

HOW TO SUPPLY YOUR BOOK DATA: BEST PRACTICE GUIDE

Data has a direct impact on the sales potential for your book(s). It is vital that you supply good quality and complete information to enable us to do the best job with sales and marketing. You should think of the data for your book as a 'mini cheerleader' sent out to different territories to find your readership.

ESSENTIAL DATA FIELDS

The essential fields highlighted in red in our template spreadsheet are mandatory. Without this information we will not be able to upload your books to our systems and therefore cannot circulate the data to platforms such as Nielsen and Amazon. As well as allowing our sales and marketing team to do the best job, this information will enhance the searchability/visibility of your books online.

ESSENTIAL BIBLIOGRAPHIC INFORMATION

Jacket image - Ideally sent to us at the same time as the rest of your data. Must be at least 300dpi and saved by the book's ISBN in JPEG format. According to Nielsen, last year books with a cover image saw almost twice as many sales as those without.

Tip: When designing your book jackets do keep in mind the different sizes that this will be viewed in marketing materials, and online.

Master ISBN - For new paperbacks with a hardback edition, please include the original hardback ISBN-13 in this field (or vice versa). This will help us link all editions of a book together.

ISBN-13 - 13-digit ISBN of your book without dashes.

Title

Subtitle

Author 1-5 Surname - Although the title for these columns says 'Author', please put the Author/Editor/Translator Surname(s)...

Author 1-5 Forename - ...and their Forename(s) in the next column. There needs to be at least one contributor name for every title.

Author 1-5 Function - Choose from the drop-down menu - Author, Editor, Translator, Illustrator, Introduction, Other - in correspondence to each Surname/Forename.

Author 1-5 Biography - Each bio should be no longer than 700 characters (approximately 100 words). If there is more than one author, please limit each bio to 400 characters/60 words.

Tip: This should include information that might encourage customers to purchase the book based on the author's expertise. Family details and hobbies should only be included if relevant!

Location of Authors - For Author 1. City and Country.

Publication Date - Use the UK format DD/MM/YYYY, if you do not have an exact day put the last day of the expected month.

Publication Status - Choose from the drop-down box: Avail (Available), NYP (Not Yet Published), TOS (Temporarily Out of Stock), RP (Reprinting), POD (Print on Demand).

Pages - Page Count (numeric only, do not include p or pp)

Height/Width - Enter the dimensions in millimetres (numeric only, do not include mm)

Price GBP - Fill in at least the GBP price. You may also add EUR and USD prices.

Binding - Select one of the options from the drop-down menu.

BIC Codes - Please enter one or more BIC Code(s) for the book, separated by semi-colons. Nielsen data shows that books with BIC codes see increased sales of up to 94%.

Tip: These codes are used by Nielsen to categorise your books, as well as any retailer relying on Nielsen for book data (including the UK's most important bookshops and wholesalers). Many libraries also rely on BIC codes for data feeds. A full listing can be [found here](#) (click on subject to drill down).

ESSENTIAL DESCRIPTIVE INFORMATION

Short Description - Limited to 350 characters incl. spaces (ca. 50 words) and should be the main selling point for your book.

Tip: This may be the only thing that some buyers choose to look at before moving on to the next title!

AI & Catalogue Copy - Around 600 characters (incl. spaces)/ between 70 and 100 words and should include the key information about your book to be included in our trade catalogues and other sales material (e.g. AIs) where space is limited. Used alongside short description.

Tip: This should be a brief overview of the book and include anything not in the short description or key selling points fields.

Website Copy - There is no length limit for this description copy. If a description is translated in more than one language, include the English description first. As well as the Casemate website, this is also the description you will see on Amazon.

Tip: We encourage you to provide us with as much information about the book as possible in this field but suggest that 400 words is an ideal length.

ESSENTIAL SALES INFORMATION

Key Selling Points - Two or three concise selling points that highlight the uniqueness of the book.

Tip: Types of information could include: new research included; previously unpublished material; award-winning author/leading expert; beautifully produced; new in paperback/new edition of a bestselling book. Tell us why you are publishing the book.

Keywords - A keyword is a one or two-word search item that is not included in the title/subtitle, or BIC/BISAC code textual description. Keywords should be separated by a semi-colon, no space necessary between each one. Nielsen data shows that books with keywords see increased sales of up to +140%. Don't be afraid to include lots of these - 30-50+ is not too many to improve your book's discoverability online!

Tip: Think about which words your target customer would use to complete a Google/Amazon search if looking for a book on the topic. For example, if you have a WW2 British aviation book and 'Royal Air Force', 'RAF', 'World War 2', and 'aviation' aren't included in the title, these should go in the keyword list.

Subject 1 - Choose a subject from the drop-down box. These subjects will be used to categorise your titles on our website and in promotional/sales material. You may add a second subject category in the "Subject 2" column. If you don't see a subject that suits your book, then let us know.

Series Name - If applicable, add the series name. Make sure to use consistent series names over time (e.g. do not switch from the full series name to an acronym and vice versa).

Illustrations - If applicable, add how many b/w or colour illustrations your book contains and the type of illustration (e.g. photos, maps, tables etc.)

ADDITIONAL DATA FIELDS

Table of Contents - Particularly important for multi-authored works and academic titles.

Tip: If different chapter authors have noteworthy affiliations then these can be included after the author name, e.g. John Smith (University of Oxford).

Series Volume - If applicable, please add the series number.

Language - If your book is written in any language other than English, specify the language. You may add more than one language: separate each entry with a semicolon.

Number of Volumes - If it's a multi-volume set (i.e. "2" for a 2-volume set, "3" for a 3-volume set etc.)

Country of Origin - Country where the book was printed. This information is required for export invoices and stock movements.

Edition - Complete only if not the first edition.

Edition Statement - Edition type: only fill this cell if you have completed the "edition" column.

Audience - Select from the drop-down menu.

EXAMPLES OF HOW YOUR DATA IS USED

The data you send us is used many times in a book's life including feeds to wholesalers and trade customers, by online retailers, on flyers, for social media, in sales presentations, and on press releases. To allow us to do the best job possible with marketing and sales, it is vital that the information you provide is complete, of the best quality, and sent in time for our deadlines.

CASEMATE/OXBOW WEBSITE

Used constantly by trade and direct customers to discover/research information about your books. Also acts as a retail site.

The screenshot shows the product page for 'Champions of Flight' on the Casemate/Oxbow website. On the left is a sidebar with a 'CLICK HERE TO SIGN UP TO OUR EMAIL NEWSLETTER' button and a 'Browse All Subjects' menu. The main content area includes a book cover, a 'SHORT DESCRIPTION' section with a blue arrow pointing to the text, a 'KEY SELLING POINTS' section with a blue arrow pointing to a list of bullet points, and a 'WEBSITE COPY' section with a blue arrow pointing to the full text. The product details section shows the title 'Champions of Flight', authors 'Clayton Knight and William Heaslip', publisher 'Casemate Publishers', language 'English', and illustration '220 color images, 200 b/w images'. A table lists the format available as 'Hardback' with a quantity of 1 and a price of £28.00 (Special Price). The page also features social media sharing icons, an 'Add to Basket' button, and an 'Add to Wishlist' button.

SHORT DESCRIPTION

KEY SELLING POINTS

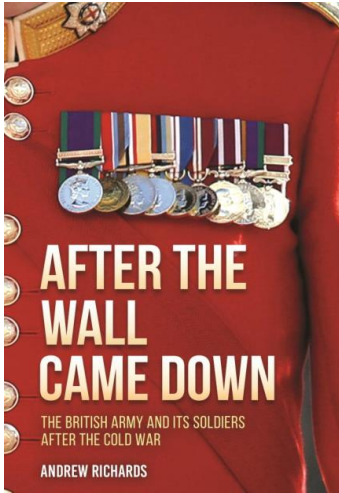
- This book should have wide popular appeal outside the military/aviation market
- Neither of these artists has ever been profiled in an illustrated book: the subject is original and will be a revelation to many
- Champions of Flight encapsulates ten years of intensive research by the authors - aviation and art historians - who were given direct access to a vast collection of primary sources held by the artists' families

WEBSITE COPY

Champions of Flight celebrates the work of Clayton Joseph Knight (1891-1962) and William John Heaslip (1898-1970), the two preeminent American aviation artists of their time, who chronicled the golden age of aviation - from Charles Lindbergh's epochal transatlantic flight through the most devastating war in world history (1927-1945). Knight and Heaslip were experienced military men and formally trained artists who, combining an authenticity of experience and an artistic mastery of illustration, produced powerful artwork that influenced a generation of Americans, creating air-minded adults and youngsters, many of whom flocked to US military service after Pearl Harbor.

Aviation became deeply embedded into America's culture during the 1920s, 1930s and 1940s. Americans became fascinated by aviation, and it permeated all aspects of life: aviation movies and newsreels, and devoured books, aviation industry ads, magazine articles, and Sunday comics featuring pilot heroes. Artists Knight and Heaslip - both of whom were adept as draftsmen, painters and printmakers - fuelled the imagination of these Americans through prolific illustrations and artwork that appeared in many diverse publications of the time. Over a period of almost twenty years, Clayton Knight and William Heaslip championed their love of flight through their art, and they did so with enthusiasm, integrity, and generosity. This book, featuring over 400 illustrations and photos, is a tribute to their legacy.

Used by the sales team and representatives across the world on sales visits and circulated digitally.



After the Wall Came Down

The British Army and its Soldiers after the Cold War
By Andrew Richards

KEY SELLING POINTS

- Unique account of the huge changes in the British Army following the end of the Cold War era
- Covers the changing role of women in the army, racism in the army, and the lifting of the ban on homosexuals in the army and the changing of attitudes
- Based on the oral histories of dozens of soldiers – some of whom were only prepared to open up to a brother veteran and even then only anonymously

SHORT DESCRIPTION

A history of the British Army since the end of the Cold War, incorporating many firsthand accounts.

AI & CATALOGUE COPY

During the period covered Government spending and the size of the military was reduced yet the Army's commitments increased exponentially. Those serving not only faced continuous deployment in overseas operations, they would also be involved in immense upheavals within the army. A technological revolution, a changing society at home, and new global threats mean that the Army of the second decade of the twentieth-first century – the army this generation of soldiers is now retiring from – is unrecognisable from the one they joined in the late 1980s. This is the story of the soldiers who served in the British Army in those tumultuous decades.

About the Author:

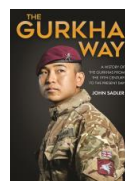
Andrew Richards served 22 years with the Household Cavalry. During his last years of service, he graduated from the Open University with a Bachelor of Arts degree with Honours in Humanities with History and Classical Studies. Since retiring from the Army, he has written both fiction and non-fiction titles. His first non-fiction book, *The Flag*, was published by Casemate in 2016.

Related titles:

AUTHOR BIOGRAPHY



The Flag
Casemate UK
9781612007496, £12.99



The Gurkha Way
Casemate Publishers
9781612007502, £25.00



First In Last Out
Casemate Publishers
9781612009629, £20.00

PUBLISHER:
Casemate Publishers

ISBN: 9781612008301

BINDING: Hardback

PRICE: £25.00

PAGES: 256

SPECIFICATION: 229mm x 152mm

PUBLICATION DATE:
March 15, 2021

READER INTERESTS:
21st century History

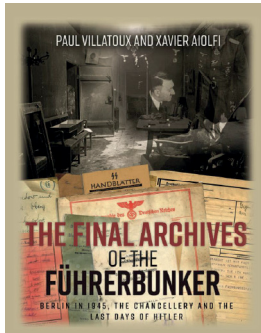
NOT FOR SALE:
CA, MX, US

SUBJECT

Trade catalogues are used by our export representatives, inhouse team, and mailed to trade customers and reviewers. Direct sales catalogues and subject leaflets are also mailed to individual customers.

RECENTLY PUBLISHED

CASEMATE | publishers



The Final Archives of the Führerbunker

SHORT DESCRIPTION

Berlin in 1945, the Chancellery and the Last Days of Hitler

By Paul Villatoux and Xavier Aiolfi

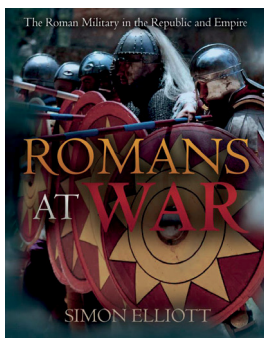
A unique snapshot not only into the last days of the Third Reich but also into Berlin following the end of World War II.

The Führerbunker – the background of the last months of the war, the last home of Adolf Hitler, where he married Eva Braun, and where he killed himself less than two days later. Among documents retrieved there after the war were a dozen telegrams of historic importance that allow us to understand the spirit of the last leaders of the Third Reich as well as the events that took place between April 23 and 26, 1945. These and other documents from the bunker are presented for the first time in this book.

WORLD WAR II

Hardback • 9781612009049 • £29.99

October 2020 • 160 pages • 228 x 152 mm • 150 photographs | eBook available: 9781612009056



Romans at War

The Roman Military in the Republic and Empire

By Simon Elliott

A lavishly illustrated grand tour by a leading expert on the Roman military machine – from Rome's earliest days until the end of the Empire in the west.

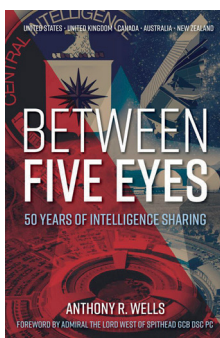
Ground-breaking research is presented in an accessible, entertaining, and sumptuously illustrated format. It includes: a new consideration of the nature of late Roman military leaders – the author argues they were effectively independent warlords; cutting-edge research regarding the Severan campaigns to conquer Scotland in the early 3rd century AD; and a new analysis of the nature of late Roman troops, both mounted and foot.

SUBJECT 1

ANCIENT WARFARE

Hardback • 9781612008851 • £29.95 • October 2020 • 304 pages • 254 x 203 mm

Over 250 colour and black-and-white photographs and illustrations | eBook available: 9781612008868



Between Five Eyes

50 Years of Intelligence Sharing

By Anthony R. Wells

UK-US intelligence through a personal lens by the only living person to have worked for British Intelligence as a British citizen and US Intelligence as a US citizen.

In this book, the first to address the Five Eyes in its entirety, Wells looks at how this incredible set of relationships formed after WWII, and charts fifty years of change, turmoil, intense challenges, as well as successes and failures. More than a chronology of the intelligence community, it is also a personal insight into key relationships. The author has relied on his own extensive unclassified collection of papers, personal notes, diaries, as well as his family library for source material.

AI & CATALOGUE COPY

20TH CENTURY

Hardback • 9781612009001 • £25.00

October 2020 • 256 pages • 228 x 152 mm • 16 illustrations | eBook available: 9781612009018