

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 NielsenIQ 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.

Please contact the UK ISBN Store via: <https://www.nielsenisbnstore.com>.

2. Ensure that you have provided your title information to NielsenIQ BookData.

NielsenIQ 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 NielsenIQ BookData has an accurate record for each of your titles and to provide updates when things change. NielsenIQ BookData does not charge to carry a basic record (including a jacket image) but does have a subscription-based enhanced service. If you are confident that NielsenIQ 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 THEMA 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 NielsenIQ BookData or you are not sure whether they have a full and accurate record for each of your titles, contact the NielsenIQ BookData Publisher Help Desk.

NielsenIQ BookData recommend that publishers use their free online service, Title Editor, to supply data about forthcoming titles and to submit updates to existing product data. Once you have your ISBN(s), you can register for Title Editor. This is a separate service from the ISBN Store, and requires a separate login.

Once you have registered with Title Editor, you will be sent a Title Editor user ID and password within 5-10 working days. You can then access this service and submit the title details that you have assigned to your ISBN(s), at any time.

For further information go to: <https://www.nielsentitleeditor.com/titleeditor/>.

If you have any queries about Title Editor, please contact pubhelp.book@nielseniq.com.

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: newpublishers@gardners.com

Tel: 01323 521555

Once your account with Gardners is set up, we will notify NielsenIQ 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 NielsenIQ 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

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 directly. In the first instance, please send your product information to our Related Products team at 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 NielsenIQ BookData's Publisher Helpdesk. Telephone: 01483 712450

or email: pubhelp.book@nielsen.com.

Do I need to notify NielsenIQ BookData that my orders for Waterstones need to be routed to Gardners?

You should not contact NielsenIQ BookData to notify them of this. We will notify them that our orders need to be linked and routed to Gardners.

I am receiving orders direct from stores. What should I do?

Do not fulfil the orders. Please contact: 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.

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: _____

NielsenIQ 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: newpublishers@gardners.com.