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CATEGORY

# Imprint of the Year

[thebookseller.com/british-book-awards](https://thebookseller.com/british-book-awards)  
*#BritishBookAwards*

## What are the judges looking for?

We want to find the imprints that had the best all-round success in 2024, judged by list development, author management, and sales or awards success.

## Who can submit?

Any imprint of a UK or Irish publishing company. Please note there is no minimum sales requirement, nor maximum limit.

## What to submit?

Please submit via the awards website, a zipped-file, including a PDF of up to 1,500 words covering the requirements listed on the right, alongside any supporting graphics. Please include within this file:

- a hi-res image of the imprint's logo
- staff and author images
- relevant book jackets.

## Please include

### Business and sales success

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- Evidence of the commercial success of the publishing programme in 2024 supported by Nielsen BookScan and/or internal audited revenue and profit figures, including e-book, audio, rights and overseas sales; in the event that sales success cannot be supported through Nielsen (or other third party) because of gaps in the coverage, please show internal measures, and how sales responded to revised budgets. Please note: judges will closely examine these numbers, and will look to make like-for-like comparisons with other shortlisted companies, so please be as transparent as possible
- Details of the number of books published and how this has changed, as well as any company acquisitions made during the period

### Author development

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- Details of the success with bestselling writers, brand-names, or other significant authors, including their development over the year
- Details of the discovery of creative and commercially significant debut authors
- Evidence of author retention and investment in backlist development
- Evidence, such as testimonials, of author satisfaction
- Evidence of the development or discovery of authors from traditionally under-represented backgrounds
- Evidence of the building and curation of a successful, coherent and consistent list

### Marketing, publicity and design

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- Evidence of awards success across the list and on individual titles and writers
- Evidence of innovation in the promotion, design and marketing of books in all formats, including digital
- Evidence of targeted campaigns or partnerships which extended reach or had a positive social impact
- Evidence of the creation or development of a clear imprint brand identity that communicates effectively to agents, authors, retailers and readers online and in print

### Other guidance

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- Judging period: January to December 2024
- Our submission site works best with file sizes lower than 50MB. If you encounter any difficulties, please email [awards@thebookseller.com](mailto:awards@thebookseller.com)