

## Press Release

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The management and team of John Readings are delighted to announce that they have been awarded with a BIC (Book Industry Communication) Product Data Excellence Award. This is a book publishing industry award that denotes how well the company submits information about our books to the book trade. Publishers are scored both on how complete their data is and the timeliness of its delivery to the industry.

While it may not seem like the most exciting of awards, it is actually very important. With good information, book buyers find it much easier to discover and order books, which makes their job quicker and results in more book sales and greater reach for our authors' work. The data required is extensive and ranges from the very obvious, such as title and price, to information such as the exact weight of an individual book.

We have spent many of our spare moments and long afternoons over the past year manually entering the data for very old titles into our database (and even doing things such as weighing books from the archive!), while also ensuring that all new titles met very tight data deadlines. It has been a long and arduous process, but we are very happy that 99.93% of our books now have complete records (the missing 0.07% are sadly so old we don't even have a print copy in our office archive) and we always easily hit the 80% timeliness quota.

There are over 448 publishers in Australia, so to be one of only 29 with an Excellence Award, and to be in the same category as household names such as Penguin is very satisfying. We are a rapidly expanding company and our ambitions haven't stopped with Excellence and we're already in discussions about what we can do to be promoted to the Excellence Plus top category!