

Waterstones Booksellers Limited  
203-206 Piccadilly  
London W1J 9HD  
[www.waterstones.com](http://www.waterstones.com)

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 separate 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)

E-mail address: [isbn.agency@nielsen.com](mailto:isbn.agency@nielsen.com)

Postal address: UK ISBN Agency, Nielsen BookData, 3<sup>rd</sup> 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 subscriptionbased 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](mailto: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](http://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  
E-mail: [sph@gardners.com](mailto:sph@gardners.com)  
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.**

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 submit 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](mailto: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](mailto:comms-relatedproducts@waterstones.com).

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

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

**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](mailto: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. 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 fulfil the orders. Contact [ipc@waterstones.com](mailto: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 that your trading account with Gardners has been accepted, you can submit your book via a webform on our independent publisher webpage at [www.waterstones.com/ipc](http://www.waterstones.com/ipc).

# Gardners Books Ltd

## New Waterstones Trading Application

### Publisher Information

Publisher: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
*Town/City*

\_\_\_\_\_  
*Postcode*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Distributor details (if different from above)

Publisher: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
*Town/City*

\_\_\_\_\_  
*Postcode*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Nielsen Bookdata listed?

Please provide an example ISBN: \_\_\_\_\_

Do your books have a barcode?    YES    NO  
                                   

Returns Contact: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_  
*Town/City*

\_\_\_\_\_  
*Postcode*

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

## Terms

Discount terms (% of RRP): \_\_\_\_\_

Credit terms (number of days): \_\_\_\_\_

Returns Agreement: \_\_\_\_\_

## Signatures

Publisher  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Gardners  
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, by email: [sph@gardners.com](mailto:sph@gardners.com).