

Selling Canadian Books in Spain

A Guide for Canadian Publishers

Research by: **Precisa Research**

For the Association for the Export of Canadian Books

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Table of Contents

1. Introduction	1
2. Methodology	2
3. Overview of the Market	2
3.1 General Context	2
3.2 Publishing Statistics	3
3.3 Sales Channels	12
3.4 Reading and Buying Habits	14
3.5 Paperbacks	16
3.6 Significant Publishing Houses	16
3.7 Exports by Spanish Publishers	19
4. Exporting into the Spanish Market	20
4.1 Overview	20
4.2 Selling English- and French-language Books in this Market	23
4.3 Trade Fairs	26
4.4 Sales of Finished Books	27
4.4.1 Foreign Book Marketing in Spain	27
4.4.2 Discounts	27
4.4.3 Returns	28
4.4.4 Overview of Book Distribution	29
4.4.5 Key Distributors	30
4.4.6 Logistics of Shipping	32
4.4.7 Book Clubs	32
4.4.8 Selling Online	32
4.5 International Rights Sales	32
4.5.1 The Context for Rights Sales	32
4.5.2 Volume of Rights Sales	33
4.5.3 How to Approach this Market	33
4.5.4 Literary Agents	34
4.5.5 Co-publishing	35
4.6 The Catalan Book Industry	36
4.6.1 General Context	36
4.6.2 Publishing Statistics	36
4.6.3 Sales Channels	41
4.6.4 International Rights Sales	42
5. Annexes	43
5.1 Industry News Sources	43
5.2 Literary Magazines	43
5.3 Trade Organizations	44
5.4 Literary Agents	46
5.5 Distributors of English- and French-language Books	47
5.6 Key Events	48
5.7 Other Information Sources	49

1. Introduction

The **Association for the Export of Canadian Books** (AECB), wishing to expand its activities to markets other than French-speaking and English-speaking ones, particularly to the Spanish-speaking market, asked **Precisa Research** to produce a study on the book market in Spain that would update other research conducted in 2005.

While this report builds on previous research, all information, past and present is included to aid **AECB** members in obtaining a clear and specific understanding of the Spanish market, and specifically, about those segments which may be of greater interest to Canadian publishers such as: language teaching, technical books, novels and other subjects. As well, for certain subjects, the Spanish market is not limited to Spain, but also encompasses Latin American countries. Therefore, this report is not so much about the book market in Spain as it is about the book market in Spanish, a much larger proposition from both the geographical and population point of view.

Political Map of Spain
(Divided into Autonomous Communities)



Spain is a country with significant political and administrative decentralization. In addition to being divided into 17 regions or Autonomous Communities, some regions in Spain have two official languages: Spanish/Castilian, which is spoken all over the country and co-official languages such as Catalan, Basque, Galician or Valencian. This diversity of language means that books are published in all these languages although, as will be discussed later, their main influence in the domestic market is in textbooks only.

Exporting books to Spain requires a good knowledge of the characteristics of the Spanish market which will be provided in this report. Considering the diversity of the Autonomous Communities and languages, the Spanish market has the potential to be an exciting and important market for Canadian publishers.