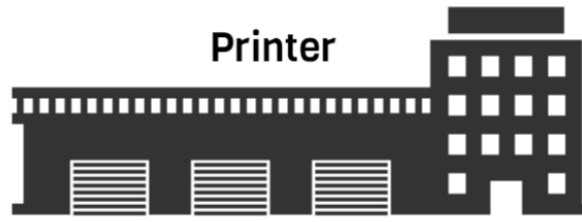


FROM PRINTER TO READER

The 3 Distribution Channels

After printing, books are sent from the printer to the warehouse. From the warehouse, there are three avenues books can take to arrive to readers.



Printer



Warehouse

Expanded Distribution

Direct-to-Consumer

Brick-and-Mortar

Online Distribution

Personal Sales Page

From the warehouse, your books and marketing materials will be sent to buyers at B&N Small Press and Wholesalers (Ingram and Baker & Taylor). Bookstores will then be able to place an order from these wholesalers.

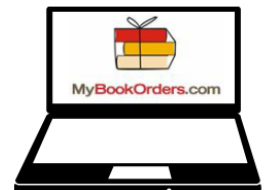
Books are sent from the warehouse directly to online retailers like Amazon, who keep an inventory in their own warehouses. Once a reader orders a book, the retailers will ship them a copy from their supply.

When you sell directly to readers, the warehouse will fulfill orders on your behalf as they come in from your website. With this method, you bypass third party retailer fees, allowing you to make a higher profit margin.

Wholesalers & Buyers

Online Retailers

Personal Sales Page



Bookstores

Reader

Reader



Reader

