

Waterstones Booksellers Limited

203-206 Piccadilly

London

W1J 9HD.

www.waterstones.com

May 2012

Dear

Thank you for your enquiry about setting up a trading relationship with Waterstones. We use wholesalers such as Gardners as our source of supply for many publishers' titles rather than trading directly with them and we would source your titles in this way. What this means for you is that instead of receiving disparate orders from various individual branches of Waterstones, Gardners will collate all our store orders and will send them directly to you on our behalf. You will not need to deliver stock to a variety of locations; all deliveries can be dispatched to Gardners in a single drop. Billing will also be consolidated so you will only need to maintain one single account with Gardners. None of this has any effect on the number or volume of titles that we stock or order, but any agreed orders will be sent to and fulfilled by Gardners rather than placed directly with you.

This letter sets out the steps you need to take in order to set this up and includes an application form and a set of Frequently Asked Questions to assist you. These steps are very straightforward; ensure that your book has an ISBN and Barcode number, register your title information with Nielsen BookData and set up a trading relationship with Gardners.

1. Ensure that your book has an ISBN and Barcode number.

We can only carry books that have both an International Standard Book Number (ISBN) and a Bookland European Article Number (EAN) barcode. If your book does not already have an ISBN please obtain one from the UK International Standard Book Numbering Agency. They will provide some information about EAN barcodes and details of where to obtain them when you register with them for ISBNs.

The details for the UK ISBN Agency are as follows:

Telephone: 01483 712215 (9.00am to 5.00pm) Fax: 01483712214

E-mail address: isbn.agency@nielsen.com

Postal address: UK ISBN Agency, Nielsen BookData, 3rd Floor, Midas House, 62 Goldsworth Road, Woking, Surrey, GU21 6LQ

2. Ensure that you have provided your title information to Nielsen BookData.

Nielsen BookData is the sole provider of book information to Waterstones - we do not accept information direct from publishers or suppliers. It is your responsibility to ensure that Nielsen BookData has an accurate record for each of your titles and to provide updates when things change. Nielsen BookData does not charge to carry a basic record (including a jacket image) but does have a subscription-based enhanced service. If you are confident that Nielsen BookData has a full and accurate record for each of your titles, you do not need to take any further action and can go straight to Step 3. A full record is one that includes ISBN, author, title, subject classification (including a BIC code), imprint and publisher, UK availability (e.g. In Print, Not Yet Published), UK price, format (e.g. paperback, hardback), territorial rights statement (which must state that the book is for sale in the UK) and UK publication date. If you have not provided your title information to Nielsen BookData or you are not sure whether they have a full and accurate record for each of your titles, contact the Nielsen BookData Publisher Help Desk.

The details for the Nielsen BookData Publisher Help Desk are as follows:

Telephone: 01483 712450

Email: pubhelp.book@nielsen.com

New title forms or registration for NBD's online-editing service Pubweb, are available through their website at www.nielsenbookdata.co.uk.

Please be aware that it can take up to six weeks for Nielsen BookData to editorially process new record submissions on their database if you are using their free listing service.

3. Set up a Trading relationship with Gardners Books Ltd.

This pack includes a form headed "Gardners Books Ltd"- New Waterstones Trading Application form. Please complete this form **even if you already trade with Gardners**.

Completed forms should be returned to:

Gardners Books Ltd
1 Whittle Drive
Eastbourne
East Sussex
BN23 6QH

If you prefer to e-mail or fax this information, the details are as follows:

E-mail: sph@gardners.com

Fax: 01323 525504.

Tel: 01323 521555

Once your account with Gardners is set up, we will notify Nielsen BookData and they will send your title information through to our store system. **Please ensure that you use the same company name to identify yourself to both Nielsen BookData and Gardners or we will not be able to match your trading account to your book information.** We will then send you an email confirming that your account with Gardners is now active. You need only go through the process of setting up a trading relationship once (not for each book) but please don't forget that you must notify Nielsen BookData of any changes to price, availability etc in order to update our system and information about new titles must be provided to them as far in advance of publication as possible.

Please note that once you have completed the above steps, your book will be listed for sale on Waterstones.com and you will be ready to send us your book for consideration. All our titles are bought centrally and we give due consideration to everything sent to us.

Yours sincerely,

Waterstones

E-mail: ipc@waterstones.com

Frequently Asked Questions

My product is not eligible for an ISBN. Is it still possible to sell it to Waterstones?

We carry a limited range of related products, including greetings cards, calendars and diaries, social stationery, accessories and games, which are bought and managed centrally. In most cases you would need to supply us through a currently approved supplier, rather than direct. In the first instance, please send your product information to our Related Products team at comms-relatedproducts@waterstones.com , or by post (see address on the covering letter) for his consideration.

What discount should I charge for my book(s)?

Your commercial relationship is with Gardners and you will need to negotiate this with them.

I have filled in all the necessary forms but my book is still not showing up on the store system. How do I sort this out?

The most likely reason is simply that the process of setting up your trading relationship is not complete. It takes up to three working weeks for Gardners to set up your account and confirm to Waterstones that it is active. This is also the point at which the process will break down if you have given Nielsen BookData and Gardners different company names. If more than three working weeks has elapsed and you have not received confirmation from Waterstones that your account is active, please contact ipc@waterstones.com. If you have received written confirmation that your account is active and your titles are still missing from the Waterstones system, you should contact Nielsen BookData's Publisher Helpdesk to confirm that they have all the details they need in order to supply the complete book information to Waterstones. The helpdesk will also be able to confirm whether they have sent your records to us:

Telephone: 01483 712450 or email pubhelp.book@nielsen.com.

My book information is on the Waterstones system but some details are incorrect or need updating.

You should contact Nielsen BookData's Publisher Helpdesk. Telephone: 01483 712450 or email pubhelp.book@nielsen.com

Do I need to notify Nielsen BookData that my orders for Waterstones need to be routed to Gardners?

You should not contact Nielsen BookData to notify them of this. Once you have received written confirmation from Waterstones that your Gardners account is active, we will notify Nielsen BookData that our orders need to be linked and routed to Gardners.

Do I need to contact Whitaker Information Services?

No. Whitaker Information Services and Book Data merged in 2002 to form Nielsen BookData.

I am receiving orders direct from stores. What should I do?

Do not fulfill the orders. Contact ipc@waterstones.com

Is there someone I can contact at Head Office about selling my books to Waterstones?

Once you have completed the attached form and received confirmation from us that your trading account with Gardners has been accepted, we will contact you with details as to how you can submit your book for consideration.

GARDNERS BOOKS LTD

NEW WATERSTONES TRADING APPLICATION

PUBLISHER DETAILS

PUBLISHER

.....
CONTACT NAME

.....
ADDRESS

..... POST CODE

TELEPHONE

..... FAX.....

E MAIL

.....

DISTRIBUTOR DETAILS (IF DIFFERENT FROM ABOVE)

DISTRIBUTOR

.....
ADDRESS

..... POST CODE

TELEPHONE

..... FAX.....

E MAIL

.....

CONTACT

.....

Nielsen BookData listed? Yes/No Barcoded books? Yes/No

RETURNS CONTACT

.....
ADDRESS

..... POST CODE

TELEPHONE

..... FAX

E MAIL

.....

TERMS AND CONDITIONS

DISCOUNT TERMS% OF R.R.P. CREDIT TERMS NUMBER OF DAYS

RETURNS AGREEMENT

.....

PUBLISHER SIGNATURE DATE

GARDNERS BOOKS LTD SIGNATURE DATE

Please ensure that you have completed in full all the sections above. If not completed in full your application will be delayed and orders will not be able to be placed.

Please return this completed form to: Gardners Books Ltd, 1 Whittle Drive, Eastbourne, East Sussex BN23 6QH