



# Elsewhen Press

*an independent publisher specialising in Speculative Fiction*

Elsewhen Press is a small independent publisher specialising in Speculative Fiction<sup>‡</sup>. Based in the UK, in the South East of England, we publish titles in English in print and electronic editions. We love books, so we pride ourselves on the quality of our own books, not only in terms of the content (which is down to the Authors of course, although our editors feel they deserve some recognition too!), but also in terms of the quality of the finished book (the cover, layout, feel, smell, longevity and all those other qualities – tangible and intangible – that together define the final product that you hold in your hand) including electronic editions that are ultimately constrained by the features of the e-reader that you are using.

## Our Philosophy

As a small independent publisher Elsewhen Press has high ambitions even though we do not have the sort of budget that the large publishers enjoy. That means we are careful about how we use our limited resources. So we aim for quality rather than quantity. We believe that Readers deserve the opportunity to read good stories whether they have been penned by a new unknown writer or a bestselling Author with many titles under their belt. There is a plethora of publishers, big and small, who are happy to publish work from an established writer with an existing fan-base; there is a paucity of publishers who are keen to take the risk of debut work. Never ones to follow the herd, therefore, we will be concentrating on new writers!

We believe that being a publisher entails first and foremost providing a service to both Author and Reader. We are a business but that shouldn't mean that the bottom-line undermines that service.

## For our Readers

Reading is an amazing experience that can transport you to different worlds, different times, allowing you to inhabit different minds and bodies. That is especially true for Speculative Fiction, which also seems to attract the most intelligent and thoughtful Readers. So we aim to offer our potential Readers a choice of intelligently written titles, well presented, at a reasonable price.

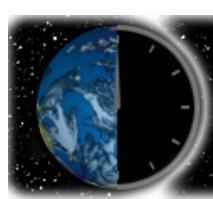
Part of the service that a publisher undertakes to provide to Readers is discovering well-written stories and making them available in a form that is appropriate and desirable. Some Readers prefer the feel of a newly printed book, the smell of the pages as you riffle them for the first time, the excitement of opening a pristine book, the weight in your hand (if you fall into this category, like us, we don't need to say any more and you're probably already drooling!) On the other hand, some Readers feel empowered by eBooks, being able to carry their entire library around with them, especially if they have limited shelf-space, or being able to increase the font size as their eyes get tired (or older). We understand that all Readers are different and have a variety of needs, so we will publish books in print and electronic editions.

Our commitment to our Readers is:

- to offer a choice of intelligently written titles, well presented; however we will not compromise on quality for the sake of quantity;
- to publish books in print and electronic editions;
- to offer our books for sale at a price that is fair to both Reader and Author.

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<sup>‡</sup> While we embrace the term Speculative Fiction, as it covers the themes and genres that most excite us, it seems a little inappropriate to imply that any other type of fiction is not, in and of itself, in some way speculative. So please interpret the phrase to be a useful way to describe our range of (sub-)genres rather than a comment on other genres that we are not interested in publishing. Also, note that it is sufficiently vague that we can in the future always add another genre into the mix with the justification that it too is speculative.



## For our Authors

Authors have a responsibility to their Readers to deliver an amazing reading experience. At the same time publishers have a responsibility to their Authors to ensure they are able to deliver that experience to their Readers. It is our aim to enable Authors to achieve that, with the help of our editors, designers and other personnel who can turn the Author's manuscript into a well presented, professionally produced, book. As publishers, we work with an Author (and their agent) to develop what we believe will be the most effective way to deliver their story to the Readers, offering a fair return to the Author.

Our commitment to Authors is:

- to enable Authors to deliver an amazing reading experience to Readers;
- to turn an Author's manuscript into a professionally produced book;
- to publish our titles in electronic editions;
- to publish (some of) our titles in print editions;
- to offer a fair royalty to the Author;
- to pay an advance of royalties on receipt and acceptance of the manuscript;
- to undertake marketing of the published title;  
but we will expect the Author to participate in marketing activities;
- to offer our books for sale at a price that is fair to both Reader and Author.

Our objective is to work with Authors as partners to establish a relationship that is fair to both parties. We have standard Agreements with our Authors, to ensure fairness for all, but we will consider a particular Author's circumstances where possible.

### Rights

We would normally be looking for exclusive worldwide English language first publication rights to a title for five (5) years. The details will be set out in the Author's Agreement.

### Editing

Our experienced editorial staff will work with the Author to ensure that the published version of their manuscript meets the high standards expected by our Readers. They will only make changes to the text with the Author's approval in order to arrive at a publishable version; but ultimately if they believe that changes are required which the Author is not prepared to accept, we may decide not to accept the manuscript.

### Formats

We have adopted a digital-first approach, which means that we would be considering a title for initial publication in an electronic edition (Kindle and ePub formats) retaining the option to publish a print edition, typically two to three months later.

### List Price

A reasonable list price for a book depends on the format (and to some extent on the genre and the previous success of the Author). We set the list price for our titles, which may change as a result of market forces, regulation/taxation (in the UK printed books are currently zero-rated for VAT while eBooks are subject to standard rate VAT) or in response to other events. The list price for a print edition will be higher than for an electronic edition.

### Royalties

Costs can vary considerably depending on the format of a book. Similarly, discounts expected by wholesalers, distributors and retailers are dependent on the format. As a result, in line with most



publishers, we offer different royalty rates for each format. Details will be included in the Author's Agreement but, in general, royalty rates for electronic editions are significantly higher than for print editions. Royalties are paid biannually (usually June and December) and Authors receive a statement identifying the royalties earned by sales for each of their titles.

In line with most publishers our royalties are based on net receipt<sup>†</sup> rather than list price – this has become inevitable as some (especially online) retailers demand a very high discount. We believe this is the most transparent and mutually fair way to determine royalties.

*If royalties were based on list price we would have to reduce the royalty rate sufficiently to allow for the highest discount that any retailer could demand whereas, based on net receipt, the royalty rate is a reasonable rate based on what we actually receive from the retailer.*

## **Advance**

An advance is just that: an advance payment of royalties that are expected. Once we have received and accepted a publishable version of a manuscript we will pay the Author an advance of royalties. The Author will then not receive any further royalties until more have been earned than have already been advanced. If the book doesn't earn as much in royalties as the advance the Author won't have to give any back but obviously won't be receiving any more!

*So, for example, if an Author has received an advance of £500 and their book earns £600 of royalties in the first six months, then they will subsequently receive a royalty cheque for £100; if their book only ever earns £400 of royalties they won't receive a royalty cheque, but they won't have to give back £100.*

## **Marketing**

Book marketing is a joint effort between the Author and the publisher; many new writers are surprised at how much of their time is spent in participating in marketing activities, from events such as book signings to interacting with their Readers online. General industry experience has shown that Authors who maintain direct involvement with their readership achieve better sales. So we would expect our Authors to have a blog, contribute to social media, participate in discussion threads for Readers etc.

## **Why choose Elsewhen Press?**

We are a professional publisher, committed to promoting high quality titles in the genres we enjoy. We are also committed to working with our Authors in a fair relationship. We obviously, therefore, believe we are the best choice of publisher for an Author.

If you are considering self-publishing, we wish you good luck but invite you to consider the benefits of choosing a publisher instead of paying all the production costs. Specifically, the benefits of choosing Elsewhen Press instead of self-publishing:

- we are passionate about good books;
- our experienced editors can turn your manuscript into a well produced book;
- our designers can enhance your book's sales potential with a superb cover;
- our production staff have experience of both print and electronic formats and excellent relationships with high quality printers;
- our sales and marketing team work with wholesalers, retailers and distributors;
- our entire team's number one priority is Quality;
- and none of this costs you a penny!

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<sup>†</sup> Net receipt means the amount that we receive for a sale minus any costs of that specific sale (such as the vendor's fees). For example, if the sale of a paperback with a list price of £10 is made through a wholesaler who enjoys the usual 55% discount, our net receipt would be £4.50, irrespective of the price that the Reader actually paid for the book; if the sale of an eBook with a list price of £2 (inc VAT) is made through an online retailer who is selling it for £1.80 and who retains 30% plus a download fee of £0.07, our net receipt would be £1.