

The role of the book in a Multimedia Age

Martin de la Bedoyere

Search Press Ltd and David and Charles Ltd

A bit about me!

- Joined Search Press in 1997
- My mother started the company in 1970
- We are still 100% family owned and proudly independent
- We have always specialised in high quality, practical, affordable art and craft books
- Company now has a turnover of around £7ml and our books are distributed to virtually every country in the world
- Search Press also wholesales books from other publishers
- We have won Best Craft Book Publisher of the year 6 times in a row in the prestigious Craft Business Awards.



SEARCH PRESS LIMITED

The world's finest art and craft books

A bit about me! (Cont.)

- In July last year we acquired the majority interest in the reborn David and Charles Ltd (Founded 1960)
- Both companies run independently
- Together both companies have around 40% market share
- Search Press exclusively distributes David and Charles in the UK craft trade.

The logo for David & Charles, featuring the text "DAVID & CHARLES" in a white, sans-serif font centered within a white circle. The circle is set against a solid blue background that occupies the right side of the slide.

DAVID &
CHARLES

The art and craft book Market: a growing market!

Category Position	Subject Area	YTD 2019	YTD 2018	YTD % Chg
	TCM (total consumer market)	£437,781,309	£418,551,167	4.6%
15	Y4.0 Children's General Non-Fiction	£5,824,320	£4,910,859	18.6%
19	T11.6 Handicrafts, Arts & Crafts	£5,368,419	£5,103,902	5.2%
22	Y1.1 Pre-school & Early Learning	£4,157,326	£3,433,306	21.1%
26	T16.3 Vegetarian Cookery	£3,591,848	£2,008,060	78.9%
29	T14.2 General Folded Maps & Walking Guides	£3,330,324	£3,157,208	5.5%
30	S4.2 Management & Business: General	£3,312,049	£2,838,018	16.7%
31	T11.3 House & Home	£3,256,423	£1,166,978	179.0%

The death of
the book has
been greatly
exaggerated

- 10 years ago it was predicted that the printed book would go the way of the CD or LP.
- The internet would take over the provision of information.
- YouTube would provide video tutorials for everything.
- Online downloads would replace printed projects
- In short, the digital age would make the printed word redundant.

However, the internet is far from taking over

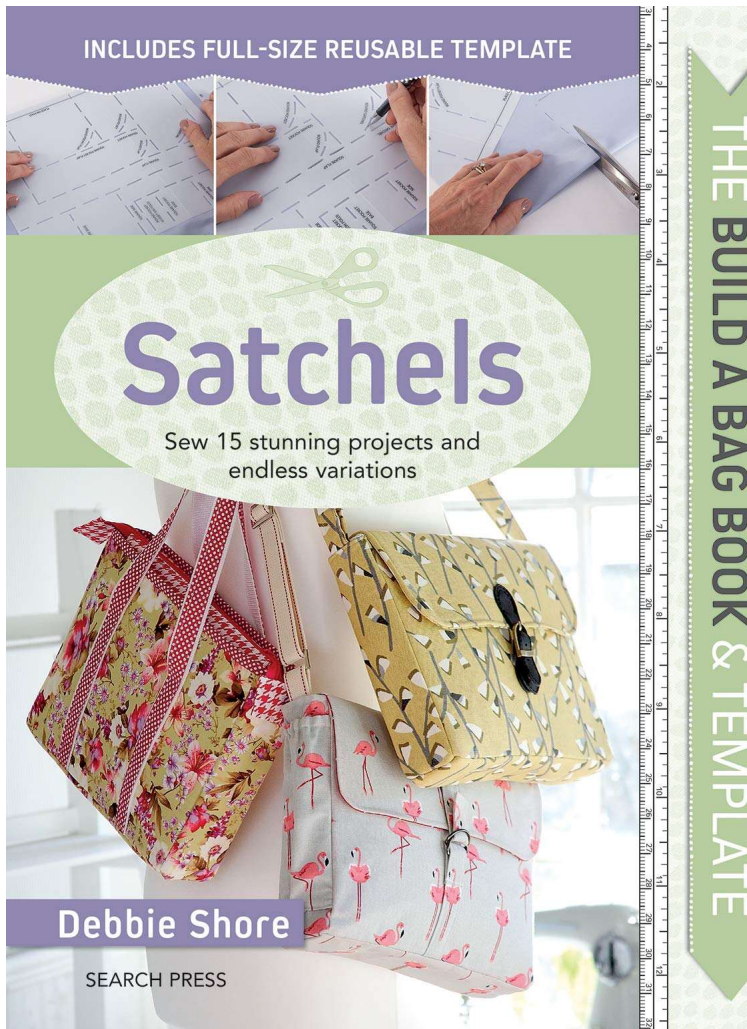
Content providers have found it very hard to monitorise digital content

Internet users generally want free stuff

Content is unpoliced and unverified

Difficulties reading

Screen time



The illustrated book has proved to be very resilient

They have very high production values

They are beautifully designed

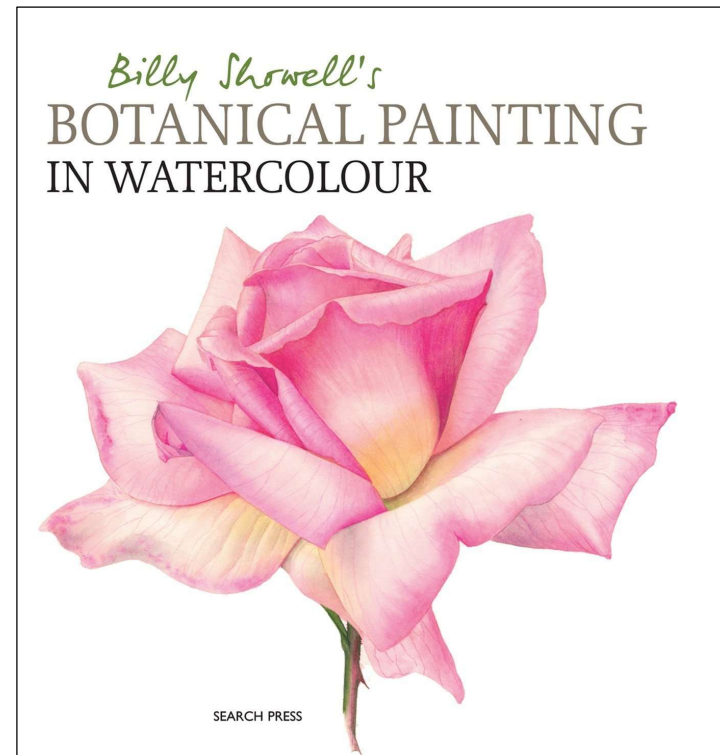
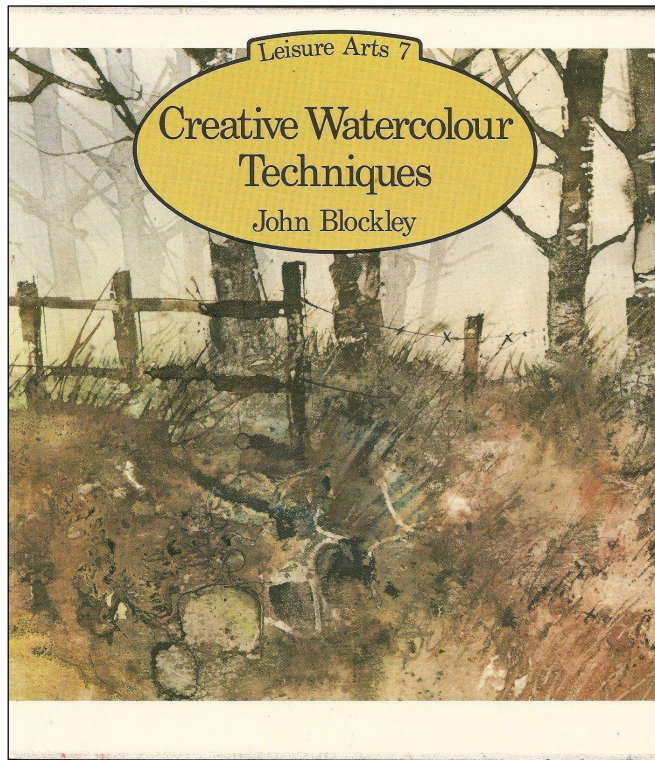
The content is vetted and checked

They are excellent value for money

They are loved and treasured

Books have become an essential tool within the multimedia world

Books often provide 'extras'.

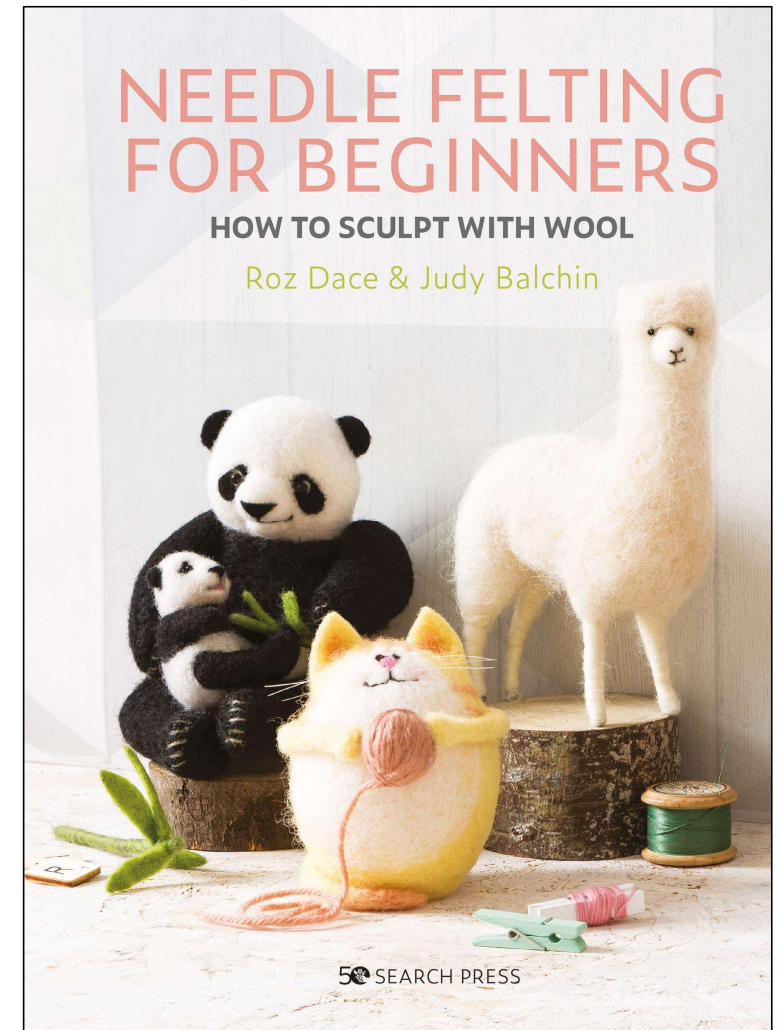


How books have changed over time



Why the art and craft book market is growing

- People love books!
- As a teaching aid, they are still the best medium
- They are objects to love and treasure
- They can be easily shared
- They are perfect for discovering a new craft
- They make fabulous gifts
- Get people away from screens!





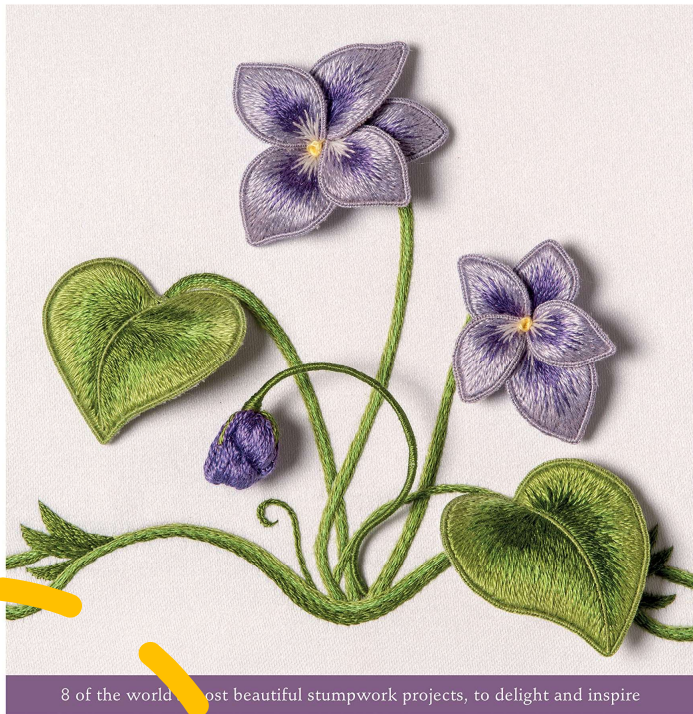
Why stock books?

- Books sell other products in your shop
- Books introduce customers to new techniques and trends
- Books are a fabulous reference tool for you and your staff
- Authors help sell books and bring in the crowds
- Books make wonderful, inspirational and value-for-money gifts
- Books will enhance your display areas.
- Use books for market research



STUMPWORK

INSPIRATIONS



8 of the world's most beautiful stumpwork projects, to delight and inspire

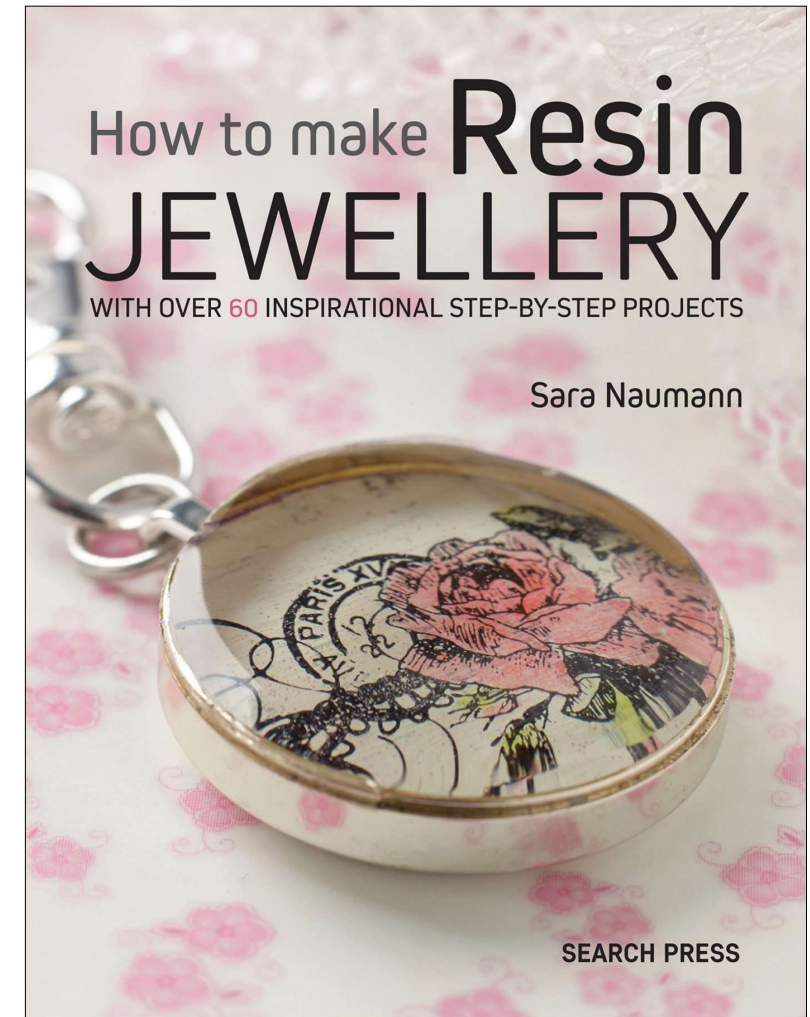
SEARCH PRESS

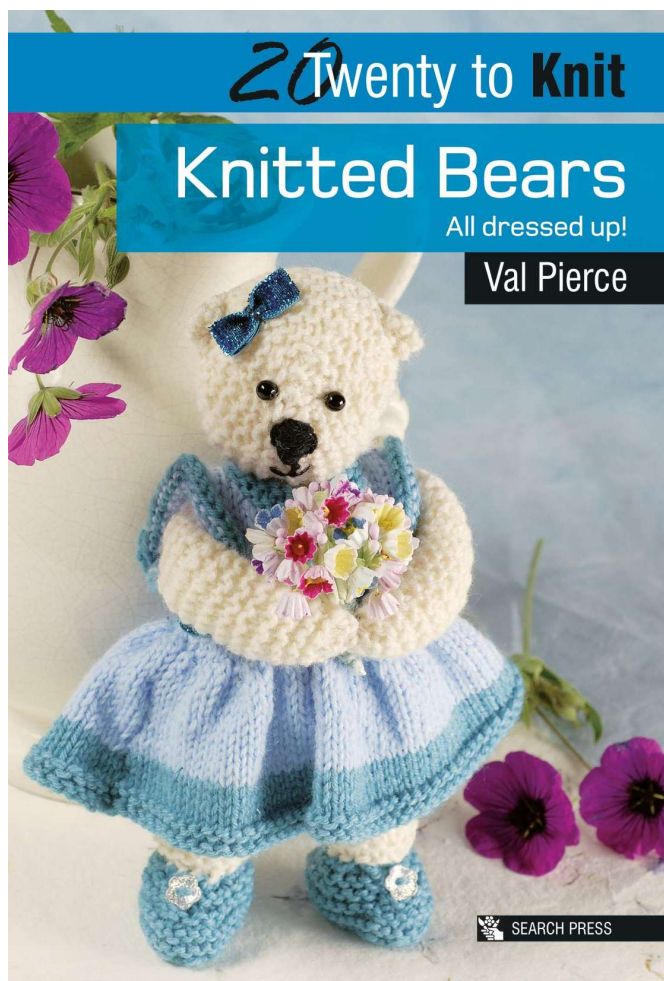
How to sell more books

- Put them front and centre of the shop.
- Change the offer regularly
- Display selected books with product
- Offer exclusive packaged prices
- Work with your rep for offers/deals
- Use Publisher POS
- Book of the month
- Written reviews by staff in shop

How to sell more books (Cont)

- Use books with courses
- Get rid of slow movers – ask for markdown allowance
- Highlight new titles
- Love the section
- Direct dispatch – online sales
- Use publisher's websites
- Use Amazon subject bestsellers list



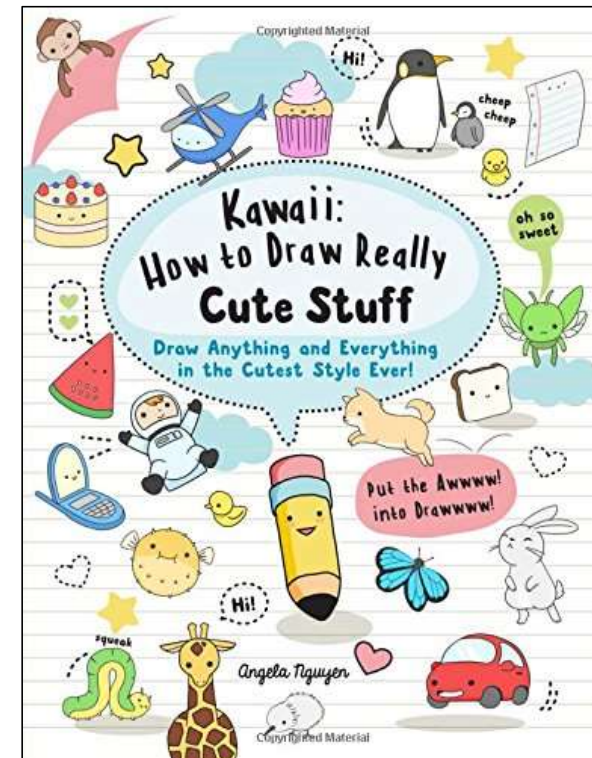
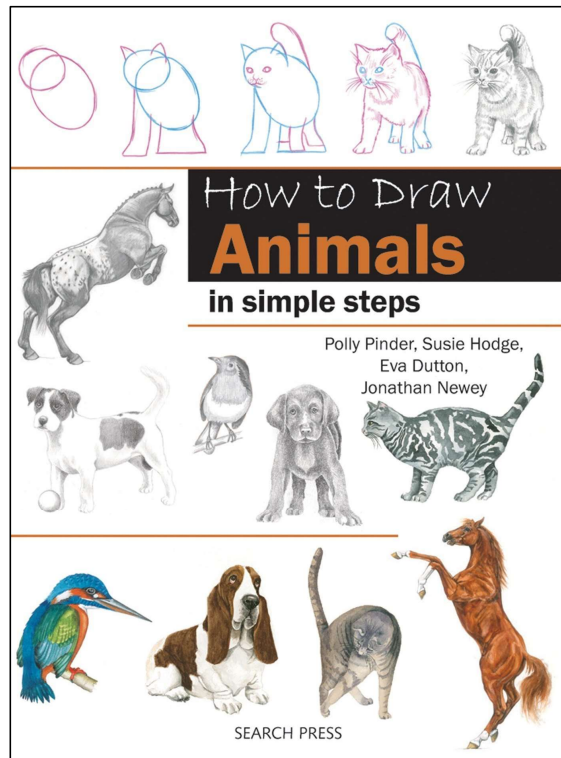


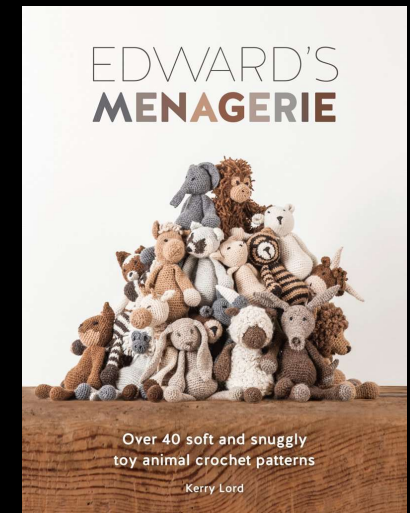
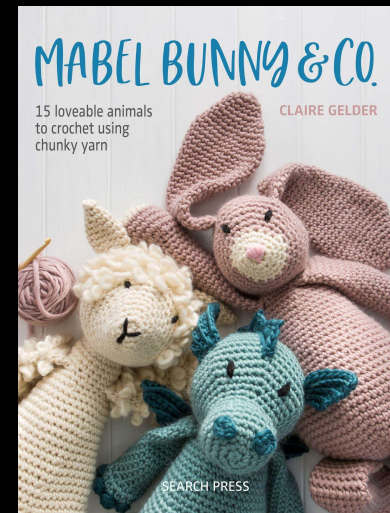
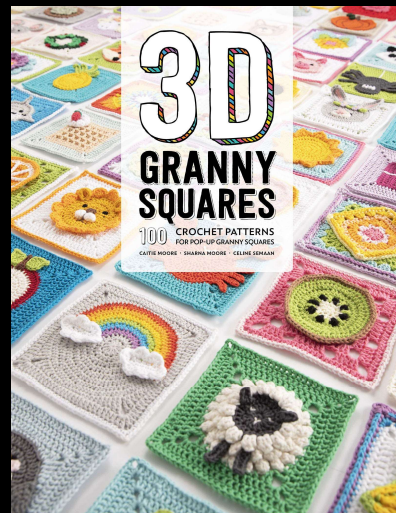
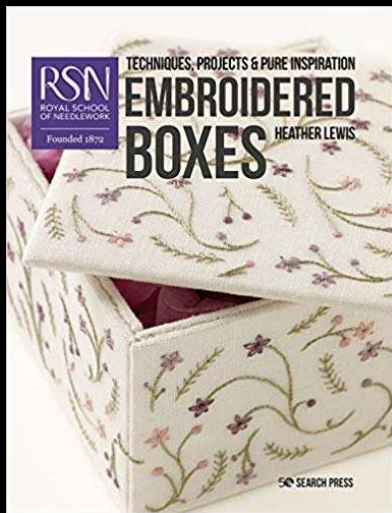
Types of Books to buy

- Introductory/beginners books always do well
- Good technique books on core subjects
- Good project books
- Gift books
- Impulse purchase/Inexpensive books
- Books that support your range of products
- A very discerning market
- Treat US books with caution
- Watch out for trends but beware

DON'T FORGET THE KIDS!

Our 2 bestselling books last year





And finally

- Every craft shop needs a book section
- If the section is loved and cared for it will reward you
- Be selective about the books you buy. Not all books sell
- Be creative about how you use them
- If you don't stock them you won't sell them.