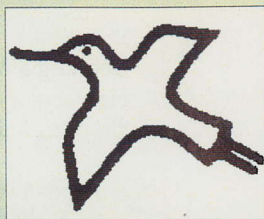


The Canadians Are Coming

During the past year, Canadian publisher and distributor Fitzhenry & Whiteside has been carefully growing its distribution services in the U.S. Beginning in January, just months before its longtime U.S. distributor, General Distribution Services, declared bankruptcy, the Markham, Ont., company took over U.S. distribution of its adult and children's lists.

Soon afterwards, F&W hired Josie Lahey, formerly with London Bridge and Stoddart, U.S., as director of sales and marketing, to oversee the U.S. market. By summer it was ready to take on its first U.S. clients, all of which had previously been represented by GDS. At present, most of F&W's client lines have headquarters in Canada: children's book publisher Coteau Books; recreation guides publisher Johnson Gorman Publishers; Pokeweed Press, specializing in picture books for ages 4–12; and Red Deer Press, a publisher of literary fiction, nonfiction and children's titles. F&W also added Stoddart Kids, which it purchased in early August, and U.K. publisher Telos Publishing Ltd., known for its horror, cult-TV and Doctor Who titles.



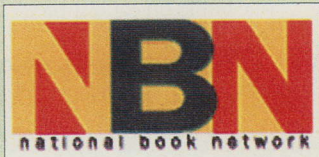
Early on, F&W decided to retain the same commission rep groups that Stoddart had used in the U.S. and to set up a toll free number (800-387-9776) for U.S. customers. Warehousing is handled by WA Book Service in Hauppauge, N.Y. A major test for F&W's systems won't come until January, when U.S. sales representatives begin selling the spring 2003 list. Because of GDS's bankruptcy, many of F&W's clients were forced to postpone their fall titles, so the company has been handling mostly backlist sales for them.

For now, said Lahey, "U.S. distribution is going very smoothly. We plan to add distribution clients when we find publishers whose lists complement what we are doing. We don't have a target number, and we will be looking for clients outside of Canada. I am very confident that we will have good growth for our client publishers as well as our own imprints."

At the same time, F&W has been focusing on its Canadian distribution business. It currently represents nearly 20 publishers, including Walker & Company, Lyons Press and Beacon Press. In January, F&W will assume Canadian distribution for its U.S. clients. Earlier this fall, it began distributing XYZ Publishing, which does the Quest Library series of Canadian biographies, in Canada. It will represent XYZ to the U.S. trade in the spring.

Ring in the New at NBN

F&W is not the only distributor busy adding new clients. NBN has brought on an eclectic mix of publishers for the coming season, including U.K. publishers Piatkus and O Books, which specialize in health, alternative health, spirituality and general books, and newly established Japanese publisher Vertical Inc., with U.S. offices in New York. Vertical published Koji Suzuki's horror novel *Ringu*, which was recently adapted into the hit Dream-



Works thriller *The Ring*, directed by Gore Verbinski. Other new clients include the American Bar Association's Law Practice Management Section, which offers books for lawyers at different stages in their careers; McGraw-Hill Audio, a new audio venture with CDs and cassettes of business and personal finance titles; and SPORTClassic Books, a new imprint of Sport Media Publishing, which just released a photographic memoir by Ted Williams with David Pietrusza, *Teddy Ballgame*.

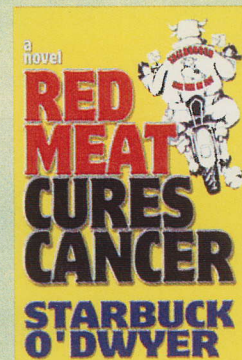
Making the Numbers

National Book Network in Lanham, Md., is pursuing a different strategy to raise the profile, and income, of its small-press division, Biblio, started just over a year ago. "We're now up to 300 publishers," v-p of marketing Marianne Bohr told *PW*, "and we're adding 30 to 35 small publishers a month. We even have a few from Australia and the U.K."

Among Biblio's criteria for taking on a small press, noted Bohr, is that "its books have to have an ISBN, a spine and a barcode. And there has to be some kind of market for the book. We often get books where Barnes & Noble or Baker & Taylor or Ingram has said, 'We'll take 50 copies, but they have to come through a distributor.'" To help its publishers market their books more effectively, NBN sends out a *Biblio-Phile* newsletter with tips on getting publicity and reviews, as well as packets on co-op.

Biblio waits until its clients' books are physically in stock in the NBN warehouse before listing them in its bimonthly bookseller catalogue. Although some Biblio titles have sold as many as 12,000 copies, most tend to fall into the 500 to 1,000-copy range. One that's likely to break out, Bohr predicted, is Starbuck O'Dwyer's satirical novel *Red Meat Cures Cancer* (Midnight Books, Nov.). O'Dwyer signed books at the NAIBA regional trade show in Philadelphia, and Biblio has made several co-op agreements to promote it.

But even if *Red Meat Cures Cancer* falls short, Bohr is confident that Biblio will have a strong showing this year. "We'll probably end the year up 50% over our sales target," she said.



In Other News

PGW reports that it picked up one of the most talked-about books at BEA, Heidi Fleiss's memoir, *Pandering*, to be published by One Hour Entertainment in March. Other new lines include Kidwick Books in Los Angeles, which publishes children's picture books and CDs, and the newly formed technology-oriented Paraglyph Press in Phoenix, Ariz., started by Keith Weiskamp and Jeff Duntemann, who originally founded Coriolis. In addition, PGW expanded its relationship with Douglas & McIntyre Group, located in Toronto and Vancouver, by adding its adult imprint, Greystone Books. PGW already distributes the group's children's imprint, Greenwood Books.

