

Alliance of  
Independent  
Authors

# Self-Publishing Service Guides for Indie Authors

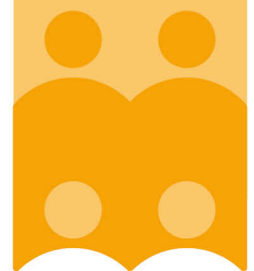
## A Guide to Distributing eBooks, Audiobooks & POD with PublishDrive

compiled by PublishDrive for  
members of the Alliance of  
Independent Authors

### WHAT'S INSIDE

- Distributing eBooks
- Distributing Print
- Distributing Audio

### DOWNLOAD TO GET TOP INSIDER TIPS



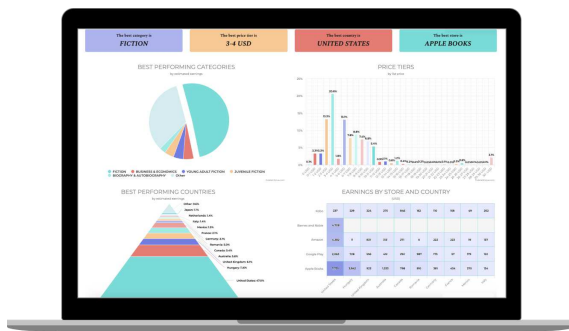
# PUBLISHDRIVE DISTRIBUTION

PUBLISH EBOOK, PRINT, & AUDIO  
UNDER ONE ROOF



publishdrive

**PUBLISHDRIVE DISTRIBUTION** is an easy-to-use, cloud-based software for publishers. **Make your catalog available in 400+ stores and more than 240k libraries across America, Australia, Asia, Africa, and Europe.** Reach global audiences with promotion options like newsletter featuring. Improve the chances of your title(s) being discovered with AI categorization and metadata improvement. **Use the only platform out there to distribute ebook, print-on-demand, and audiobook formats.**



## REAL-TIME SALES DATA AND DISTRIBUTION FOR ALL YOUR TITLES, IN THREE FORMATS

To save excruciating hours spent on managing distribution, track sales for your catalog in multiple stores **in one platform.**

- **Access exclusive stores like DangDang and JD in China**
- Manage over 400 stores and thousands of libraries from one platform
- Reach regional stores in America, Europe, Asia or Australia
- Filter all your data for all formats
- Get real-time sales data and reports

## BOOST YOUR VISIBILITY AND REACH NEW AUDIENCES

Use PublishDrive's promotion options to draw maximum attention for your titles. Exclusively with PublishDrive:

- Run automatic price promotions
- Send free DRM protected review copies
- Submit your book for editorial/featuring opportunities with stores
- Use AI-powered Amazon Ads
- Track book reviews and rankings automatically

**30+** hours saved/title/month

**+35%** increase in royalties

**160+** million potential readers reached



amber  
BOOKS

Libri

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azymut

JOSEPH CAMPBELL  
FOUNDATION

LIFESTYLE  
ENTREPRENEURS  
PRESS

FRAKTURA

LITERA

L M B P N  
DISRUPTIVE IMAGINATION

## PRICING

### Flat monthly fee

Depends on the number of titles\* in your catalog.

<b>FREE - 1 title</b>	<b>FREE</b>
<b>Standard- 6 titles*</b>	<b>\$ 19.99 /m</b>
<b>Plus - 24 titles*</b>	<b>\$ 49.99 /m</b>
<b>Pro - 48 titles*</b>	<b>\$ 99.99 /m</b>
<b>Premium - 120 titles*</b>	<b>\$ 199.99 /m</b>
<b>Prime - 240 titles*</b>	<b>\$ 349.99 /m</b>
<b>Powerhouse - 480 titles*</b>	<b>\$ 599.99 /m</b>

- 1 title = ebook, print, or audio

### 0% commission

Publishers keep 100% royalties.  
No commission paid to PublishDrive.

### Flexible payment option

If you have more than 480 titles or you are interested in a hybrid payment (a combination of revenue share and flat fee) ask for a special quote at [sales@publishdrive.com](mailto:sales@publishdrive.com).

## Contact

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## DISTRIBUTING EBOOK, MADE EASY.

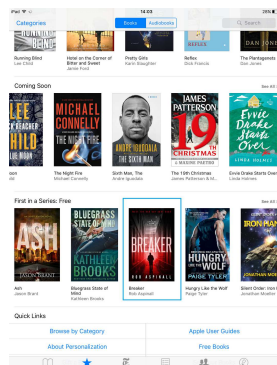
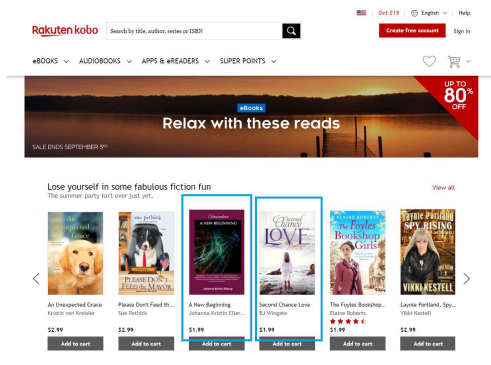
In 2019, ebooks were responsible for 2 billion dollars of sales in the US. In India, 78% of all reading is done online. Ebook is a lucrative format. **Distribute and promote your ebook catalog to over 400 stores and 240k digital libraries all over the world, with a few clicks on one platform.**

### SAVE HOURS OF TIME WITH EASY PUBLISHER TOOLS

- Do you have hundreds of titles and a massive back catalog? PublishDrive's **bulk management options** (ONIX & SFTP) lets you easily upload titles and update metadata all at once.
- Would you like to see all your sales data in one place but don't want to give up your **direct account with Apple and Google**? Not a problem. PublishDrive can directly manage your already existing account without any material changes.
- Take care of all your publishing matters with the PublishDrive platform, like getting **customized API** or tracking sales data.

### BOOST VISIBILITY FOR YOUR CATALOG WITH EXCLUSIVE PROMOTION DEALS

- Promote your new releases with **in-store featuring in Apple and Kobo**. Get listed in editorial newsletters for libraries and subscriptions.



- Send out **DRM protected review copies** to generate buzz for your new releases.
- Use PublishDrive's **Amazon Sponsored Ads tools with AI support** to take advantage of one of the most efficient marketing tools for ebooks.
- Increase your sales or climb the charts by **promoting your book to readers in your genre** with one of our partners, book-promotion site **Written Word Media**.
- Create **automatized price promotion** campaigns for your titles.

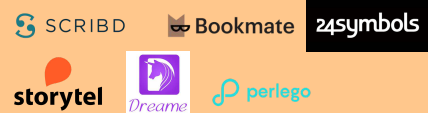
### SALES CHANNELS AND PROMOTIONAL OPPORTUNITIES

#### Global Retailers



By distributing your ebooks to these global retailers, you'll be able to reach **billions of potential readers** (there are 1.4 billion active Apple devices and 2.5 billion Android users) in **more than 50 countries**. With PublishDrive you can feature your titles in Kobo editorial newsletters, get a featured position in Apple Books, and way more.

#### Ebook Subscription Services



Ebook subscription services are booming. With 6 million users on Bookmate, and on Scribd and Storytel 1-1 million each North American and European publishers have a huge audience. **Also, subscription services are responsible for almost 20% of all sales in South America**. With PublishDrive you can try out new subscription services like Dreame in the South-East Asian region along with promotions to these channels.

#### Major Library Providers



There's roughly 135 million potential readers in the US you can reach yearly by distributing to libraries. You can also reach the Chinese library market with hundreds of millions of potential readers with PublishDrive. **PublishDrive's editorial team can recommend your title(s) to be featured in newsletters with OverDrive, Hoopla, and bibliotheca.**

#### Regional Stores



Did you know that there are 360 million English speakers in China and more than 400 million foreign-language speakers altogether? **Through Chinese e-retailers JD and DangDang, you'll be able to access a market excited for foreign-language books.** With PublishDrive's network you get to tap into Chinese markets as well as East- and Western European stores with millions of readers.

# Print-On-Demand



## DISTRIBUTING PRINT, MADE EASY.

With printing technologies of today, print-on-demand is a viable and sustainable strategy for publishing books profitably. Without the hassle, high cost of advanced printing, and need for catalog storage, your titles can be ordered and printed with the power of a single click. **With PublishDrive it's easy to manage print-on-demand, plus ebook and audio.**

### REACH MILLIONS OF READERS ALL OVER THE WORLD

**Counting only English-speaking and EU countries, there are approximately 160 million readers who prefer to read in print.**

PublishDrive helps you access not only Northern American and EU countries but readers in **China with 360 million English speakers.** There's also South Korea, Brazil, India, and Russia. List your catalog with the biggest booksellers and libraries around the globe:



### THE ULTIMATE PLATFORM PRINT CATALOG MANAGEMENT

- Upload your print titles in bulk and distribute to over 30,000 online stores.
- **Reach millions of Chinese print readers.**
- Get real-time analytics and sales reports to see market trends for your catalog.
- Run your publishing business on one platform: manage, distribute, promote, and more for all **print, ebook, and audio formats.**

## DISTRIBUTION PARTNERS:



Each month more than 197 million people get on their devices and visit Amazon.com. By listing your title as print-on-demand, you can reach **millions of readers in 13 countries across North and South America, Europe, Asia, and Australia.**



中国图书进出口广州公司

CNPIEC captures 60% of the institutional book import in China. Distribute your print catalog to PublishDrive and uncover a massive market. **Reach a market with more than 400 million foreign language speakers.**



Ingram is a major book distributor, with **its services reach 40,000 stores**, including the largest chainstores in the US (e.g. Walmart, Costco, bookstores under the American Booksellers Association), Canada (Indigo), Australia (Booktopia), UK (Gardners, Waterstones), Spain and Italy (Mondadori, Rizzoli), Germany (BoD), and Poland (azymut).

# Audiobook

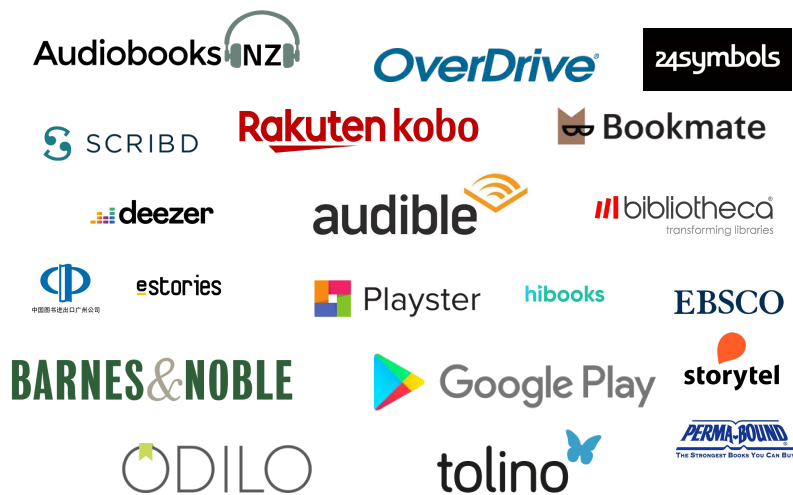


## DISTRIBUTING AUDIO, MADE EASY.

Welcome to the **Golden Age of Audiobooks**. Major publishers have confirmed that **1 out of every 10 books sold is an audiobook** and it's predicted that the global **audiobook market will grow by 25% to \$ 3.5 billion by the end of 2020**. PublishDrive is the only platform where you reach not only the Northern American and European market, but listeners in China as well.

### PROVIDE AUDIO CONTENT TO NEW READERS ALL OVER THE WORLD

The book industry agrees that audio brings in new readers by allowing them to engage in reading activity where they would not have been able to before. **Now, 1 in every 5 Americans listen to audiobooks**. Distribute your titles via PublishDrive and reach potential listeners using libraries and audio subscription services in North and South America, Europe, Asia, Australia, and New Zealand:



### SAVE HOURS OF TIME AND REACH UNEXPLORED MARKETS

- Upload your audio catalog in bulk and distribute to millions of potential listeners in 5 continents.
- **Reach millions of Chinese listeners.**
- Get real-time analytics and sales reports to see market trends for your catalog.
- Run your publishing business on one platform: manage, distribute, promote, and more for all print, ebook, and audio formats.

## DISTRIBUTION PARTNERS



Audible is the **largest audiobook producer and retailer in the US**. Reach this massive market with PublishDrive.



Did you know that there are **2.5 billion** active Android devices globally? Imagine the potential listeners you can reach by distributing your audiobook through Google Play!



Currently there are **12 million readers** who use Kobo regularly from dozens of countries. Don't miss out on distributing content to this digital book giant!



OverDrive is one of the largest library providers of the world. In the US and Europe alone there are roughly **160 million potential listeners**.



中国图书进出口广州公司

CNPIEC covers **60% of the institutional book import in China**. By distributing your audio catalog to PublishDrive can reach a massive market yet to be uncovered.



Storytel gathered 200 000 new subscribers just in 2019 amounting to **more than 1 million active subscribers** in Northern, and Western Europe, Russia and India. With an vast audio and ebook catalog it attracts new listeners and readers every day.



Findaway provides content to dozens of audiobook providers globally. Reach listeners subscribed to book giants like **Barnes and Noble** and subscription services like **scribd**. Get regional services all over Europe.



With **6 million subscribers**, Bookmate provides content to Russian and Northern American listeners.



As one of the leading sales channels for digital services in the UK, get a chance to reach **7 million listeners** by sending audiobooks to Gardners.



**23 million people in Germany listened to audiobooks** in 2019. Reach readers in one of the largest content providers in Germany, Libreka!



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Independent  
Authors