



EDELWEISS

Building a better book world.

FOR PUBLISHERS



is a global sales and marketing platform where publishers host their titles and catalogues in an engaging feature-rich site, supported by in-depth metadata.



A core use for the UK is to connect sales teams with their customers, by making it **quick and easy** to assemble annotated sales presentations, and to collaborate with customers on new-title subbing to record and share orders accurately and efficiently.



The **flexibility** and many options make it suitable for export sales, rights presentations, as well as domestic reps selling to indies, chains, and wholesalers.



We also offer analytics insights into indie POS sales, digital proofs (DRCs) with an exclusive one-click reader. We have recently added Edelweiss Designer to the product suite – a **simple but powerful** tool to create custom templates, catalogues, and online presentations.

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One of the best and most innovative things in the history of publishing in general and as relates to climate and ecology has been what you and your team have done to eliminate paper waste and all the carbon emissions and cost that go along with shipping catalogs. Take a bow!

Elise Cannon,
VP Field Sales PGW/Ingram

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Selling

with



EDELWEISS

1


Reps create 'mark-ups' (annotated catalogs) for accounts with notes, tags, priorities, and suggested quantities - streamlining the sales process

2

Reps or buyers use Edelweiss as an order form to accurately record selections and quantities, regardless of a buyer's use of Edelweiss.

3

Orders are imported into shop epos systems for better visibility of forthcoming books for all staff



EDELWEISS

Sales Materials

Agents and representatives internationally have access to create a multitude of sales materials right in Edelweiss that cater to their specific needs.

Sales and marketing presentations from your Edelweiss listings

Print AI sheets directly from Edelweiss

Export information to Excel if needed for order forms



The screenshot displays the Edelweiss interface with an 'Exporting 30 titles' dialog box open. The dialog has three tabs: 'Format...', 'Available Templates', and 'Preferences'. The 'Format...' tab is selected, showing options for 'Email', 'PDF', and 'File'. The 'Available Templates' tab is also visible, showing 'Order Form' as the selected template. The 'Preferences' tab shows options like 'Show Only Highlighted Comps' and 'Set Priority / Hide:'. Below the dialog, a list of book listings is shown, each with a cover image, title, author, and summary.

Exporting 30 titles

Format...
Email
PDF
File

Available Templates
Order Form

Custom Exports
Edit Export Rules
Create

Preferences:
 Show Only Highlighted Comps

Set Priority / Hide:
 Personal Notes
 Shared Notes
 Markup Notes
 Markup Area
 Order Area
 Content
 Comp Titles
 Comp Cross Store View
 Showcase Titles
 Illustrations

Actions on Selected:
Add to Collection
Send Email
Create PDF
Export to File
Remove Tag
Remove Markup Tag

Walker Books

Chris Haughton's Little Library
Chris Haughton
9781529512052
On Sale Date: 10/6, Ship Date: 10/6/22
Ages 2 to 6
£34.99 GBP
5 pages
Multiple Copy Pack
Children's, Teenage & Educational / Picture Books, Activity Books & Early Learning Material / Picture Books / Picture Storybooks
Carton Qty: 8

Summary: A boxed set of five vibrant, witty board books from multi-award-winning author-illustrator Chris Haughton.
In these five stories, join a lost Little Owl trying to find his way home, George the dog and his attempts to be good, a band of adventurers sneaking up on a tropical bird, a bear and his woodland animal friends getting ready to sleep, and Little Crab learning to be brave. As pithy as fables and as laugh-out-loud funny as knock-knock jokes, this collection of sturdy and stylish board...

Walker Books

Monsters Go
Daisy Hirst
9781529506822
On Sale Date: 10/6, Ship Date: 10/6/22
Ages 1 to 3
£6.99 GBP
18 pages
Board Book
Children's, Teenage & Educational / Picture Books, Activity Books & Early Learning Material / Picture Books / Baby Books
Territory:
Carton Qty: 40

Summary: How do monsters like to travel? Scooter, bus or ... rabbit?
There's more than one way for a little monster to travel! Scooter speeds by on a scooter, and Willa likes to walk. Beatrice and Bobby take the bus, and there goes Rodney riding a rabbit! Kieran has high hopes of getting there by kite, and then there's Catya, being carried by a cat. Every vehicle-loving toddler who likes a good giggle – and what toddler doesn't? – will come running for Daisy Hirst's charming and colourful ode to th...

Walker Books

Monster Toys
Daisy Hirst
9781529506839
On Sale Date: 10/6, Ship Date: 10/6/22
Ages 1 to 3
£6.99 GBP
18 pages
Board Book
Children's, Teenage & Educational / Picture Books, Activity Books & Early Learning Material / Picture Books / Picture Storybooks
Territory:
Carton Qty: 40

Summary: What do monsters like to play with? Dinosaurs, crayons and ... lemons?
What will these little monsters do at playtime today? Megan is making a mouse house, and Deegan is dressing up dinosaurs. Leonie is busily lining up lemons, while Cassie is driving cars ... into Peter and Parvii's block palace. Oops! But Ramona needs a rest, so here comes Bernard with a blanket and book! Whether musical or messy, artsy or sporty, toddlers will reach for Daisy Hirst's charming ode to playtime.

BOOKSELLER BENEFITS

Streamlines purchasing into a single platform solution



Ease communication between rep and buyer



Un-repped accounts have better access to new titles

Meet buyers' needs not only the rep's



FREE
No cost to booksellers



Integration- orders import into epos system

Edelweiss Makes Buying **Easier, Faster, and more Accurate** for Booksellers

Want to opt in to Edelweiss Introductions? Supply us with an admin contact and we'll introduce you to bookshops that are new to Edelweiss!



Harper March 2024

Shares **1**

Not Bound

[Show Order Notification History](#)

Status: Active Completed

Titles **54** Units **58** **£601**

✓ 12

Updated: 20 Dec 2023

Edit | Share | Delete | Export Preview



PRH Feb 2024

Shares **1**

Bound: Penguin Random House UK

[Show Order Notification History](#)

Status: Active Completed

Titles **94** Units **118** **£1,125**

✓ 13

Updated: 19 Dec 2023

Edit | Share | Delete | Export Preview



Hachette 2024 Jan/Feb

Shares **1**

Bound: Hachette UK Group

[Show Order Notification History](#)

Status: Active Completed

Titles **105** Units **123**

✓ 14

Updated: 14 Dec 2023

Ordering screen

26 (171) - HarperCollinsChildrensBooks HarperCollins High

On Order 8%

Pages & Co.: The Last Bookwanderer

Anna James, Marco Guadalupe (Illustrated by)
FRONTLIST | 28 March 2024
 Ship Date: 24 August 2024
 9780008410926, 0008410925
 Paperback
 £7.99 GBP, \$12.99 CAD
 Children's, Teenage & Educational / Children's / Teenage Fiction & True Stories / Adventure Stories (Children's / Teenage)
Theme: Children's, Teenage fiction: Action and adventure stories, Teenage personal and social topics: Friends and friendships, Teenage fiction: Family and home stories, Teenage general interest: Literature, books and writers, Teenage general interest: Ancient religions, Mythology and legends, Teenage general interest: Witches, wizards and magicians
 Ages 8 to 12

416 pages
 Series: Pages & Co. Book 6
 19.8 cm H | 12.9 cm W | 3.3 cm T | 360 g Wt
 Status: Forthcoming
 Availability: Not yet available
 Sales Rights: [View](#)

Add To: Campaign Event
 4 - Chapter Books
 Bookbugs & Drago...

Images

Markups shared by Jonathan Heath

Tags **Children's** Fantasy

Thema Subject Qualifiers: Interest Age: From C 8 Years

Content Comps (1) Refs

Comparable Titles

Titles / Author	Biblio	PubDate	ISBN	Price	S1	S2	S3	I1	I2	I3	LFS	LVS	OH	CO
Pages & Co.: The Book Smugglers James, Anna	HarperCollinsChildrensBooks Paperback	31/03/2022	9780008410841 0008410844	£7.99 GBP	-	1	-	-	1	1	2	-	-	-

Find Additional Comps Add title to Comp Titles

REVIEW Shelf Note Tags

SELECTED ORDER: ALL ORDERS (COMBINED) LOCATIONS: 1 ORDERS: 27 TITLES | 31 UNITS | £305.69 MORE

Ordering within a catalogue or collection





Daily reporting of your sales and inventory in 300+ participating UK indie bookshops, along with insights for reps.

Analyse the sales of titles within catalogues to identify opportunities to maximize your approach to the Indie channel

Use **daily sales email reports** to monitor early signs of market pickup and adapt marketing/sales strategies immediately as needed

Sales reps can **dig deep into their titles' performance** at their shops, making them better-prepared and smarter partners to their accounts

Now She is Witch

by Kirsty Logan



Harvill
Secker



On Sale Date: 12 January 2023

Ship Date: 12 January 2023

ISBN 9781787303423, 178730342X

Hardcover | 352 pages

£16.99 GBP

Biblio

Markups

Summary

Contributor Bio(s)

Quotes/Reviews

Point-of-Sale Data

Orders

Peer Data

Wholesaler Info

Market: UK Indie Booksellers ▼

Timeframe: 3 months back ▼

Peers: Sold in 24% • On Hand in 25% • On Order in 5%

Store Region / Name	OH	OO	Sales
All Stores	124	87	245
Books n Broomsticks - Ireland	24	12	102
Loch Ness Bookery - Scotland	12	0	34
Which witch? - Scotland	10	8	45
Books and Bakes - Northern England	0	24	31
Superior Books of Mayfair - London	12	0	16
Sign of the Tomes - South East	8	2	12
The Doom Scrolls - London	4	0	12

Most Popular Detail

Other Actions

Show 10 entries search:

UK Indie Trade Retailers				BIBLIOGRAPHIC				Mr. B's Emporium					
✓	⊗	Sold	Stocked	Ordered	Title Author	Versions	Publisher Format	First Pub Date	Shelf Days	Sales	OH	OO	LSD LRD
✓		39%	72%	23%	The Island of Missing Trees Shafiq, Efi	3 versions	Penguin B-format Paperback	15/05/22	▲1	35	1	1	21/09/22 13/09/22

EDELWEISS Designer

Edelweiss Designer allows publishers to design custom catalogues and collections using their own user-created templates.



- Share a browsable and universally accessible link to your creations
 - Design sales materials with your own branding and style
 - Ability to upload additional content (export prices, additional author images, etc)
 - Option for a print ready version
 - Easily present online or export to PowerPoint, PDF, Email, or Excel,
- Uses publisher metadata sent to Edelweiss
 - All fields updated in real time with data feed so materials remain current
 - Create your own reusable Templates to design sell sheets, catalogues, advanced information sheets, and more
 - Construct a sales presentation with the ability to present right in Edelweiss



“

Designer's feature of live bibliographic update has been especially **game-changing** on how we create our sales catalogues. We've managed to save time across multiple stages of our process by feeding data and images directly into various catalogue templates. Designer is also an accessible and useful sales and marketing tool for us as it allows anyone - regardless of their background or design skills - to create sleek and presentable PDFs and Powerpoint.

Sabrina Tong,
Quadrille

”



MARKETING OPPORTUNITIES

UK WEEKLY GREETING

Four banner options are available in a weekly newsletter detailing new catalogues and DRCs sent to 3,300+ UK book professionals. Banners start at \$150.

FEATURED TITLES

Featured Titles are highlighted at the top of the Weekly Greeting and at the top of the Review Copy tab in Edelweiss during the week of reservation. The price is \$60.

TITLE BANNER INSERTS

Banner showing above the title listing in Edelweiss. The price is \$220.



UK BOOKSELLER NEWSLETTER

Two banner options are available in a monthly newsletter to 900+ UK booksellers. Banners start at \$150.

IN PLATFORM ENGAGEMENT

Attract the attention of UK booksellers while they are in Edelweiss doing their work! Engagements appear on the main screen within Edelweiss and run for two weeks. The price is \$500.



Scan the QR code to view our UK Promotions Kit

*There are a variety of options to promote in the US market.
Email marketing@abovethetreeline.com to learn more.*





How do Booksellers use your listings?

As well as subbing and ordering, there are many ways booksellers use Edelweiss to help their businesses which rely on good metadata from publishers

- Marketing emails from Edelweiss 360
- Analytics reporting in Edelweiss
- Lists of titles in response to customer queries and schools outreach
- Shared book lists in Edelweiss Community

ONIX Feeds

We can work with any ONIX supplier, and can take special feeds to accept content not typically included in ONIX feeds, such as marketing plans. Non-subscribing publishers can also provide ONIX feeds, at no charge, to supplement content available to booksellers.



DID YOU KNOW?

If you already send book data to Edelweiss US (directly or via a distributor or partner) we can use that data for Edelweiss in the UK

We can accept a separate UK feed which will only show to users in the UK and won't interfere with existing metadata, if you wish to send a different or additional data.

UK Books without the sales rights in other markets can be managed by including them in catalogues that are created for only the UK market, meaning they will not be available to users in other markets.



DRC Digital Review Copies

Save shipping, print, and storage costs of physical proofs, while giving more buyers and reviewers access to your proofs

1-click reading in Edelweiss Reader or download to the device of your choice

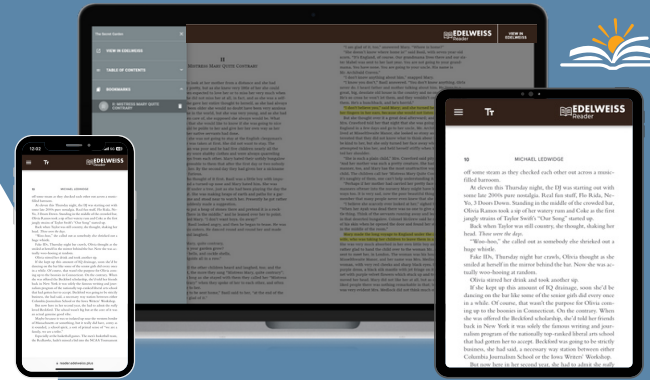
Expand your reach to new audiences in Edelweiss in the UK and internationally

Auto-approve whole Edelweiss communities

Share review copies with contact lists and include in email, web, and social media marketing

Gather reviews for your marketing, and instantly feature the ones you love within Edelweiss

Customise messages to readers to include to call-to-action, such as a review or nomination



Edelweiss Digital Review Copies (DRCs) help you reach thousands of buyers and influencers easily and economically, and are a proven tactic for generating pre-publication interest.

Hosting your digital proofs in Edelweiss means you manage them and your catalogues in the same spot, and your customers are using a single platform for new title reviewing, selection, and buying.

Make the Most of Your Sales and Marketing Strategies



Edelweiss360 is an add-on module for publishers who are already subscribed to catalog services. It allows you to access title activity and data that can enhance the effectiveness of your sales strategies.

Track Activity

- View what type of users have engaged with your catalogues and benchmark against others in Edelweiss
- See who has shared your catalogues (including your reps!)
- Track reviews, downloads, and orders of your title over time
- Monitor how your marketing tactics impact title activity
- View users who have downloaded the title or shared their review

Connect with Prospects

- Identify the influencers within your accounts who can drive orders
- Search for accounts/organizations within Edelweiss
- Link your authors to their titles in Edelweiss
- View aggregate data about Edelweiss Communities
- View if a user is a Contact for other publishers

Frequently Asked Questions

How much does it cost?

A catalogue services subscription starts at \$1000 USD annually. A DRC-only subscription has a \$99 annual fee, plus a one-time fee of \$40 per title listed.

How many users do you have in the UK?

There are over 13.5K registered UK book professionals.

Which booksellers use it?

There are around 325 booksellers contributing sales, stock, and order information daily. Many of those, and others, use it regularly for ordering, book discovery, and marketing. Some of the bigger indies in particular such as Mr.B's, Rossiters, and Book-ish.

Do you take ONIX feeds?

Yes, we work with most ONIX providers or with publishers directly, and accept versions 3.0, 3.1, and 2.1.

What if we don't have a feed?

You can enter titles manually if you don't have many. Otherwise, we recommend engaging an ONIX supplier.

Frequently Asked Questions

How many spreads can we attach to a book?

As many as you like! We can also show author images.

How many users can we have?

The catalogue and DRC subscriptions come with an unlimited number of users. Designer licenses are seat based.

We have outside sales reps - can they make use of Edelweiss?

Definitely. They have special accounts that allow them to create markups for multiple publishers at once so don't need a login under your company account.

How does a Designer subscription work?

Designer and Analytics are separate add-on subscriptions to a catalogue subscription.

Does Edelweiss work for very small publishers?

Of course, although if you only publish a handful of titles you may want to start with a DRC-only subscription.



REGISTER OR LEARN MORE AT

WWW.EDELWEISS.PLUS

**FOR MORE INFORMATION OR TO SCHEDULE
A DEMO, PLEASE CONTACT:**

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FOR MARKETING INFORMATION, PLEASE CONTACT:

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