

This glossary of publishing terms is a simple look-up guide to key UK publishing terms, abbreviations and acronyms

add-on extra value added into a product, for example a CD-Rom in the back of a book

advance a sum paid in advance to the author in anticipation of the author earning royalties from sales of their work. Advances can be paid on signature of contract, delivery of the typescript, and on publication

advance copy the printed copy available once the book is printed and ahead of publication. Advance copies will be sent to the author and used in marketing

Aga saga a novel set amongst the Aga-owning English middle class

agent a literary agent may act on behalf of an author and negotiate the contract for a book with the publisher. An agent can also be a third party acting for a publisher in an export market

aggregator an aggregator will license the rights to distribute content online from a variety of publishers

AI the advance information sheet which contains essential bibliographic and marketing information

AIDA (in marketing) attention, interest, desire, action

airport edition the export paperback edition of a book sold airside at airport shops ahead of the main paperback edition

ALPSP Association of Learned and Professional Society Publishers

APA Audiobook Publishing Association

app (application) software for mobile devices such as the iPhone and iPad

backlist a publisher's established titles; compare *frontlist*

BAPLA British Association of Picture Libraries and Agencies

BCA Book Club Associates

BIC Book Industry Communication

big deal a bundle of journals sold by a publisher as one package

blad (book layout and design) a sample printed section

blog an online journal

blurb the selling copy that appears on the back cover or front jacket flap of the book

book club traditionally a mail order bookseller; now also a reading group

born digital created from the beginning as a digital project

breadcrumbs the links on a web page that enable the user to retrace their route back through the site

bulk a paper's thickness

burst binding see *slotted binding*

chick lit a genre of fiction principally aimed at single women in their 20s or early 30s

CIF cost, insurance and freight

CIP cataloguing in publication [data]

CLA Copyright Licensing Agency

cloud service content can be accessed over the internet rather than on local computers or servers

CMS content management system

co-edition an additional part of the print run sold to a third party. There are both English and foreign language co-editions

commissioning creating a new project and signing up an author; or acquiring the rights to publish a work from the author, their agent or another publisher

contract the legal agreement between the author and publisher, outlining the rights acquired by the publisher and the responsibilities of both author and publisher

copublication publication by arrangement between two companies. This could mean the use of both imprints and dividing the profits on the title. It could also extend to sharing development work and using joint branding, for example with a coursebook published in an overseas market

copy-editing editing the author's manuscript with regard to style and consistency to eliminate errors and improve the text for the reader

copyright the protection which gives the authors and other creative artists legal ownership of their work – it establishes their work as their personal, exclusive property. © is the copyright symbol

coursepack a collection of materials, usually photocopied, for use in the classroom

cover a paperback is bound with a cover. The design may be adapted from the hardback jacket or be completely new

cover mount a book or other product packaged with a newspaper or magazine

CRM customer relationship management

crossover title a children's book with an adult market

CSR corporate social responsibility

CTP computer to plate

CUP Cambridge University Press

depreciation reducing the value of stock in the company's accounts

Digital Rights Management (DRM) the technical means by which publishers control access to digital content

discount publishers give retailers a discount off the recommended price to encourage them to stock their titles. In consumer publishing discounts can reach high levels

DK Dorling Kindersley

DNB *Dictionary of National Biography*

DOI digital object identifier

DTD document type definition

DTP desktop publishing

dues the orders collected by the publisher before publication

dummy a mock-up of the final printed book, mainly used for selling illustrated books to retailers or overseas customers

ebook an electronic book

EDI electronic data interchange

EFL English as a foreign language

ELT English language teaching

emarketing use of the internet for marketing. Activities include search engine optimization, email marketing and website promotion

EMEA (sometimes **EMA**) Europe, the Middle East and Africa

end-matter the pages at the end of a book with, for example, the appendices and index

enhanced ebook one with audio and video content

EPC Educational Publishers Council

EPOS electronic point of sale

EPS encapsulated PostScript

EPUB (electronic publication) open and commonly accepted format for ebooks

extent the length of a book, expressed in number of words or printed pages

firm sale books sold on the basis of firm sale are paid for and cannot be returned by the purchaser, for example the retailer

FOB free on board

folio a page number

frontlist a publisher's new titles; compare *backlist*

goodwill assets that contribute to a publisher's competitive advantage, including its brand and employees

house style the set style imposed during the editing of a text – elements include spelling, grammar, capitalization and hyphenation

HTML HyperText Markup Language

imprint a list of books within a publisher's overall publishing programme. Each imprint will have its own flavour and direction. The imprint may be represented visually with a logo on the spine and title page of each book

institutional repository a digital collection of research papers by members of an institution such as a university

intellectual property (IP) a publisher's IP includes its copyrights and licences

IPG Independent Publishers Guild

IPR intellectual property rights

IRI industry returns initiative

ISBN international standard book number

ISP internet service provider

ISSN international standard serial number

jacket the dust jacket wrapped around a hardback book

JISC Joint Information Systems Committee

JPEG joint photographic experts group

leading the spacing between lines of text

licence a licence gives a publisher the sole, exclusive right to publish an author's work and sell it as widely as possible. The publisher also licences a book to other publishers, for example for translation. A *non-exclusive* licence enables the publisher to sell content – for example for digital use – to a number of companies

list-building taking a strategic view of commissioning in order to create a new publishing list or expand the present publishing programme

literal error introduced in keyboarding a text; also called a *typo*

litho offset lithography. This form of printing is still common for many books

LMS learning management system

Long Tail first proposed by Chris Anderson in 2004 in *Wired* magazine, the idea is that there is greater total value in the Long Tail of less popular products (available over the internet) than in the more widely available hits

manuscript (ms) the author's version of the work. Now often referred to as the *typescript*. It was originally handwritten

marketing mix product, price, place and promotion

mass-market paperback A format paperback – 178 x 110 mm; compare *trade paperback*

metadata data about data. This enables content to be categorized and found more easily in online searches

monograph scholarly work based on the author's primary research

moral rights additional to copyright, these statutory rights granted to the author are the right to paternity, the right of integrity, and the right to prevent false attribution

NBA Net Book Agreement

net receipts the revenue received by the publisher after a discount has been given to a wholesaler or retailer. Also called *net sales revenue* (NSR)

notch binding see *slotted binding*

NSR net sales revenue

OA open access

OCR optical character recognition

OEBF open ebook format

OED *Oxford English Dictionary*

offset fee a fee payable to reproduce the original setting of a book

on-screen editing copy-editing on screen rather than on a paper print-out

OP out of print

OPuS Oxford Publishing Society

OUP Oxford University Press

outdoor advertising advertising on billboards, buses and trains

overheads the ongoing costs of running a business, for example office costs and salaries

PA The Publishers Association

packager separate from a publisher, a packager supplies an edited and designed book for the publisher to market and sell

pay per view users of an online service pay for access to individual articles, chapters, pages

pbook printed book (compare *ebook*)

PDA personal digital assistant

PDF portable document format

perfect binding the binding method used for cheap paperbacks. The spine folds of the sections are cut off and the spine edge of the now individual leaves roughened. Glue is applied to hold the leaves together and to stick on the cover

PLS private language schools

POD print on demand. Digital printing enables the economic printing of short runs. True print on demand is the ability to print single copies to order

podcast a series of digital or audio files available for syndication or download

POS point of sale

positioning placing the product in the mind of the consumer

postprint a journal article after peer review. This is the version that is typeset and published

PPC Publishers Publicity Circle

PR public relations

prelim pages the first few pages of a book, usually paginated with roman numbers

preprint a journal paper before peer review

print run the number of copies printed of a book

production values the quality of the paper, design, printing, binding and cover of a book

proofreading reading proofs of a book in order to spot mistakes missed at the copy-editing stage as well as any errors introduced in the design and production stages. Proofs can be read against the original copy or 'read blind' (with no reference to the original version)

proposal a document outlining the content and market potential of a proposed title. Elements include the book's coverage, target audience, level of readership, any competing titles and an author biography

PS PostScript

puff the endorsement used on the book's cover, ahead of the book being reviewed

RAE research assessment exercise

recto a right-hand page

returns unsold books sent back to the publisher by the retailer

RFID radio frequency identification

RP reprinting

RSS really simple syndication. Content distributed to users by regular feeds

running head the heading at the top of each page – for example, the chapter or book title

see safe books sold on a see-safe basis, for example to a retailer, are paid for under credit terms. If they are unsold, their return may be authorized by the publisher and credited against future orders

SEO search engine optimization

serial rights the right to sell selections from a work to a newspaper or magazine. *First* serial rights cover extracts before the book's publication; *second* serial rights are for extracts published on or after publication

SfEP Society for Editors and Proofreaders

site licence granted to an institution, for example a university, it permits usage of software or an online service on a number of computers

slotted binding a method of binding in which the spine folds of the sections are perforated during sheet folding. The binding machine injects the adhesive to hold together the folded sections, applies the cover and trims the book. Also known as *notch* or *burst binding*

SOR sale or return

spine the backbone of a book. Most books are displayed spine out in a bookshop

STM scientific, technical and medical

subscription sales on subscription are made in advance of the book's publication. These are then recorded in the publisher's ordering system as *dues*

subsidiary rights the rights a publisher can acquire in addition to the basic publishing rights – examples are translation and serial rights

SYP Society of Young Publishers

TIFF tagged image file format

trade paperback B format paperback – 198 x 129 mm; compare *mass-market paperback*

trade publishing the publishing of books that are sold through the book trade; also known as consumer publishing

typo error introduced in keyboarding a text

Unicode an encoding system which gives a unique identify to each character, 'no matter what the platform, no matter what the language' (unicode.com, accessed 1 October 2007)

USP unique sales proposition – what makes a book stand out from the competition

vanilla ebook one similar to the printed edition

VAT value added tax

verso a left-hand page

viral marketing spreading a marketing message using social networks

visual mock-up of cover or jacket design

VLE virtual learning environment

wasting disposal of unsold stock

Web 2.0 the new generation of the web in which users upload as well as download

web press press that prints on to a reel of paper

widget a mini web plug-in with sample content that can be emailed or copied on to the user's social networking pages. This is an example of viral marketing. Follow the link [here](#) to see the widget for Inside Book Publishing

wiki a collaborative website. The name derives from the Hawaiian word *wikiwiki* – quick

WiP Women in Publishing

WIPO World Intellectual Property Organisation

WOM word of mouth

XML Extensible Markup Language