

About print-on-demand publishing



Ashwood House Publishing Ltd uses a revolutionary publishing technology called "Print-on-demand."

Offset lithography: the old-fashioned way of publishing

Conventional offset lithography has existed for hundreds of years. The publisher sends a manuscript to the printer who prints say 100,000 copies of the title. This is an expensive undertaking and a lot of capital is tied-up in unsold books. This technology is dominated by large publishing houses that can put up the money for large print runs.

Sadly, this means that few authors ever get published. Publishers select only those authors and titles that are certain to generate profitable book sales.

Print-on-demand: a fresh opportunity for new authors

With the modern technology underlying the print-on-demand publishing model, it is possible to have much smaller print runs. We can even print just 1 copy of a title at any time. We can match the supply of books to the demand. The quality of the print and the binding however are comparable with conventional offset lithography printing.

This is a more cost-effective way of publishing for new authors where sales cannot be guaranteed. Because we do not have to print 100,000 copies of a book, print-on-demand has significantly lowered the bar to entry for aspiring authors.

High-street shops tend not to stock print-on-demand titles on their shelves, even though customers can still order copies from high-street shops. Book sales are predominantly through (1) the internet (for example Amazon.co.uk and the book's own website), (2) word of mouth (3) personal recommendation. Books that sell the best are those where the author is able and motivated to publicise their own product.

Why print-on-demand?

Writing a book and having it published through the print-on-demand model is not a quick route to fame and fortune! So you might be asking "Why do it?!"

Authors who are interested in this model are not motivated by perceived financial rewards. They are authors who want to have their work published even though the potential market is small. Some are motivated simply by a personal satisfaction of seeing their work in print. Others want a vehicle to get their work out into the public domain. The personal rewards of having a book which stands as a testimony to one's interest, passion and drive are truly immeasurable.

Print-on-demand is great for situations where you don't expect the book to become a bestseller, but where you have something interesting, something important, something vital to say nonetheless.

Take the next step...

If you are interested in having your book published through **Ashwood House Publishing Ltd**, please drop a line to one of our consultants without any obligation. Our email address is authors@ashwood-house.com.