



## **RE: GAZELLE-GARDNERS DIGITAL WAREHOUSE**

### **The route to market for your e-books**

The availability of e-readers is gaining momentum and more and more manufacturers are entering the market. The e-market is maturing fast as the format of e-books is becoming more standardised and we see an ever increasing availability of titles as e-books. Indeed, at the Frankfurt Book Fair this year it was the 'hot' topic of the fair, as e-book sales increase dramatically. Through our distribution co-operation with the UK's leading wholesaler, '*Gardners Books*', we can now offer you an additional route to market for your e-books, via their digital warehouse.

Gardners Digital warehouse is accessed through the Gazelle physical book distribution model that has worked successfully for over two decades. Adding e-books to our services provides the additional 'one stop shop' for all book formats with space for as many e-books, as each of our client Publishers has available. This provides a simple, comprehensive, low cost entry model into the e-market for our client Publishers of any size.

Our involvement with Gardners will enable our Publisher clients to sell to consumers across all different eBook formats as well as audio download. They also have an agency agreement with 'Apple' to make our clients e-books available through their iBookstore. At the same time, physical books are also available to the consumer through the Gazelle-Gardners distribution partnership giving total choice of format, be it printed or electronic

Complimenting Gazelles strengths in traditional sales, marketing and advertising of the physical book, Gardners will add its digital marketing activities that will enable the Publisher to offer a '*look inside*' activity as well as links to author interviews or reviews that the publisher and Gazelle have obtained.

## Operational Flow

Sitting within its digital warehouse Gardners will hold publishers' digital files in all the formats that a Gazelle publisher client has provided. Gardners will provide all its retailers accounts with a file of all available e-books.

Those retailers whether via the web, shop or any other sales platform will expose such books for sale to the 'end' consumer. The retailer will then transact with the consumer to obtain an order and payment. That order is then sent to Gardners who through agreed protocols will deliver the e-book to the 'end' consumer on behalf of the retailer.

Gardners charges the retailer the rrp of the book less an agreed discount from **Gazelle**. Gardners submits a monthly statement to **Gazelle** and pays for books sold less the agreed discount. Gazelle then remits the e-book payment to its client Publisher within its own agreed terms and discount schedule.

Gardners undertakes to use best practise industry standards within each process to safeguard publishers DRM (Digital Rights Management) and at the same time to ensure the consumer experiences a quality level of sales and service.

**Gazelle-Gardners 'Bringing Publisher and Bookseller services together'**



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