



# 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.



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

# New in 2024/2025

MDL



New List View



Use the new Title List View (Off) ☐ New View



# BIRLINN

Birlinn | Polygon | Arena Sport | BC Books | John Donald

Featured Catalogs | Birlinn Catalogues | Client Publishers | Polygon

Display [icon] Type here to find... [icon] Sort [icon] ISBN Catalogue Search [icon] Other Actions [icon]



**Ian Williams and China: An Expert's Eye**

3 Titles  
Date Added: 19 Aug 2024  
Updated Date: 19 Aug 2024

Award-winning journalist Ian Williams has reported on China for decades, and is one of the foremost experts on this enigmatic regime. His books delve deep into the party, the state, and the nation, giving you a behind-the-scenes view that few people have seen.



**Polygon Highlights 2024**

7 Titles  
Date Added: 15 Jul 2024  
Updated Date: 15 Jul 2024



**August Summer Reading**

7 Titles  
Date Added: 09 Jul 2024  
Updated Date: 09 Jul 2024



**Birlinn Publishing Full Stocklist**

631 Titles  
Date Added: 26 Jun 2024  
Updated Date: 28 Jun 2024

Our full back catalogue, arranged alphabetically.



# Join Edelweiss at the Right Tier for Your Needs

Features	Free Account	Sales Tools
Support bookseller functionality by sharing your metadata	✓	✓
Create your branded publisher page that includes catalogues, title listings, and ordering information		✓
Users can search for your titles within Edelweiss		✓
Increase your visibility with options to purchase advertising		✓
Share sales presentations customized with notes, tags, priorities, and comparable titles		✓
Collaborate with buyers on orders, using Edelweiss as an efficient order form		✓
Export orders, spreadsheets, tip sheets and send emails		✓
Utilize our customer contacts area to seamlessly connect with accounts		✓

Costs depend on tier and publisher size. Sales Tools start at \$1200 (USD) annually.

*Ask us about a custom bundle!*





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. At the top, a search bar and navigation tabs are visible. Below, a sidebar on the left shows 'Exporting 30 titles' with options for 'Email', 'PDF', and 'File'. The main area is divided into 'Available Templates' (with 'Order Form' selected), 'Custom Exports', 'Edit Export Rules', and 'Create'. A red arrow points from the 'Order Form' template to the 'Export to File' button in the 'Actions on Selected' list. On the right, a 'Preferences' panel shows options for 'Show Only Highlighted Comps', 'Set Priority / Hide', and 'Showcase Titles'. Below the sidebar, a list of books is shown, each with a cover image, title, author, and summary. The books listed are 'Chris Haughton's Little Library', 'Monsters Go', and 'Monster Toys'.

**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...

**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! Skeeter 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...

**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 Parvill'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**

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**

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**

Updated: 14 Dec 2023

**Ordering screen**

✓ 26 (171) . HarperCollinsChildrensBooks HarperCollins High

On Order 8%

**Pages & Co: The Last Bookwanderer** ✕  
 Anna James, Marco Guadalupi (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 9   
 Bookbugs & Drago... **1**

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	LYS	OH	CD
<b>Pages &amp; Co: The Book Smugglers</b> James, Anna	HarperCollinsChildrensBooks Paperback	31/03/2022	9780008410841 0008410844	£7.99 GBP	-	1	-	-	1	1	2	-	-	-

Review Shelf Note Tags

Find Additional Comps Add title to Comp Titles

**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



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



Harvill  
Secker

Market: UK Indie Booksellers ▼

Timeframe: 3 months back ▼

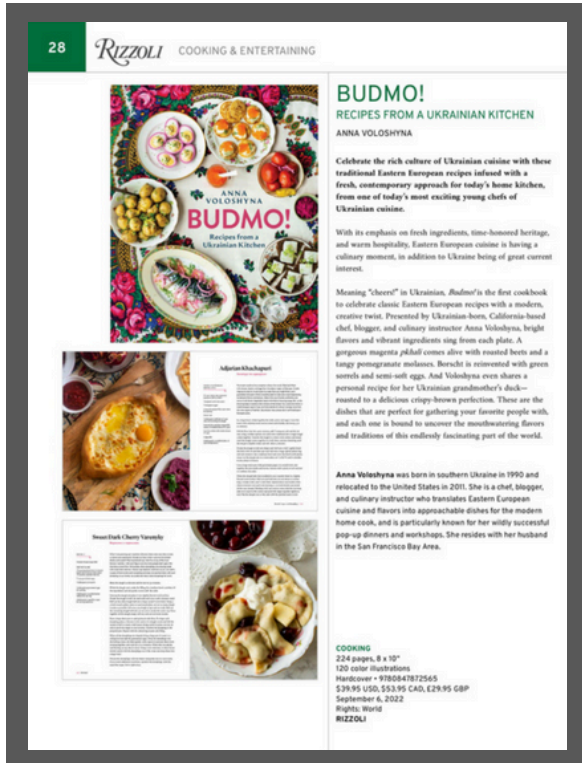
Peers: Sold in 24% • On Hand in 25% • On Order in 5%

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									
UK Indie Trade Retailers				BIBLIOGRAPHIC			Bookbugs & Dragon Tales		
✓	✗	Sold ▼	Stocked	Ordered	Title Author	Versions	Publisher Format	First Pub Date	Shelf Days Sales OH OO LSD LRD
✓		71%	80%	21%	Yellowface Kwang, Rebecca F	1 version ▼	The Borough Press Paperback	01/02/24	▲5 1 0 0 11/08/24 30/07/24
✓		64%	76%	17%	The Bee Sting Murray, Paul	1 version ▼	Penguin B-format Paperback	13/06/24	▲15 1 3 0 18/06/24 27/04/24
✓		62%	70%	20%	Politics On the Edge Steinhil, Rory	1 version ▼	Vintage B-format Paperback	12/09/24	▲64 0 2 0 22/07/24 03/06/24

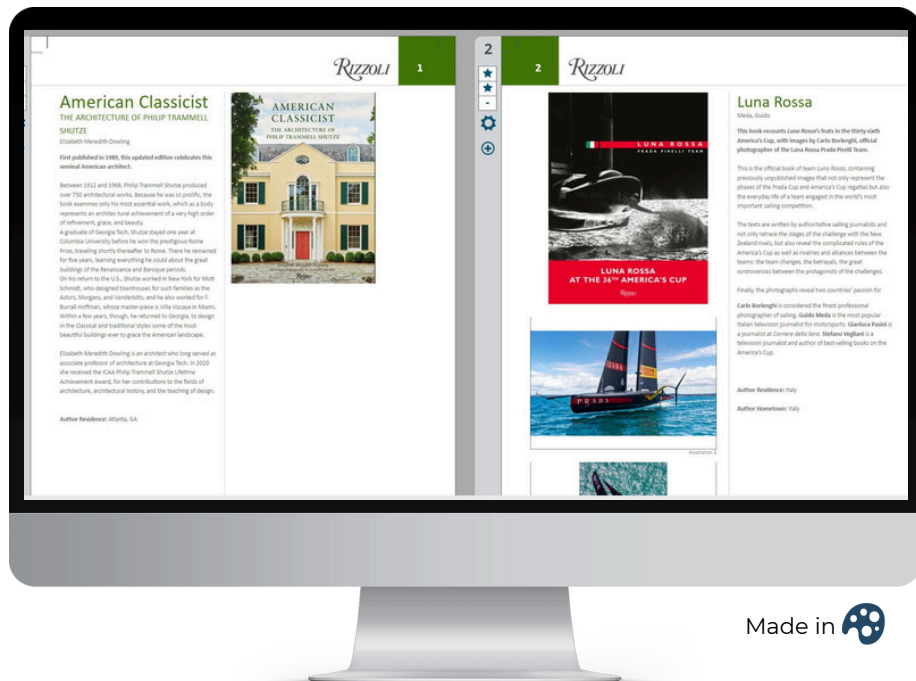
Edelweiss Designer allows publishers to design custom catalogues and collections using their own user-created templates.

- 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



# **EDELWEISS** Designer

- 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 4,000+ 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 Copies 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 1,000+ 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. Pricing starts at \$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](mailto: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

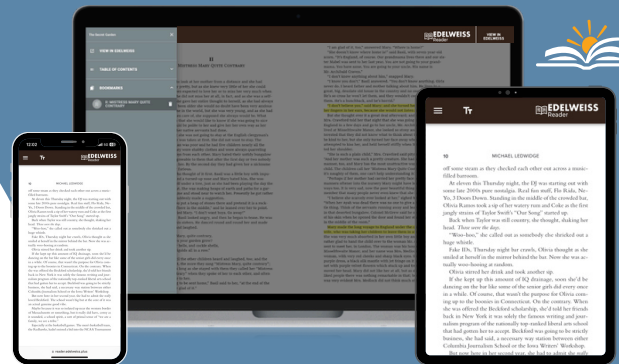
**Expand** your reach to new audiences in Edelweiss in the UK and internationally

**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.**

# Who's on Edelweiss?



& many more!

  
**EDELWEISS**

# 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?**

Sales Tools subscription starts at \$1200 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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**Dan Fridd | [dfridd@abovethetreeline.com](mailto:dfridd@abovethetreeline.com)**

**FOR MARKETING INFORMATION, PLEASE CONTACT:  
[marketing@abovethetreeline.com](mailto:marketing@abovethetreeline.com)**

