What the judges are looking for

The Books of the Year awards celebrate the whole journey from the author’s mind to the reader’s hand, and showcase the range and depth of modern publishing. In some cases the acquisition story might be relevant, in other cases design. Perhaps the book’s publication strategy, or positioning, defied conventional logic and led to unexpected success.

The British Book Industry Awards’ Books of the Year regard sales success as imperative. For us a superbly written book is worthy of great praise – and receives it from regular literary prizes – but success, evidenced by overall sales or chart position, has to accompany literary merit.

Who can enter

Imprints within major publishing houses or independent publishers. Please note that there is a limit of three (3) books per imprint. Entries from self-publishers are welcome so long as they meet criteria.

What to submit

Please submit, through the Awards site, a single PDF containing your written submission of up to 1,000 words addressing the category criteria and including required book data. Supplementary material such as author image and cover image should be included as attachments.

Three copies of the book clearly marked with the category for which the book is being entered. Please send to:

Book of the Year British Book Awards
The Bookseller, 10th Floor, Westminster Tower, 3 Albert Embankment, London, SE1 7SP

Please include a printout of your Awards submission with the physical copies.

**Book data**

- Book title
- ISBN
- Author
- Publisher
- Imprint – if appropriate
- Editor/publisher’s name
- Agent
- Author image (jpg)
- Cover image (jpg)
The book itself
What is distinctive about this book? From a novel’s prose style to a cookbook’s ease of use, what made this book do so well? Include here what the author was trying to achieve and – preferably – the author’s own words. Was the book a new departure for the imprint/publisher or was it a natural extension. Who and what made this a best seller?

The acquisition story
Tell us how the book came about: When was the book acquired; was it agented, a direct deal or commissioned; the editor/publisher’s role in acquisition; the price; how long from acquisition to publication

The publication strategy
What did you set out to achieve? Who drove the strategy – editorial; sales; marketing & publicity or all of the above? Tell us about product development, design & production. Tell us about the target market and how you positioned the book. If relevant, which prizes did you target? What were your sales targets?

The marketing strategy
What was the campaign strategy? What was the marketing & publicity resource, internally & externally? What was the overall budget? How was the author involved and how important were they to success? What changed along the way and how did you adapt? What unexpected opportunities arose and how did you take advantage?

Success measures
What were the TCM results for the year, e-book sales (where relevant) and non-TCM data? List the prizes the book was shortlisted for, or won. Tell us how the book charted – in The Bookseller, Sunday Times or others

Other guidance
- Books need to be published in the UK or Ireland in first format during the calendar year January to December 2016
- In the case of digital first books, subsequent print publication will also need to have taken place during January to December 2016.
- Entries must show evidence of availability in high street stores, mixed-multiple outlets and/or supermarkets, as well as through online stores
- The award is open to English-language (only) books. This includes books in translation as long as the translation has been published during the year.
Terms & conditions

Shortlisted and winning entries

- On shortlisting a further 15 copies of shortlisted books must be supplied for judging and publicity purposes. Books are non-returnable.

- Publishers of shortlisted books agree to make a contribution of £1,000 towards the general promotion of winning and shortlisted books and usage of official awards shortlisted and winning branding. There is no further cost for the overall winner of the book of the year.

- For shortlisted publishers with fewer than 10 employees the contribution will be reduced to £600.

- Publishers wishing to limit the number of titles shortlisted should contact the organisers in advance. Publishers will be notified in advance of the shortlist’s publication.

- Publishers and authors agree to make themselves available for promotional activity around The British Book Industry Awards including cooperating with the media at key points such as announcements of shortlisted and winning books.

- Where reasonable, publishers agree to encourage authors of winning or shortlisted books to make themselves available for pre or post-Awards public events e.g. shortlisted debut authors panel.

- Publishers agree to pay for the attendance of shortlisted authors, their editor and publicist at the Awards ceremony to be held at The Grosvenor House, London, 8th May 2017.

Use of official Book of the Year artwork

- Shortlisted and winning Publishers agree to use their best endeavours to use official artwork on future reprints, digital editions, social media and their own websites in order to assist in the promotion of additional sales.