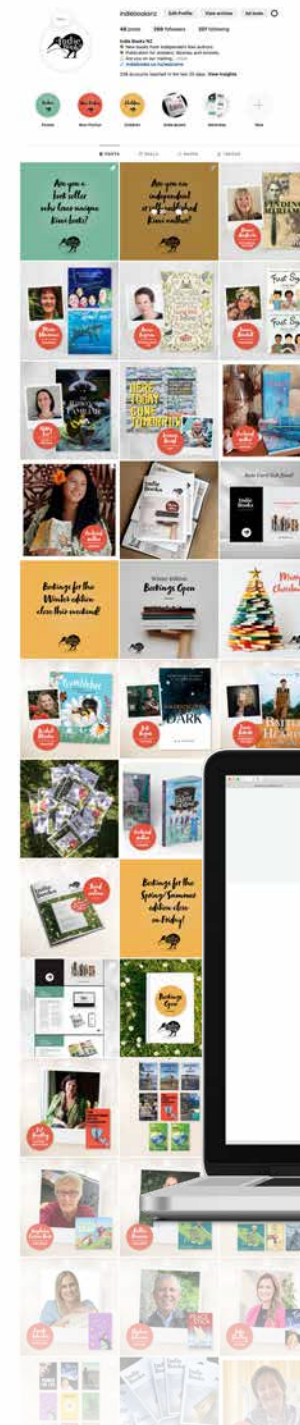
Authors who book an advertorial spread in the catalogue will have their advertorial automatically included as a “Featured Author” article on the website.

## Guest articles

Do you have some great blog articles on your own website that you’d like to get some more eyes on? We welcome authors to submit relevant content for publishing on the Indie Books website.

## Social Media

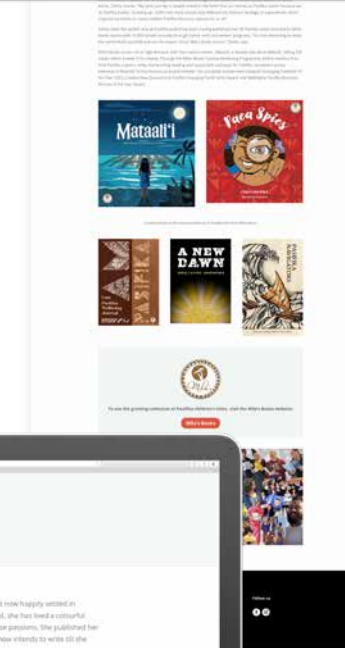
Social media accounts are established, with regular posts promoting the latest issue of Indie Books with author/book spotlights.



FEATURED AUTHOR SERIES ONLINE



SOCIAL MEDIA



AUTHOR DIRECTORY LISTING





# Marketing Tips

*These tips kindly provided by Kirsten Wilson  
– Kirsten Wilson Publishing*

## **Genre/Topic**

The audience/reader/genre needs to be obvious. The buyers looking at this catalogue are buying to put on their shelves for other people. They are shop owners and librarians who have gaps/genres they need to fill. Those keywords or images need to be easy for them to find in your advert. Is it a historical fiction set in a pandemic for teen readers? Is it NZ themed stories for kids aged 8-10 years old? Is it extreme action for adult readers. Is it non-fiction self help for women? You might not use these exact words but it does need to be very clear because your advert is sitting alongside some completely different genres in this catalogue. Similar genres (ie. kids books, non-fiction, and fiction) will be grouped together where possible.

## **Channels**

Think about where these shop owners and librarians and schools prefer to buy from. How a book gets from you to the buyer is called a channel. Local shops and libraries will not buy from Amazon or POD overseas because of the huge shipping fees to NZ. At best they might look up your book on Amazon to see reviews if your advert hooked them well enough. Amazon and POD is a channel for your consumer/reader/end-user.

## **Retailers**

Shop owners want a decent discount so they will come to you directly (Wheelers and All books won't offer them the

discount they need to make a profit) so make it easy for them to contact you right now as soon as they see your advert. Most shops won't take anything less than 40% discount. Usually shop owners buy through distributors like Nationwide Book Distributors or large publishing companies.

## **Libraries**

Most Libraries are limited to only buying through Wheelers. Some are able to buy through All Books too. Some are able to buy direct from you and will pay full price but they might ask you to fill out a form to be set up as a supplier to the Council who owns the library - it's an easy hoop to jump through.

## **Schools/Education**

Schools prefer to buy through Scholastic because they earn reward points but they will buy your books IF it fills a gap they can't get through Scholastic - make sure you highlight this niche so they can decide it's worth going outside of their usual Scholastic channel.

## **Why buy directly from you?**

That last point about schools is relevant to shop owners and libraries too. It's easier for their accounting and stock management to buy through their regular distributors who supply multiple titles from loads of different authors. So you need to convince them your book is worth venturing outside their normal routine. Highlight the niche you fill for them.

Besides Wheelers and All Books, there are other NZ distributors that you can use e.g. Nationwide Book Distributors based in Canterbury will stock your independent books. Indie Books catalogue is sent to two other distributors – Rakino Publishing/Academy Books and Sally Kean. They will contact you directly if they get an order for your book from one of their customers - usually schools or universities.

**Shops are stocking for the coming season.  
They always want kiwi content!**

*This rate card is valid for 2024 editions of Indie Books only.*

**Please check our website for booking deadlines.**

To request your ad space please complete the form at  
**[www.indiebooks.co.nz/advertise](http://www.indiebooks.co.nz/advertise)**

**Note: to advertise, your book must be high quality, with professional input for proof-reading, editing and cover design. You must have printed stock ready to sell in New Zealand.**



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  @indiebooksnz

**[www.indiebooks.co.nz](http://www.indiebooks.co.nz)**