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**PwDaily**  
FOR BOOKSELLERS

**Monday, May 10, 2004**

- » **Bookstore Tour: Lonely Planet Starts Rolling**
- » **Midnight Special Making Last Run**
- » **New POD Model: Agent, Publish, Sell, Distribute, Too**
- » **Authors on the Air: Getting in the Mood**

*"We are not going to replace Random House, but we are an affordable alternative."--Walter Boyer, co-owner of Bookends, Ridgewood, N.J., and new owner of an InstaBook POD machine.*  
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**Conference & Trade Show**  
**June 11 - 14, 2004**  
**Metro Toronto Convention Centre, Toronto**



*Bookends co-owner Walter Boyer; manager Dave Logan; Victor Celorio of InstaBook; and Tim Harper, a partner with Boyer and Celorio in the InstaBook machine.*

### **New POD Model: Agent, Publish, Sell, Distribute, Too**

About 40 people, many clutching manuscripts, gathered last Thursday evening at Bookends, Ridgewood, N.J., to learn about Books by Bookends, the bookstore's print-on-demand program powered by the first InstaBook to be installed in a U.S. bookstore (*PW Daily*, **April 28**).

InstaBook has some 10,000 titles available for printing, many of which are public-domain classics, leading some to see InstaBook as a means to turn a bookseller into a bookseller-publisher--a la Barnes & Noble, but with POD immediacy. The gathering at Bookends showed the vitality of another major market, which Bookends's co-owner Walter Boyer described this way: "We have the potential solution for all aspiring or current authors. We are not going to replace Random House, but we are an affordable alternative."

Boyer imagines a range of possibilities, which would take vertical integration in the book world to a new level. "The writer can use us as a print shop--or we can help them launch the book," he explained. "We can be a kind of agent or co-agent to publishers. We can sell copies of books here and send them anywhere in the country. We can play the part of a distributor." Books by Bookends will also be able to recommend designers, assign ISBNs, get copyrights, steer authors to its Web site designer who can set up Web sites for authors' books and list titles on InstaBook's Digital Bookstore online retailing site and other online venues. The store is also offering copy editing, editing, publishing consulting and public relations services. Last but not least, it will help authors create and sell an e-book version of their manuscripts.

Noting that the basic version of InstaBook products look much like a bound galley, Tim Harper, a partner in the InstaBook machine, mentioned another benefit of making an InstaBook copy of a manuscript before submitting it to a publisher: "It's easier for editors to envision the manuscript as a book."

Bookends will charge \$150 for the first 10 "basic" books and more for books longer than 250 pages. The charge decreases to \$100 for the next 10 copies, and \$75 for every 10 copies thereafter. Books can be customized, of course, at a higher price, with color, various typefaces and fonts, graphics and photographs. Laminated covers are also available.

"If the authors have materials on a disk, we can print it in 10 minutes,"

Boyer said. Authors need to submit manuscripts in MS Word; Books by Bookends also will share Open Office formatting software and templates with customers for a \$10 fee to cover staff costs. Staff also will format texts for a \$30 fee.

Bookends's InstaBook machine is located in the store's renovated basement space that is used for author appearances and meetings. Approximately the size of a large photocopier, the machine is discreetly tucked into a corner; Boyer may hire a carpenter to make alterations to the space for it.

The 10,000 titles digitally stored on the machine allow Bookends effectively to "double our inventory without adding inventory," Boyer said. The store will price the trade paperbacks between \$8.50-\$12.50 and can customize covers so that, for example, a book might read "Library of \_\_\_\_." Speaking of the InstaBook in general, Boyer commented, "This allows us to offer something unique and distinguish us from Barnes & Noble."--John Mutter

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Holtzbrinck Publishers announces the acquisition of Roaring Brook Press. Roaring Brook is now a division of Holtzbrinck Publishing Holdings Limited Partnership, publishing its first list with Holtzbrinck Fall 2004.

Effective immediately all Roaring Brook titles will be sold and distributed by Von Holtzbrinck Publishing Services.

For more information: [www.vhpsva.com/bookseller/](http://www.vhpsva.com/bookseller/) .