

## GUIDE TO LUND HUMPHRIES INTERNATIONAL SALES AND MARKETING

Lund Humphries promotes and sells art books internationally.

Our experienced in-house sales teams manage a network of trade reps and agents worldwide, who sell our books to the key bookstores and library suppliers in their territories.

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

Our Spring and Autumn new-books catalogues are mailed and emailed to an extensive list of customers and contacts internationally, including bookshops, reps and agents, wholesalers, museums and commercial galleries, curators and art historians, and press and media contacts.

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

- press and PR work across both mainstream and more specialist print and online publications, and to relevant media outlets;
- promotional author events, timed to coincide with related exhibitions, or held at bookshops, art fairs or literary festivals;
- special discounted subject promotions which are rolled out through bookshops and online;
- production and mailing/emailing of promotional flyers and postcards to relevant specialist organisations, or for distribution at events and by our authors;
- active online marketing through our monthly email newsletter, via Twitter, on our blog ([www.modernbritishartists.wordpress.com](http://www.modernbritishartists.wordpress.com)) and on our Facebook page and YouTube channel.

Since 2013, Lund Humphries has been a sponsor of London Art Fair, where we promote and sell books and host talks, panel discussions and book-signings.

[Updated July 2015]