

Books
of the year



The
British
Book
Awards
2018

thebookseller.com/awards | #nibbies



Books of the year

INDIVIDUAL AWARDS

CATEGORIES

CHILDREN'S | DEBUT | FICTION | FICTION - CRIME & THRILLER | NON-FICTION - LIFESTYLE | NON-FICTION - NARRATIVE

What the judges are looking for

The British Book 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.

Beyond sales success, 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.

Who can enter

Imprints in major publishing houses or independent publishers. Please note that there is a limit of three (3) books per imprint per category. 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 a high-res image of the full book jacket should be included as attachments.

Six 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 REQUIRED

- **Book title**
- **ISBN**
- **Author**
- **Illustrator** - if appropriate
- **Publisher**
- **Imprint** - if appropriate
- **Editor/publisher's name**
- **Cover designer**
- **Publicist**
- **Agent**
- **High-res author image** (jpg)
- **High-res image of book jacket** (jpg)



Books of the year

INDIVIDUAL AWARDS

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. Sales success is imperative. Without that, other criteria, such as the acquisition story, will carry less weight.

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 bestseller?

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; tell us about the price; how long was it from acquisition to publication?

The publication strategy

What did you set out to achieve? Who drove the strategy - editorial, sales, marketing and publicity or all of the above? Tell us about product development, design and production. Judges are particularly interested in how cover design, and, where relevant, illustration, were used to differentiate the book.

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 and publicity resource, internally and 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 of them?

OTHER GUIDANCE

- Books need to be published in the UK or Ireland in first format during the calendar year January to December 2017.
- In the case of digital first books, subsequent print publication will also need to have taken place during January to December 2017.
- 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.



Books of the year

INDIVIDUAL AWARDS

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 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 interviews
- Publishers agree to use their best endeavours to ensure the attendance of shortlisted authors at the Awards ceremony to be held at The Grosvenor House, London, 14th May 2018. Cost of attendance to be met by the publisher.

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.



Books of the year

AUDIOBOOK

What the judges are looking for

The British Book 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.

Beyond sales success, the Books of the Year awards celebrate the whole journey from the author's mind to the reader, or, in this case, listener, and showcase the range and depth of modern publishing. In some cases the acquisition story might be relevant, or, in this case, how the AudioBook was recorded. Perhaps the AudioBook's publication strategy or positioning defied conventional logic and led to unexpected success. The AudioBook of the Year category celebrates the process from text to listener, including the work of the narrator and audio production team.

Who can enter

Imprints in major publishing houses, independent publishers or AudioBook specialists. Please note that there is a limit of three (3) AudioBooks 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, narrator and cover images should be included as attachments.

The full AudioBook must be made available as well as excerpts (in MP3 format). Up to five excerpts can be made available with a combined running time of not more than 50 minutes; you may, however, divide these up as you wish.

If the AudioBook is available as a physical CD, please send six copies clearly marked with the category that 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 CDs, if appropriate.

BOOK DATA REQUIRED

- AudioBook title
- ISBN
- Author
- Narrator(s)
- Publisher
- Imprint - if appropriate
- Editor/publisher's name
- Publicist
- Agent
- High-res author image (jpg)
- High-res narrator image (jpg)
- High-res image of book jacket (jpg)



Books of the year

AUDIOBOOK

Success measures

What were the sales results for the year? List any prizes the AudioBook was shortlisted for, or won. Tell us how the AudioBook charted - in The Bookseller, Audible charts or others. Sales success is imperative. Without that, other criteria, such as the acquisition story, will carry less weight.

The AudioBook itself

What decisions were made around the narrator? Was it a single actor or cast? Was the AudioBook produced in-house or via a third-party production house? How closely involved was the author? Was the text adapted to suit the different medium? How did you market the AudioBook differently from other editions? And what success did you have relative to the book's success in other formats? If it was a standalone audio title or a re-recording of an existing title, please explain how it came about?

The acquisition story

Tell us how the AudioBook came about: when was the book acquired; was it agented, a direct deal or commissioned; what was the editor/publisher's role in acquisition; tell us about the price; how long was it from acquisition to creation? Was it bought

alongside the print and digital versions and, if so, please record some of the history behind those deals. If it was a standalone AudioBook, or a re-recording, please explain how these came about.

The publication strategy

What did you set out to achieve? Who drove the strategy - editorial, sales, marketing and publicity or all of the above? Tell us about product development, design and production. Judges are particularly interested the choices behind the narrator, the production, and the marketing, how these were distinct from any other formats, and how these points of difference were developed to support the AudioBook. Tell us about the target market and how you positioned the AudioBook. If relevant, which prizes did you target? What were your sales targets?

The marketing strategy

What was the campaign strategy? What was the marketing and publicity resource, internally and externally? What was the overall budget? How was the author and/or narrator 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 of them?

OTHER GUIDANCE

- AudioBooks need to have been published in the UK or Ireland during the calendar year January to December 2017
- Standalone AudioBooks are eligible, as well as re-recordings of previously published books, but please note the publication criteria above.
- Entries need not show evidence of availability in high street stores etc, but please outline the decisions you made around format & exclusivity. If a CD wasn't produced, please say why.
- The award is open to English-language (only) books. This includes books in translation as long as the audio translation has been published during the year.



Books of the year

AUDIOBOOK

Terms & conditions

Shortlisted and winning entries

- On shortlisting a further 15 copies of shortlisted CDs, if produced, 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, authors and/or narrators agree to make themselves available for promotional activity around The British Book Awards including cooperating with the media at key points such as the announcements of shortlisted and winning books.
- Where reasonable, publishers agree to encourage authors, and/or narrators, of winning or shortlisted books to make themselves available for pre or post-Awards public events e.g. shortlisted debut authors interviews.
- Publishers agree to use their best endeavours to ensure the attendance of shortlisted authors and/or narrators at the Awards ceremony to be held at The Grosvenor House, London, 14th May 2018. Cost of attendance to be met by the company making the submission.

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.