

# **PUBLISHING PERSPECTIVES**

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**Self-publishing becomes larger  
focus at this year's Frankfurt Book  
Fair**

[Press release from the Frankfurt Book Fair \(https://en.book-fair.com/fbf/journalists/press\\_releases/fbf/detail.aspx?PageRequestId=71bf64ee-449d-498b-809a-230ddc728db3&c20fo587-85d5-44d3-a9a4-eb75doc6143b=ede7dafc-fa1f-4759-b675-5915c079e50f\)](https://en.book-fair.com/fbf/journalists/press_releases/fbf/detail.aspx?PageRequestId=71bf64ee-449d-498b-809a-230ddc728db3&c20fo587-85d5-44d3-a9a4-eb75doc6143b=ede7dafc-fa1f-4759-b675-5915c079e50f):

## **Two-day programme to provide information and connections for international authors, agents, and other industry professionals / Early bird discount valid through August 15**

Frankfurt, 11 August 2014 – This fall, the Frankfurt Book Fair will expand its self-publishing focus by hosting a two-day programme to provide information and connections for international authors, agents, and other industry professionals who want to learn more about global opportunities in self-publishing in the English-language market.

In addition to the Book Fair's successful German-language Self-Publishing Area and the Ignite event for self-published authors at the Fair, this expanded programme caters to the evolving role of authors worldwide. Nielsen reports that in 2013, UK sales of self-published e-books grew by 79 percent. Various estimates of Amazon's U.S. e-book sales put self-published titles at around 25–30 percent of the total. As a reflection of this growth, the Frankfurt Book Fair has created an opportunity for participants to network with industry professionals, meet with global service providers face-to-face, and connect with fellow authors around the world.

This programme is sponsored by NOOK Press®, Ingram Content Group's IngramSpark, and Kobo who will present their solutions and share insight about how authors can best promote and distribute their books to readers.

On Friday, 10 October, the Fair will organise tours through Hall 8 (home to English-language exhibitors) with stops at key exhibitors working in self-publishing for networking and discussion opportunities. The Friday afternoon

seminars in Hall 4.C, curated by Authoright, a provider of support and services to authors, will present a step-by-step guide to publishing a book, tips for working with literary agents, and a discussion on getting your work noticed by readers.

On Saturday, 11 October, the Frankfurt Book Fair will present a full-day programme on the Publishing Perspectives Stage in Hall 8, where a variety of topics will be presented and discussed, including social media for authors, cover design and editing, e-book distribution and “success stories” with established authors.

Tickets are on sale now, with an early bird discount valid through August 15. For tickets, programme and speaker information, go to [www.book-fair.com/selfpublishing](http://www.book-fair.com/selfpublishing) (<http://www.book-fair.com/selfpublishing>).

## About Authoright

The logo for Authoright, featuring the word "authoright." in a lowercase, rounded, yellow-green font.

Authoright provides support and services for every author. With offices in London and New York, Authoright is the only company of its kind working with authors from all over the world. Authoright has worked with over 3,000 writers. Each year its Author Consultants speak to around 2,500 writers free of charge, helping them to identify and solve their publishing needs. Authors from all routes to publication can come to Authoright for help with their editing, book cover design, website development, branding, bespoke self publishing, social media, marketing and publicity. [www.authoright.com](http://www.authoright.com) (<http://www.authoright.com>)

Authoright founders Gareth Howard and Haley Radford are among The Bookseller's Rising Stars of 2014 – “the annual run-down of the best and brightest young (and some not so young) guns in the industry” – sponsored by the Frankfurt Book Fair.

## About NOOK Press®



NOOK Press ([www.nookpress.com](http://www.nookpress.com) (<http://www.nookpress.com>)) is NOOK Media™ LLC's easy to use self-publishing platform. Currently available to authors and publishers in the US, UK, France, Germany, Spain, Italy, the Netherlands and Belgium, NOOK Press offers a fast and easy way to launch eBooks to millions of book-loving customers – at no cost. NOOK Media is a subsidiary of Barnes & Noble.

## About IngramSpark



To serve the specific needs of independent publishers, Ingram Content Group launched IngramSpark in July of last year. IngramSpark ([www.ingramcontent.com](http://www.ingramcontent.com) (<http://www.ingramcontent.com>)) is an easy-to-use self-serve platform that provides independent publishers with the tools they need to publish content as physical books and e-books simultaneously, take advantage of Ingram marketing services and gain access to Ingram's distribution channels that reach online and brick-and-mortar retailers worldwide.

## About Kobo Inc.



Kobo Inc. is one of the world's fastest-growing eReading services offering more than 4-million eBooks and magazines to millions of customers in 190 countries. Kobo offers a wide variety of E Ink eReaders and Google-Certified Android

tablets as well as free top-ranking eReading apps for Apple®, BlackBerry®, Android®, and Windows®. For more information, visit [www.kobo.com](http://www.kobo.com) (<http://www.kobo.com>).

## About the Frankfurt Book Fair



The Frankfurt Book Fair is the international publishing industry's biggest trade fair – with 7,300 exhibitors from more than 100 countries, around 275,000 visitors, over 3,400 events and around 9,000 accredited journalists in attendance. It also gathers key players from other media, including the film and games industries. Since 1976, the Book Fair has featured an annual Guest of Honour country, which showcases its book market, literature and culture to attendees in a variety of ways. The Frankfurt Book Fair organises the participation of German publishers at around 20 international book fairs and hosts trade events throughout the year in major international markets. With its Business Club, the Frankfurt Book Fair offers essential services and an ideal setting for the activities of publishers, entrepreneurs, pioneers, experts and visionaries. The CONTEC and STORYDRIVE conferences have both become established meeting places for the industry. The Frankfurt Book Fair is a subsidiary of the German Publishers & Booksellers Association. [www.book-fair.com](http://www.book-fair.com) (<http://www.book-fair.com>)

### ABOUT THE AUTHOR

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## Hannah Johnson

Hannah Johnson is the Publisher of *Publishing Perspectives*. Before joining PP in 2009, she worked as Project Manager at the German Book Office New York. Find her on Twitter [@hannahsjohnson](http://www.twitter.com/hannahsjohnson) (<http://www.twitter.com/hannahsjohnson>).