



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

”

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 a focus on the export functionality. A red arrow points to the 'Order Form' option in the 'Available Templates' section. The 'Export to File' option is highlighted in yellow under 'Actions on Selected'. The 'Preferences' section is also visible, showing various options for displaying content.

Exporting 30 titles

Format...
Email
PDF
File

Available Templates
 Order Form

Custom Exports
Edit Export Rules
Create

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

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

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 Parvil'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

Ordering screen




 **TH Autumn 22** ✓ 7


Shares 1 [Show Order Notification History](#)

Bound: Thames & Hudson Ltd (UK)

Status: Active Completed

Titles 3 Units 3 £38

Updated: 23 Jun 2022 Edit  Share  Export Preview 




 **BD Test** ✓ 8


Shares 1 [Show Order Notification History](#)

Bound: Burleigh Dodds Science Publishing

Status: Active Completed

Titles 5 Units 5 £190

Updated: 23 Jun 2022 Edit  Share  Export Preview 




 **Indie All June2022** ✓ 9

Shares 0 [Show Order Notification History](#)

Bound: Thames & Hudson Ltd (UK)

Status: Active Completed


Titles 3 Units 3 £13


Updated: 13 Jun 2022 Edit  Share  Export Preview 



Ordering within a catalogue or collection

✓ 1. Lemniscaat Gardners Books



The Special Bear 

Tjibbe Veldkamp, Marijke ten Cate

FRONTLIST | 01 September 2022

Ship Date: 01 September 2022

9781788070591, 1788070593

Hardcover

£10.95 GBP

Discount Code: 01

Children's, Teenage & Educational / Picture Books, Activity Books & Early Learning Material / Picture Books / Picture Storybooks

Theme: Children's picture books, Picture storybooks, Children's, Teenage personal and social topics: Self-awareness and self-esteem

Images ▼


32 pages

Illustrated in colour throughout



25 cm H | 21.5 cm W | 300 g Wt

Availability: Available


Sales Rights: [View](#)

 Comments

Add To:


6 - Picture Books  

Carton Qty: 22







Markup shared by Nikki Daigneaut 



Tag 2 Star Rating



Thema Subject Qualifiers: Interest Age:

Content ▼  Comps (0) ▲ Refs ▼

Comparable Titles

Review  Shelf  Note  Tags   

Find Additional Comps  Add title to Comp Titles 

SELECTED ORDER: HC TEST  LOCATIONS: 1 ▲ ORDERS: 0 TITLES | 0 UNITS | £0.00 MORE 



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



Harvill
Secker

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

Other Actions

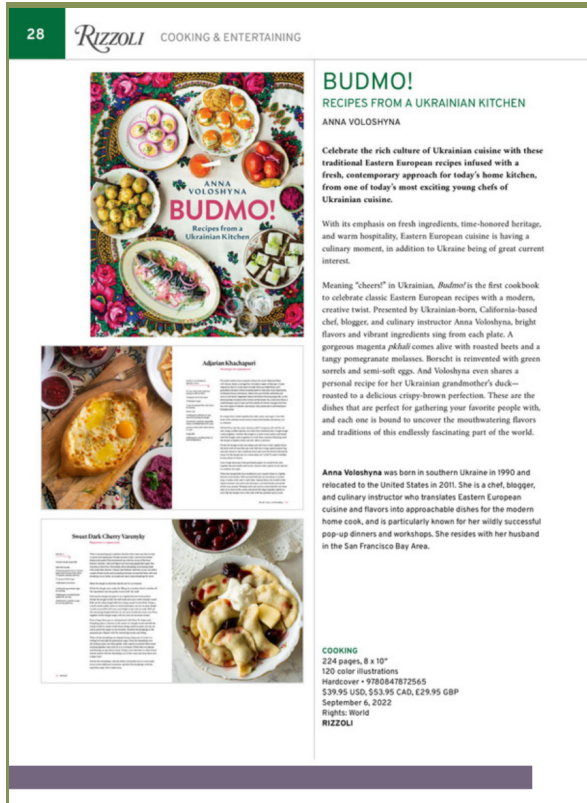
Most Popular Detail

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
✓			79%	72%	23%	The Island of Missing Trees Shafiq, Eli	3 versions ▼	Penguin B-format Paperback	19/05/22	▲1	35	1	1	21/09/22 13/09/22



EDELWEISS Designer



Edelweiss Designer allows publishers to design custom catalogs 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
- Export options for all needs
- Uses publisher metadata sent to Edelweiss
- 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
- All fields updated in real time with data feed so materials remain current

“

Designer has allowed us to **significantly streamline** our catalog creation process and eliminate the duplication of effort that was previously required to create both our seller-facing and our media-facing catalogs. We're now able to **generate a beautifully designed catalog with minimal manual input and effort.**

Caily Herbert,
WWNorton US market

”





MARKETING OPPORTUNITIES

TITLE BANNER INSERTS

Banner showing above the title listing in Edelweiss+

UK BI-WEEKLY NEWSLETTER

Top and Middle Banner in bi-weekly newsletter detailing new catalogues and DRCs sent to all UK users.

*All new UK catalogues are included in the UK bi-weekly newsletter as a free listing.

UK MONTHLY NEWSLETTER

Top Banner in monthly newsletters to booksellers.

US WEEKLY NEWSLETTER

Top and Middle Banner in weekly newsletter to all US users.

US MONTHLY BOOKSELLER NEWSLETTER

Top and Middle Banner in monthly newsletter to US booksellers.

COMMUNITY NEWSLETTERS

Reach readers and buyers of specific genres by promoting your titles to Edelweiss user communities via banners (top, middle, footer), author spotlights or featured reviews.

TARGETED PROFESSIONAL COMMUNITIES


Reach book professionals via specific US book professional communities, such as the American Bookseller Community, LibraryReads Community, and Barnes & Noble Community.

**the Booksellers Association Community and Waterstones Community is currently not available for advertising*

FEATURED POSTS ON EDELVOICE

The EdelVoice blog is now accepting post submissions. Blog posts are shared on social media and in relevant newsletters. Email marketing@abovethetreeline.com for more information.

For more information about marketing in the UK market please email marketing@abovethetreeline.com.





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

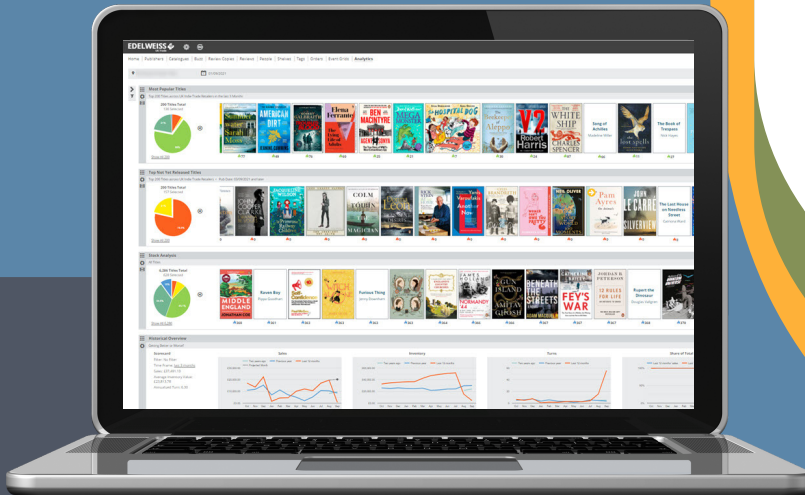
- Marketing emails from Edelweiss 360
- Analytics reporting in Edelweiss
- Lists of titles in response to customer queries
- Shared book lists in Edelweiss Community

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 and enhanced security in our exclusive Edelweiss Reader

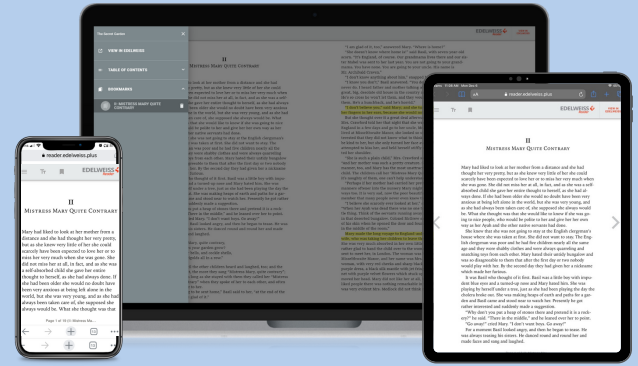
Expand your reach to new audiences in Edelweiss in the UK and internationally

Auto-approve whole Edelweiss communities

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

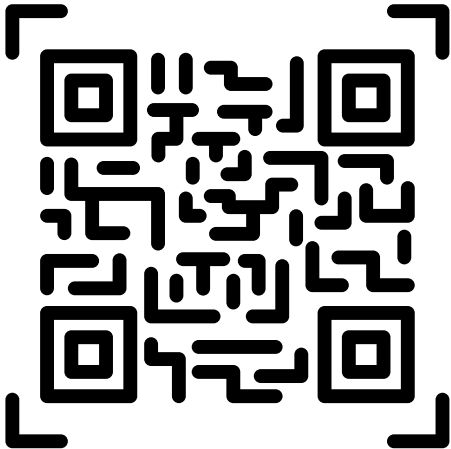
Gather reviews for your marketing, and instantly feature the ones you love within Edelweiss

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



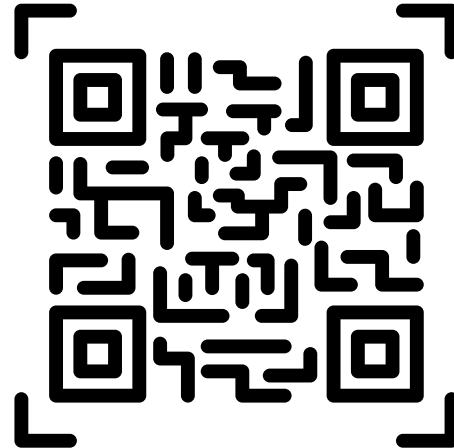
Edelweiss Digital Review Copies (DRCs) help you reach thousands of buyers and influencers easily and economically, and are a proven tactic for generating pre-publication interest. Hosting your digital proofs in Edelweiss means you manage them and your catalogues in the same spot, and your customers are using a single platform for new title reviewing, selection, and buying.

Edelvoice



In With the New:
*Rizzoli on Beta-testing
Edelweiss Designer*

Isabel and Imogen Greenberg on Gaia:
Goddess of Earth



FAQ

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 12K registered users in the UK, and this grew by 48% from January 2022 to January 2023.

Which booksellers use it?

There are around 350 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 version 3.0 or 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.

FAQ

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 DRC subscriptions come with an unlimited number of users.

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

**FOR MARKETING INFORMATION, PLEASE CONTACT:
marketing@abovethetreeline.com**