

GUIDE TO LUND HUMPHRIES INTERNATIONAL SALES AND MARKETING

1. International Sales

The complete list of Lund Humphries publications is promoted and sold internationally through the book trade (high-street chains and independent bookshops, museum and gallery shops, online retailers, wholesalers and library suppliers), as well as directly to customers at promotional/launch events and from our own ecommerce website.

Sales to the International Book Trade

In the UK, the Lund Humphries list is sold to the book trade by [Yale Representation Ltd](#) and their team of six sales representatives, who present our books to a wide range of specialist and general bookselling and wholesaler accounts, alongside the lists of Yale University Press, University of Chicago Press, Manchester University Press, Bodleian Library Publishing, Reaktion Books and other specialist and scholarly presses.

In the US and Canada, the Lund Humphries list is sold to the book trade by Independent Publishers Group (IPG), specialists in distribution for independent presses of all sizes, whose in-house staff and 35 commissioned representatives sell our books to national retailers (Barnes & Noble, Amazon), independent and specialist bookstores (including museum and gallery bookstores), national trade wholesalers (Ingram and Baker & Taylor), library suppliers, as well as directly to individual customers.

In Europe, our books are sold to the book trade by the 8-strong sales team at Durnell Marketing Ltd, who represent our list throughout Europe (including Northern Ireland).

In Australasia our books are distributed to the book trade by [Footprint Books Pty Ltd](#) and their five sales representatives, alongside the books of Yale University Press, Princeton University Press, University of California Press and other specialist and scholarly publishers from the UK, US and elsewhere.

We also have sales representation in China, Taiwan, Hong Kong, Japan, Korea, Brunei, Cambodia, Indonesia, Laos, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, India, the Middle East, North Africa, South Africa, South America and the Caribbean.

All of our representatives and distributors are managed from London by our in-house sales team. We produce a full-colour trade catalogue twice a year highlighting new books and key bestsellers, which is mailed and emailed to an extensive list of customers and contacts internationally, including bookshops, reps and agents, wholesalers, museums and commercial galleries, customers, and press and media contacts.

Special Sales and Direct Sales

Alongside distribution to the general book-trade, we focus on building relationships with specialist bookshops, museums and galleries, libraries and relevant professional organisations.

We exhibit and promote our books to delegates at the annual College Art Association conference in the US; ARLIS (Art Libraries) conferences in the US and UK/Ireland; the Art Business Conference in London and New York; the Association of Art Historians annual conference in the UK; and other specialist academic and professional conferences such as ICOM and the RTPI Planning Convention.

We regularly partner with museums and galleries, art fairs and auction houses, literary and arts festivals, and organisations such as Sotheby's Institute (London and New York), the Architecture Foundation (London) and the Cooper Union (New York), to host talks and panel discussions to launch and promote our books.

All of our books are promoted and sold in both GB Sterling and US Dollars on our own website www.lundhumphries.com. We have a growing list of subscribers who receive our monthly email newsletter featuring new publications, special offers, exhibitions and events.

2. Marketing and Promotion

Sales and distribution are supported by an increasingly active marketing and promotional campaign for each new book, which includes:

- press and PR work across both mainstream and more specialist print and online publications, as well as broadcast media. Reviews of our books regularly appear in publications such as the *Times Literary Supplement*, *The Art Newspaper*, *Apollo* magazine, *The Spectator*, *World of Interiors*, *Bookforum*, *Choice*, *Architectural Review* and *Building Design* online;
- advertising in relevant specialist print and online publications such as *Tate Etc*, *Dezeen*, *Bookforum*, *Library Journal*;
- organising and supporting promotional author events, timed to coincide with related exhibitions, or held at bookshops, art fairs or literary festivals;
- special offers to societies and other special-interest groups, which are rolled out through flyers and online;
- tailored subject-promotions to academics and libraries, in the UK, Europe and North America;
- production and mailing/emailing of promotional subject-brochures and new-book flyers to relevant specialist organisations, or for distribution at events and by our authors;
- active digital marketing through our monthly email newsletter, blog and social-media channels (Facebook, Twitter, Instagram, YouTube), including paid advertising.

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