

Usborne Publishing Children's Publisher of the Year 2012

Usborne Publishing crowned Children's Publisher of the Year 2012 at Bookseller Industry Awards

The Bookseller Industry Awards highlight the very best of the book trade and have recognised Usborne's excellence by awarding us the title of **Children's Publisher of the Year**. The judges were looking for all-round excellence in children's publishing, and commended us on the strength and breadth of our publishing programme.

Usborne's key strengths:

- Outstanding 2011 sales, including five books selling more than 40,000 copies through BookScan
- Excellence in editorial, design and production with a focus on target markets
- Steady digital development, including mini sites, social media work and a growing e-book list
- Superb care of authors and staff, leading to loyalty and a happy work environment

Judges' comments:

"Usborne is a powerhouse that retains a good, independent spirit," the judges said. ***"Its figures are incredible – and this is a sustainable business still striving for more growth."***

"It has been hard enough to achieve any sales growth at all in the print market over the past few years. So, to turn in an 18% TCM (Total Consumer Market) hike in one of the most challenging years any publisher can remember, as Usborne did in 2011, is a truly remarkable achievement.

"What makes it all the more extraordinary is the fact that it is the 10th successive year of TCM growth – a unique record and one that confirms Usborne as a heavyweight in UK publishing. Under the sure hand of founder Peter Usborne, it is an approach that has taken it into all corners of children's publishing and, now, into digital activity without compromising its print books.

"Usborne has also impressed with its care of its staff, who produce many of its books in-house. Add in its successful direct sales operations, and this is a company that is firmly in control of its entire publishing process, from conception to customer.

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