



RANDOM HOUSE
PUBLISHER SERVICES

Prospective Client Questionnaire
CONFIDENTIAL

Publisher:

Address:

City:

State:

Zip:

Contact:

Title:

Phone:

Fax:

Email:

Web Address:

1. **What are your projected annual gross sales for the current fiscal year? Prior year?**
\$
2. **What is your anticipated annual return rate?**
%
3. **What is the average suggested retail price for your books?**
\$
4. **What is the average net price for your books?**
\$
5. **How many titles do you currently have in your backlist?**
#
6. **How many new titles do you publish per year?**
#
7. **How many units do you ship annually?**
#
8. **What percentage of your annual shipments are initial shipments?**
%
9. **Do you currently sell eBooks? If so, do you handle sales directly or through distributor?**
 Yes No **Through Distributor?** Yes No

10. What percentage of your annual sales are eBooks?

%

11. Please provide a breakdown (approximate percentage) of your sales by channel:

- a) Barnes and Noble
- b) Borders
- c) Amazon
- d) Books-a-Million
- e) National Wholesalers (Baker and Taylor, Ingram)
- f) Independent Booksellers and Regional Wholesalers
- g) Mass Merchandisers (Costco, Walmart)
- h) Special Markets (QVS, Urban Outfitters, Speciality Retail/Wholesale)
- i) Canada
- j) International English-language Sales (outside of US and Canada)

12. What percentage of your units require special handling e.g. stickering, shrink-wrapping, pre-packs, etc.

%

13. Do you currently put Canadian suggested retail prices on your books?

- Yes No

14. Do you currently put EAN and/or 13 ISBN digits on your books?

- EAN 13 ISBN Both Neither

15. Of your returns, what percentage is returned to stock?

%

16. Would you want Random House to handle your remainder &/or hurt sales?

- Yes No

17. What is the percentage of adult titles versus children's titles?

Adult: % Children: %

18. Who is your current distributor in the US? Canada?

19. What percentage of your current inventory would be transferred to our facility?

%

20. Approximately how many units do you currently have in inventory?

21. Approximately how many pallets do you currently have in inventory?

22. What percentage of your cartons are over 35 lbs?
%
23. Do your customers currently pay for shipping?
 Yes No
24. How do your annual shipments break down by format?
Hardcover = % Trade Paper = % Mass Paper = %
25. What is your average book weight?
26. Do you require sales & distribution in Canada?
 Yes No If Yes, what percentage of your business does
Canada represent? %
27. Are you currently distributed outside of North America – and if so, by whom?
 Yes No
28. Do you require RH sales &/ or distribution outside of North America?
 Yes No
29. Does your current distributor hold a reserve for future returns?
 Yes No
30. Should you come to us, what date would you want to commence?

Additional Comments:

**Please return completed questionnaire to Todd Berman
tberman@randomhouse.com or Fax to (212) 782-9622.**