

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 sales team 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 academics and the book trade by [Woodslane](#), and in China, Hong Kong and South East Asia by [Taylor & Francis Asia Pacific](#).

We also have sales representation in Japan, Korea, India, the Middle East, North Africa, South America and the Caribbean.

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 various conferences in the US and UK/Ireland.

All of our books are promoted and sold directly from 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 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 some of our books appear in publications such as *The Art Newspaper*, *Apollo* magazine, *the TLS*, *Country Life*, *World of Interiors*, *Choice*, *Architectural Review* and *Building Design* online;
- advertising in relevant specialist print and online publications such as *Tate Etc*, *Dezeen*, *RA Magazine*, *C20 Magazine*;
- 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, LinkedIn, YouTube), including paid advertising.

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