



Great Northern Publishing

**A BRIEF GUIDE
TO OUR SERVICES FOR THE
DESIGN, PRINT AND PUBLISHING
OF
JOURNALS, MAGAZINE AND BOOKS**

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GENERAL INFORMATION ABOUT US

We are a small, independent, family owned, award-winning company based in Scarborough.

We are magazine and book publishers, and offer a range of competitively costed design, publishing and production services for both print and web (internet) to a wide range of clients, from individuals to charities, small groups, associations and businesses.

We offer a professional, yet personal service tailored to the needs of our clients, and we pride ourselves on our high quality of service, value, reliability and discretion.

Our services include the design and production of books and booklets, newsletters and journals, magazines, catalogues, etc., and we can arrange some basic postal services, such as direct mailing of journals and leaflets etc.

We offer a number of alternative production methods from single page mono artwork suitable for photocopying, right through to traditional lithographic printing, with work supplied on disc in most cases, either for the customer's own print arrangements or for uploading to their website. Each method is tailored to the requirements of the customer to enable them to get the most from their print and production budget.

We offer both short-run (typically 500 copies) and long-run print facilities (over 1,000 copies) and specialise in competitively priced design and production of paperback books, newsletters and journals.

We provide advice and guidance through all stages of a project and consider it part of our remit to use our expertise and knowledge to make constructive suggestions and offer assistance to our clients in order to achieve the best production method, product or service for them.

We offer registered charities special discounted rates on many of our products and services, and work hard to achieve the best results for those working with limited budgets.

We are always pleased to discuss projects and to provide no-obligation quotes and estimates, along with samples of our work where appropriate.

Comments on our products and services, news, awards and detailed information about the company can be found on our easy to navigate website alongside our on-line bookshops, magazines and secure ordering facilities.

We not only provide full publishing, production and associated services but we are also publishers of paperback books under our own Great Northern Publishing imprint.

We are publishers of the successful and highly acclaimed bi-monthly, subscription only magazine 'The Great War' (1914-1918), and the successful, award-nominated, monthly subscription only magazine 'JADE - The International Erotic Art and Literature Magazine'.

We are general mail order and internet booksellers.

OUR GENERAL DESIGN & PRINT SERVICES

We specialise in short-run (anything from 500 copies upwards), colour, two-colour and black-and-white newsletter and journal design and production. We undertake general design and production for all areas of print, from books and booklets, to flyers, leaflets and posters.

JOURNALS & MAGAZINES

We provide competitively priced design and production services to a variety of clients publishing short-run and long-run magazines, journals and newsletters.

We also offer additional discounts and low fixed rates for regular production (such as monthly or bi-monthly publications).

We specialise in A5 and A4 magazines printed by traditional lithographic printing.

We can also design for and transfer magazines direct to CD ROM as PDF (portable document format) files for viewing on screen, on line, or for printing by a third party (the client's own printer).

OUR GENERAL SERVICES

Journals & Magazines.

We offer various production and publishing services to a variety of clients, from individuals and charities to businesses. Alongside our print related services we also undertake a number of other basic services such as postal mailing and the creation of specific simple-to-use databases and spreadsheets.

Many small companies and charities who produce short-run magazines and newsletters (or who obtain our services to design and produce them) cannot obtain competitive pricing for mailing them out to their customers or memberships. Unlike large mailing houses, which prefer bulk mailings, we can and do provide competitively priced mailing services, for both one-off and multiple mailings. As part of this service we can provide envelopes, stamps, printed labels and database management - everything in fact to ensure the mailing goes smoothly from start to finish.

OUR BOOK PRODUCTION

Books.

Our book production is based on both paperback and hardback books in both black-and-white and colour.

GENERAL SUBMISSION GUIDELINES FOR BOOKS, MAGAZINES & PRINT

We apply certain formatting to text known as the 'house style' and expect any submissions for publication to follow these basic rules. Failure to adopt the house style may result in the manuscript (on disc) being returned to you to redo the correct formatting. In the event you instruct us to undertake the basic formatting listed below an additional charge will be made separate from the cost of the job as a

whole (this work is currently charged at £3.00 per A4 single sided, double line spaced page).

If you are considering using any of our services please take the time to study and implement the house style rules given below. If you are only submitting a manuscript for our 'Manuscript Appraisal Service' these guidelines are not necessary.

TEXT:

We prefer to receive files on PC formatted CD ROM, in either Word document (.doc) format or the standard rich text format (.rtf).

Text should be provided in a single size of basic font such as 12pt Times New Roman. It should be noted that we use our own standard fonts for book and magazine texts. Conversion of Times New Roman and other fonts takes place during the transfer from word processing (where most of our editing is done) to design software where the book/magazine is laid out in its final form. This is to ensure that all material downloads correctly during the creation of the print files.

Please do not send material on disc in any computer programme other than a basic word processor package, like Word, Open Office, Works, Wordperfect etc.

We only accept PC discs and cannot accept material produced on an Apple Mac computer or from dedicated electronic word processors which are not PC compatible.

Speech. All speech should be enclosed in double speech marks thus - "All I wanted to say was," began Fred.

When using computer word processors please ensure that all speech marks and apostrophes appear correctly like this: " " ' '. Some computer software just produces a small vertical mark and this is unacceptable.

Quotations. Quotes from books should be enclosed in single quotation marks and in italics thus - *'It is a truth universally acknowledged . . .'*

Tabs. Set all tabs to 3mm. Do not use any other margins or indents.

Always use a single space after a full stop; not two spaces as many typists have been taught.

We never use an underline to highlight anything. This is best done in **bold** or in *italics*.

Please do not use formatting on your text, or use box rules, underline, or include artwork.

Text ranged to the left is the accepted option.

If justification is used on text, do not force justify under any circumstances.

Book, newspaper and journal titles should be presented thus - *'Oliver Twist' - The Times - High Society News*.

Ranks and titles should be written in full and not abbreviated - thus - Lieutenant-Colonel, not Lt-Col. Baronet, not Bart.

Do not place a full stop, like this, after Mr. Mrs. or Miss. They should be written thus - Mr Mrs Miss and Ms, etc.

When writing the time in numerals it should be written as 7.00pm, 4.00am, etc.

If your word processor uses 'superscript' please turn the facility off.

Do not use 'headers' and 'footers' or page numbering.

If you have any doubts or require advice on any of the above please contact us before submission and we will be happy to assist you in any way we can.

PHOTOGRAPHS AND ILLUSTRATIONS:

Photographs, prints and illustrations intended for insertion should be no larger than A3.

We can accept 35mm transparencies, 35mm negatives and large 4" x 5" format transparencies for scanning.

We can accept previously printed material to convert to images or line drawings, provided written copyright or reproduction permission has been obtained. The better the quality, the better the finished reproduction will be. If in doubt ask for advice.

Scanning works like a photocopier and does not damage photos or illustrations.

As a rule we do not make additional charges for the scanning and use of photographs or illustrations.

We can accept and prefer pre-scanned images on CD ROM (including digital photography images), provided they are of high enough resolution and in .tiff or .jpeg format. The minimum resolution required for printing is 300dpi.

All material will be returned after publication.

If you have any doubts or require advice on any of these points please contact us before submission.

BOOK SELF-PUBLISHING GUIDE IN BRIEF

Many people turn to self-publishing after experiencing disappointment with mainstream publishers, or having suffered at the hands of 'vanity publishers'. A growing number go direct to self-publishing in order to see their work in print at the earliest possible opportunity.

Self-publishing, is not 'vanity publishing'. The author merely takes on the additional role of publisher and purchases the technical services he needs from a third party (such as ourselves).

We pride ourselves on our level of involvement and do not simply take the material and go straight to

print. It is not in our interest to be part of producing something we consider to be of inferior quality.

Our aim is to work with the client and to provide the best possible service and quality of production so that we both have pride in the final outcome.

Self-publishing is not an easy path to success. It is an investment in one's work and a way to promote one's self to a wider audience.

Before considering self-publishing, we advise all authors to try mainstream publishers and agents. We recommend *'The Writer's Handbook'* which is published annually by Macmillan and which lists all UK publishers and agents, as well as a host of other information too.

You should consider two negative sides to self-publishing: the money you invest may never be recouped; and you may be left with a stock of books no one wants.

A self-publisher needs to be a realist. No one can make either the public or retailers to buy a book, no matter how good it is. This may appear to be negative advice from a company whose business is book production, but we feel some authors have too rosy a picture of being in print. Getting a book into print is relatively easy - selling it is far more difficult.

Try to view your work dispassionately. Before going on it is important to ask yourself these questions and to answer them honestly:

What is it I hope to achieve by self-publishing, rather than going down the traditional route?

Can I afford to lose the money I invest if I do not do as well as expected?

How will I feel if I cannot sell any of my books?

Always consider the worst-case scenario before making a decision.

We do not make false promises or ridiculous commitments. We tell you what we can do for

you, provide the agreed services and charge you accordingly (with no hidden extras). From the outset we both know where we stand and there are no misunderstandings.

Disappointment can set in when self-publishers cannot sell their books and it is then easy to turn on the publisher and blame him. We believe that by advising you of the dangers and pitfalls, as well as the upsides to self-publishing, you will be in a better position to make the right decision for you.

OUR BOOK PRODUCTION SERVICES

Before you launch into self-publishing with any company you are strongly advised to obtain several quotes for the work and a detailed breakdown of what is and what is not included.

As a basic guide you can typically expect to pay between £4,000 and £6,000 for an average 200-page text-only paperback book. If the quotes you obtain are significantly higher than this be wary and obtain written confirmation of just what you are paying for.

The shortest print run we now offer for books is 500 copies.

Traditional *'lithographic printing'* allows us to produce good quality books at reasonable cost. There is no upper limit to print runs. Lithographic printing ensures that text is clear and sharp and halftones (photographs) and tints are of a high standard.

We do not make additional charges for including pictures (colour or greyscale halftones or line illustrations) unless there is some technical reason why it would increase costs; we would then discuss this with you and advise you accordingly.

All our pre-press production is done in-house; the only part of the production process contracted out is the actual printing, binding and finishing, and for this we only use established book (or magazine and journal) producers.

OUR JOURNAL & MAGAZINE PRODUCTION SERVICES

Before you commit to production with any company you are strongly advised to obtain several quotes for the work and a detailed breakdown of what is and what is not included.

As a basic guide you can typically expect to pay between £1,200 and £4,000 for an average 24-page full colour A4 magazine (depending on the type and level of work involved in its production). If the quotes you obtain are significantly higher than this you should obtain written confirmation of what you are paying for.

The shortest print run we now offer for journals and magazines is 500 copies (either A5 or A4 size).

There is no upper limit to print runs.

We do not make additional charges for including pictures (colour or greyscale halftones or line illustrations) unless there is some technical reason why it would increase costs; we would then discuss this with you and advise you accordingly.

All our pre-press production is done in-house; the only part of the production process contracted out is the actual printing, binding and finishing, and for this we only use established journal and magazine producers.

COPYRIGHT

Books., Journals & Magazines.

You own the copyright in your work throughout. This means you retain all rights to and vested in it. We simply act as your production company and have no claim on your work, rights or copyright.

Copyright in our work, such as cover illustrations if we produce them, remains with us.

We retain the right to refuse any material, written or illustrative, which is not up to our general standard, or whose publication may result in civil or criminal action.

COMPREHENSIVE SERVICE

Books.

On your acceptance of our quote, we produce your books and deliver them to your door for you to market and sell. This is where our involvement with you as a client would normally end. However, as this may be your first time as a self-publisher, we are available to offer some advice and general guidance on sales and marketing. This service is free, unless we find ourselves spending a great deal of time and resources assisting you, in which case we would then discuss costs with you.

To cost a job properly we require the finished manuscript on CD ROM, a printed copy, any special instructions, and copies of all photographic or illustrative materials (these can be on the CD with the text) to be supplied to us.

Should you decide not to proceed after receiving our final detailed quote we will return your materials with an invoice to cover our costs up to this point - typically this would be a 'reading fee' of £95, plus the costs of postage for the return of your materials. This small charge is to discourage time wasters and quote collectors.

Journals & Magazines.

On your acceptance of our quote, we produce your publication and deliver it to you (to a single UK address - unless we have been contracted to organise postal delivery to your readers on your behalf).

To cost a job properly we require detailed information about the publication, size, content, page numbers and quantity required. A previously printed copy and any special instructions also helps.

BRIEF BREAKDOWN OF SERVICES

Books.

With text supplied on CD ROM we undertake all production, design and layout; including typesetting, basic editing; and produce final page and cover proofs for your approval, organise the printing and delivery of the books to a single UK address.

Should you be unable to provide your text on a CD ROM (or via email in some instances) and can only provide a printed copy (as from a typewriter) we would charge £3.00 per page for conversion (A4 sheet, single-sided, typed in double-line spacing).

Journals & Magazines.

With text supplied on CD ROM we undertake all production, design and layout; including typesetting, basic editing (grammar and spelling); and produce final page and cover proofs for your approval, organise the printing and delivery of the publication to a single UK address, unless we have contracted to organise postal delivery direct to your readers.

Should you be unable to provide your text on a CD ROM (or via email in some instances) and can only provide a printed copy (as from a typewriter) the conversion of the text to computer would form part of our service and there would be no additional charge for this.

GENERAL TIMETABLE

Books.

Pre-press production, up to and including producing final PDF page proofs, takes from 3 to 9 weeks depending on the content of the book. Once you have approved the final proofs the work is sent to the printer. Printing and delivery takes from 3 to 10 weeks. Once the job has been delivered to you, we return all your materials.

Journals & Magazines.

Pre-press production for most magazines and journals (based on 24 pages) up to and including producing final PDF page proofs, typically takes from 3 to 7 days. Once you have approved the final proofs the work is sent to the printer. Printing and delivery takes from 2 to 4 weeks. Once the job has been delivered to you, we return all your materials.

LEGAL REQUIREMENTS

Books.

We will advise you and assist you with your 'legal deposits' - these are 6 copies which must be sent, free of charge, to specified national book repositories. This is a statutory, legal obligation. We expect at least 3 complimentary copies of the book for our own files.

Journals & Magazines.

In the case of publications with ISSN numbers a copy of each issue needs to be sent to the British Library.

THE PROS & CONS OF SELF-PUBLISHING

Books.

Although often considered to be 'expensive', self-publishing gives you the flexibility of organising and distributing sales of your own books to suit yourself.

However, as with any venture there are risks involved and you should proceed with caution, avoid the 'vanity' publishers and those who promise the earth and then fail to deliver!

As you can see, self-publishing is not an easy answer to publishing. It takes time and financial commitment. Typically, self-publishers who do well (defined by sales) are those who have weighed the pros and cons and given serious thought to their potential market and are good at marketing both themselves and their work.

Self-publishers who aim their work at a niche market, military history for instance, tend to do better than those whose books are general in nature. These are often people who go on to produce more books and get an immense sense of satisfaction out of doing so.

THE PROS & CONS OF MAGAZINE PUBLISHING

Journals & Magazines.

Although often considered to be 'expensive' for short runs (500 copies), magazine publishing can be cost effective if you undertake some basic research before embarking, such as how many pages and

copies are actually required, whether they form part of a subscription or are to be sold, whether they are to be used for marketing purposes for your company, charity or organisation, whether you are accepting advertising in the publication (which can help fund production) and how the final copies are going to be delivered to your readers.

MANUSCRIPT APPRAISAL SERVICE

Books.

For a standard fee of £95 we will read and appraise your manuscript and assess its suitability for general publication (this does not confer or imply any guarantee for acceptance to publish). Where appropriate we will provide written advice, guidance and constructive criticism. Payment should accompany your manuscript, along with a sufficient amount to cover return postage. Please include your details, address, and telephone number as well as a covering letter detailing anything else you think is relevant.

Journals & Magazines.

We do not offer an appraisal service for journals and magazines. Although we are happy to work with you to specify certain standards for images and texts - this all forms part of our service and there is no additional charge for this.

MANUSCRIPT CORRECTION SERVICE

Books.

For a standard fee of £3.00 per A4 single-sided, double-line spaced page, plus postage and packing for return of your manuscript we will professionally edit and correct your manuscript to publication standard. This is a professional service and does not come with, or infer, a guarantee of your work being accepted by another publisher.

Journals & Magazines.

Any editing done forms part of our contract with you and there are no additional charges for this service.