From the President of the American Book Producers Association:

Dear Publisher:

For 39 years the ABPA has supported and promoted the crucial work of book producers in the publishing industry. Because packagers usually work behind the scenes, educating people about what we do is integral to our mission.

I’m often asked, “What is a book producer?” The short answer is that we’re akin to independent producers in film and television. But instead of shows, we make books, e-books, and online content for publishers, corporations, non-profits, and others. Book producers perform all of the creative and production functions commonly performed by agents and publishing houses, with the exception generally of marketing, sales, and distribution.

Most book producers have worked in the publishing industry for years and are knowledgeable about every aspect of the publishing process. Producers are generalists within the industry whose daily jobs deal with editing, design, marketing, contracts, finance, printing, and many other functions. They have a keen sense for the demands of the marketplace and are savvy about what is technically feasible.

Book packagers can handle every stage of the publishing process and be counted on to deliver a product on schedule and with the highest level of professionalism.

Whether you’re looking for fresh innovative proposals, help developing in-house concepts, or a la carte services, the best way for you to learn which packagers might serve your needs is to get to know the packagers out there. A careful review of the American Book Producers Association Member Directory is one good way to get a clearer sense of the packaging world.

Yours truly,

Richard Rothschild (Print Matters Productions Inc.)

President, ABPA
American Book Producers Association

The American Book Producers Association was founded in 1980 as the trade association for independent book producers, also called packagers, in the United States and Canada. Members of this rapidly growing profession produce, from concept through bound books, a wide variety of titles for publishers, nonprofits, corporations, and others.

BOOK PRODUCERS ARE CREATIVE PLAYERS

Book producers are some of the most valuable players on the creative side of the publishing industry today. They have earned this distinction for their mastery of one type of book in particular—namely, the “complicated” book, which is just about any book that involves more than a straightforward, single-author text. Complicated books include all manner of highly illustrated, elaborately designed, or multi-authored titles, such as how-to books, coffee table books, reference books, textbooks, cookbooks, and more. Quietly, these books make up the backbone of the publishing business.

Creating complicated books is a labor-intensive craft that often involves teams of writers, editors, designers, illustrators, photographers, researchers, and other specialized talent whose separate contributions must be integrated into a seamless whole. Sometimes it means executing a highly elaborate design, or even incorporating non-print materials such as CDs, juggling balls, or other merchandise into a final product. Often it means working closely with an outside organization to shape a custom, one-of-a-kind title for a special event. Book producers make it their business to devote the focused time, energy, and attention necessary to bring these projects to fruition.

But the book producer’s mastery of complicated books goes well beyond mere execution. Book producers are visionary as well, conceiving and developing the books that they create. They are able to pull together the necessary ingredients to see these visions through. Books created by producers—“packaged books”—cover all the essential subjects: art, medicine, cooking, history, parenting, gardening, sports, popular culture, self-help, and more. They cover the spectrum of publishing markets, including trade, mass market, educational, juvenile, professional, and reference. And every year some of the most impressive and lucrative titles on the market are packaged books.

Book producers bring their products to market through deals with book publishers. For the most part, producers make these deals based on proposals they have developed and written themselves, selling the publication rights to a book before starting work. This sale, in turn, finances the book’s creation.

Depending on the particular arrangement, the book packager may deliver to the publisher anything from an edited manuscript to printer-ready files to finished books—and the publisher takes the project from there. Marketing and distribution are virtually always the publisher’s responsibilities.

WHY PUBLISHERS USE PACKAGERS

Book packagers can expand a publisher’s list with titles they can’t get anywhere else—books or projects that literary agents cannot offer to publishers and that publishers themselves generally cannot execute in-house. And yet without such complicated books, publishers’ lists would be missing many remarkable—and lucrative—titles.

Packaged books generally make their way onto publishers’ lists in one of two ways:

❖ Editors may acquire original submissions from packagers. Like agents, packagers routinely submit book proposals to publishers. As a rule, these constitute some of the smartest ideas around. For this reason, it makes sense to get on a packager’s submission list.

❖ Editors may hire packagers to develop and execute in-house ideas. Packagers are quite willing to help shape editors’ ideas into viable projects. Teaming up with a packager is often the only way editors can transform solid in-house ideas into actual books. It’s also an excellent way for publishers to exploit their own corporate brands. Book packagers fill many different niches. Each company has its own areas of expertise and working style.

The professional, comprehensive approach of book packagers ensures that these complicated projects will be completed in a timely and efficient manner. We invite you to peruse the American Book Producers Association Member Directory to get a fuller picture of who we are, what we do, and the many ways we can work with the publishing community.

Books created by producers—“packaged books”—cover all the essential subjects: art, medicine, cooking, history, parenting, gardening, sports, popular culture, self-help, and more. They cover the spectrum of publishing markets, including trade, mass market, educational, juvenile, professional, and reference. And every year some of the most impressive and lucrative titles on the market are packaged books.
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Arena Books Associates LLC is an independent book producer developing high-quality illustrated nonfiction books and materials for adult and juvenile markets, with special interest in social and cultural history, lifestyle, crafts, art, science, food, and gift books. We offer complete editorial, design, art and photo research, project management, and production services for publishers, corporations, nonprofit groups, and individuals.

SELECTED TITLES:
CULTURAL AND SOCIAL HISTORY: Ireland: A Luminous Beauty; The Irish: A Treasury of Art and Literature; Spectacular Ireland; The New Irish Table: Recipes from Ireland’s Top Chefs
LIFESTYLE: The Glass Garden; Nine Months to a Miracle; Sharing Memories: A Keepsake Journal
JUVENILE: Imagine That! (series)
THE ARTS: The Metropolitan Opera: A Guide
CRAFT: Wrapped with Style; Mrs. Grossman’s Sticker Magic; Magenta Style Paper Enchantments; Creative Techniques for Stylish Cards, Tags, Boxes, and More; Cut It, Fold It, Use It
BOOK PLUS: Scrapbooks to Go; The Paper Airplane Kit; The Night Sky Kit; Baby’s Scrapbook; Grandmother’s Scrapbook

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cultural and social history:
Ireland: A Luminous Beauty; The Irish: A Treasury of Art and Literature; Spectacular Ireland; The New Irish Table: Recipes from Ireland’s Top Chefs;

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book plus:
Scrapbooks to Go; The Paper Airplane Kit; The Night Sky Kit; Baby’s Scrapbook; Grandmother’s Scrapbook
Since 1975, we have co-published with such publishers as John Wiley & Sons, Rodale, Macmillan, Applause, Prometheus, Pilgrim, Samuel French, Free Press, PDR, and BMJ Books. We co-publish popular trade, professional, and reference titles, and usually deliver bound books, sometimes with finished electronic materials. We co-publish titles in a wide range, with special interest in the behavioral and health sciences, performing arts, and erotica.

We, formerly Ardent Media, have just recently purchased Ayer’s assets and inventory. We will continue both packaging and publishing under the Ayer name, well known to the library and academic markets. Ayer, formerly a division of the New York Times, has brought back in print more than twenty thousand scholarly titles. We continue to be interested in acquiring backlist titles and/or to joint venture with other publishers to sell access to these titles to libraries and other customers.

Titles nearing completion, seeking a co-publisher, include such topics as Medical Malpractice: Maximum Protection for Healthcare Providers. Other titles include 1001 Insults in 200 Languages, Secrets of Solo Sex (erotica), Contraceptive Technology (which has sold over two million copies), and The World of Human Sexuality—the first edition sold over 50,000 trade hardcovers and the New York Times Book Review deemed the book “not just of prurient interest.”

The draft cover shot for Medical Malpractice and 1001 Insults in 200 Languages is on the facing page. We are seeking a co-publisher for 1001 Insults in 200 Languages, and for the next edition of Contraceptive Technology.
Founded in 1981, Beth Allen Associates Inc. is a creative cookbook producer specializing in consumer food books for such publishers as The Taunton Press Inc., Reader’s Digest Association, Rodale Inc., HarperCollins Publishers/William Morrow, and Random House Publishing Group/Prima Publishing. The company excels in producing innovative, top-quality, illustrated, and cutting-edge cookbooks. The firm’s expertise includes: developing branded recipe books, Americanizing UK cookbooks, and creating lifestyle cookbooks, which are not only treasured kitchen helpers but also enjoyable armchair companions. In addition to reliable consumer recipes, books include regional food trends, traditional recipes made healthier, historical food facts, and nutritious cooking to match current lifestyles.

The company is noted for its consumer-trusted cookbooks, including Junior’s Home Cooking and Junior’s Cheesecake Book, which are two of four collaborations with restaurant owner Alan Rosen (The Taunton Press Inc.), plus Perfect Pies, Down Home Cooking: The New Healthier Way, and the continuity series Cooking Smart for a Healthy Heart—published by Reader’s Digest. The firm provides complete cookbook development—including original kitchen-tested recipes created in-house, recipe conversions from large-quantity-to-consumer, easy-to-follow and accurate how-to instructions, appetizing photographs, metric conversions, and, most of all, trustworthy recipes known for their scrumptious taste.
The Book Shop, Ltd.

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The Book Shop, a full-service book producer founded in 2008, produces illustrated adult nonfiction titles, as well as juvenile educational books, kits, and innovative novelty formats.

Subjects of special interest include fashion, art, food and wine, science, culture, education, body decorating, and travel, as well as how-to books on a wide variety of different crafts and origami themes.
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San Francisco, CA 94104

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Connected Dots Media specializes in full-color illustrated books with expertise in cooking, art, design, gardening, lifestyle, and children’s media. Services include concept and editorial development, art direction, and design to finished books. We delight in working with publishers and corporate clients to create content-rich, visually stunning books.

UPCOMING AND PUBLISHED TITLES:
Amazing Edible (Mostly) Experiments (Quarry); Bee & Me (Accord); Everyone Loves New York and Everyone Loves Paris (TeNeues); Feed Your People (PowerHouse); Floret Cut-Flower Garden Book (Chronicle Books); The Flower Workshop (Ten Speed Press); The Joy of Watercolor (Running Press); Love Found (Chronicle Books); Meaningful Arrangements (Chronicle Books); The Model Bakery Cookbook (Chronicle Books); and The Small Pleasures of Paris (Chronicle Books).
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aedwards@focussc.com; reedwards@focussc.com  |  www.focussc.com

Established in 1988, Focus Strategic Communications Inc. is a North American full-service book packaging firm, providing complete book production development and production, from original concept to finished product, both print and digital.

Focus is innovative in assembling tailored and creative teams of experts to develop and produce superior products, on time and on budget. We provide hands-on, personal service designed especially for your needs. When you hire us, you get the full and special attention of the principals. Our track record, impeccable reputation, and over three decades of experience speak for themselves. Also, we’re really nice!

Focus specializes in children’s nonfiction books for the trade, library, and classroom markets, as well as educational materials such as K–12 classroom books and teacher resources. Our curriculum experts guide clients in the best approaches to the CCSS, NGSS, and other standards.

Focus attends and exhibits at numerous tradeshows in North America and around the world—from London to Frankfurt, from Cape Town to Beijing.
At Girl Friday, we do things a little differently. We build around a core in-house team of editorial professionals who, collectively, have worked on nearly every type of book in the industry. We stay nimble through an international network of vetted design and editorial freelancers with expertise in specialty genres. Every book we produce is led by a staff specialist who assembles the perfect team for that individual title. It’s a model that allows for greater flexibility, unsurpassed quality, and total creative control.

**OUR SERVICES:**
Because of our unique model, we’re able to develop a project from concept to bound books or take on discrete parts of the production process. Our current publishing partners engage Girl Friday in a variety of ways: some ask us to take full ownership of their titles, including developmental editing and author management, and others prefer that we white label their production services.

**OUR TEAM:**
We don’t just “manage” projects; our traditionally trained production editors get inside their books. Our editorial, design, and photo research teams have worked with licensors including CBS Paramount, Lucasfilm, and the Audrey Hepburn Children’s Fund, and with deluxe formats.

**OUR WORK:**
Since 2006, we have worked with clients to create beautiful books that tell compelling stories. Anything but niche, we are as comfortable with self-help and sci-fi as we are with cookbooks and children’s. Whether you need outside “back office” support or a traditional book producer, GFP provides the relationship and quality you’re looking for through a modern service model.
Hollen has a unique business model that we call “conceptual agenting,” a mash-up of a literary agency and a traditional book packager. We develop all of our book ideas in-house, then find talented, promotable authors to apply their vision and expertise to the concepts.

If you’re a publisher, you work with us the same way you would any literary agent. If you’re a prospective author, it’s a bit different. We don’t represent outside ideas, but we work to develop careers for our authors. In fact, some of our authors are on their third and fourth books with us.

We do books across a wide range of categories, from humor to health to cookbooks. We sell books to both major trade houses and smaller indie publishers, and even provide the photography for many of our books. Since we choose to focus on ideas we are confident will sell, we have a 90 percent success rate. Our authors include many high-profile experts, as well as substantial online properties like BuzzFeed, xoJane, and Cracked.com.

We also package original concepts for select publishers on a joint-venture basis. We focus this part of our business on popular culture trends, and our recent hits include the Loom Magic! series, with more than two million copies sold, the New York Times best-selling Hacks for Minecrafters series, with more than a million copies sold, and Winter Morgan’s series of middle-grade novels for Minecrafters, with more than a million copies sold.
Jenkins Group specializes in the publishing of high-quality books for first-time and veteran authors, corporations, and organizations worldwide. Our custom solutions fit a variety of budgets and publishing timelines. We work in all genres of book publishing including business, fiction, non-fiction, children’s, and corporate anniversary among others.

Don’t know where to start? We pride ourselves on being able to provide every book-publishing service you could need. From ghostwriting, manuscript development, editing, illustration, cover design and proofreading, to printing, binding, shipping and ebook conversion and audio book production, our comprehensive menu of services will make sure you have all of the expert knowledge you need to make your book a success.

Since 1988, the publishing professionals of Jenkins Group have been focused on just one goal: to make your vision, our mission.
MTM Publishing
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New York, NY 10011

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MTM Publishing produces high-quality books for trade, library, and educational publishers and for individuals, organizations, and institutions. We are the exclusive publishing rep for the Baseball Hall of Fame, helping them to develop books and placing them with publishing companies in all markets. Our works have garnered over twenty citations, including:


SELECTED TITLES:


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Oomf, Inc. is the author, designer, and packager of many original children’s books. We create quality nonfiction, picture books, preschool, educational, novelty, activity, merchandise, and licensed titles for a whole lot of leading publishers. We produce adult humor, trivia, and gift titles as well.

There is no single look or style at Oomf, Inc. Generally our books come from original concepts and inspirations, though we also enjoy developing or co-developing a publishers new book ideas. We can also quickly provide concepts and text which publishers develop in-house. (Our background in advertising and publishing helps us pursue concepts that sell.)

Oomf, Inc. titles are known for their original themes, superior art, quality writing and design, intelligence and/or humor, and a few unique twists. There is almost always an educational element, and it is almost always hidden away where our readers won’t realize. Please inquire about our many unpublished concepts. We prefer they be published.

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- We provide original, complete books in any genre
- We create original books for any existing series
- We develop any publisher’s new concepts
- We work with publishers to create new concepts
- We deliver finished manuscripts
- We rewrite or re-work works in progress—text, art, concept—or ghostwrite whole books

...which is why we have so many satisfied publishing partners.

Show Me History graphic biographies
Portable Press/Readerlink

Are You “Normal”?
National Geographic Kids

Bagel Books: Big Bagel, Little Bagel
Grosset & Dunlap/Penguin

Madagascar
Dreamworks

The Big Book of Why series
Time for Kids

Mom and Dad Are Palindromes
Chronicle
Plan B Book Packagers
32 Tuliptree Road
Thorold, Ontario, Canada L2V 0A6

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Rosie Gowsell Pattison, Creative Director
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rosie@planbookpackagers.com  |  www.planbookpackagers.com

Plan B Book Packagers is a trusted producer of engaging and vibrant books. We work closely with publishing clients, institutions, and non-profits to create quality products from concept development to finished books. Our specialty is reference, edu-trade, and trade nonfiction for the child and adult market, and we are known for our research, design, and attention to detail. Plan B understands the demands of contemporary publishing schedules and workflows. We also provide part-work services including design, editorial, production, photo research, and fact checking.
Print Matters is an independent book producer specializing in illustrated nonfiction. We create books, e-books, and online content for publishers, corporations, nonprofits, and individuals. Making complex topics accessible and inviting is our forte, and we love working with clients to develop concepts.

Print Matters combines creative bookmaking with cutting-edge technology, offering a full menu of writing, development, editing, project management, design, manufacturing, and distribution solutions. We are happy to completely produce a book from proposal through printer-ready files or provide a la carte services.

As a boutique firm, we tailor our services to the content, schedule, and budget needs of each project. We excel at the personal touch, providing clear and consistent communication throughout the process. We also bring to the table abundant experience turning around projects in need of TLC.

SUBJECTS:
- media tie-ins
- performing arts
- design and visual arts
- health and fitness
- cooking and food
- gay and lesbian
- history
- science and technology

SELECT TITLES:
Organic: Farmers and Chefs of the Hudson Valley (powerHouse Books); American Inventors: A History of Genius (Time-Life Books); Social Progress and Sustainability, 10 volumes (Mason Crest); The Pure Joy of Monastery Cooking (Countryman Press); L.L. Bean Ultimate Book of Fly Fishing (The Lyons Press); Color Your Life: How to Design Your Home with Colors From the Heart (St. Martin’s Press); Top Careers in Two Years, 11 volumes (Ferguson Publishing); The How Not to Die Cookbook (Flatiron Books)
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PRIMARY CONTACT: Robie Rogge, President
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Robie.nyc@gmail.com | www.Robieproducts.com

STAFF: Dian Smith, Editorial Director | 212.580.0188

ROBIE LLC is a company established in 2012 to create, refresh, and extend products for clients in the United States and England. ROBIE LLC sells concepts, complete manuscripts, or finished designs to publishers and to novelty companies for their production and sales distribution. Clients include Clarkson Potter, Chronicle, Abrams, Laurence King, Little Simon, Museum of Modern Art, Race Point, C & T Publishing, Thames & Hudson, Kikkerland, Fred and Friends, and NPW.

Among ROBIE’s successes is a series started with Do One Thing Every Day That Scares You, which now includes four other published titles, with over 600,000 copies in print. Four more books are scheduled for the series. Novelties include a book that forms a beehive when opened and has two attached bees, a one-minute diary with a sand-timer, and a book with prompts to practice good deeds, with heart-of-gold stickers for completion.
Rock Scissors Paper Press

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Bill Luckey | 212.861.1560 | wluckey@aol.com

Rock Scissors Paper Press is a creative book packager serving the trade book industry. We fuse innovative concepts, inspired writing, and talented graphic illustration as we develop books that enliven visual and tactile sensibilities. Our titles are primarily for children, and are both traditional and digital in format.

W. Harry Kirn has worked on staff at some of the country’s most successful publishers, including G.P. Putnam’s Sons, Simon & Schuster, and Workman Publishing. With the support of the visionary Workman group, Harry began packaging his own titles, including *The King of Pizza*, *The Kids’ Book of Karate*, and *The Blessing of the Animals* calendar. A writer, graphic designer, and production director, Harry has a thorough knowledge of the trade book market.

Bill Luckey has worked for some of the largest as well as some of America’s most prestigious and innovative publishers—Alfred A. Knopf, David R. Godine, HarperCollins, Penguin, Running Press, Golden Books, Barnes & Noble Proprietary Publishing, and Sterling Publishing. His experience encompasses roles in the areas of editorial, design, and production for both adult and children’s books.
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Oomf, Inc.
ROBIE LLC
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