

Update Guide for:

Your Guide to Marketing Books in the Christian Marketplace

By: Sarah Bolme ©2006

The book industry is always in constant flux. Changes are inevitable. Sarah Bolme is providing this **Update Guide** to her reference book, *Your Guide to Marketing Books in the Christian Marketplace*, as tool to keep your copy relevant and useful.

CHANGES:

Page #	Status	Description
14	Change	<i>Aspiring Retail</i> is now named <i>CBA Retailers + Resources</i> .
14	Delete	<i>BookWire Christian Publishing News & Reviews</i>
24	Change	Appalachian Distributors, Inc. is now named STL/Distribution . Change website to www.stl-distribution.com and Director of Purchasing email to kwilliams@stl.org .
27	Change	FaithWorks to STL Publisher Services . This division of STL is now focusing on mid-size publishers. New address is: STL Publisher Services Attn: New Product Submissions 522 Princeton Dr., Johnson City, TN 37601 877-323-4550 Contact: Darren Henry at Darren.henry@stl.org New website: www.stl-distribution.com
27	Add	NewLife Book Distributors This company is an arm of STL and is a distribution service for small and self-publishers. Mr. Richard Shupert NewLife Book Distributors 2969 Spalding Dr., Suite 100 Atlanta, GA 30350 770-901-9733 www.newlifebookdistributors.com
27	Add	New Day Christian Distribution Historically a music distribution, this company has broadened their offerings to gifts, books, and DVD's. Contact: Jeff Strangenberg jstrangenberg@newdaychristian.com 800-251-3633 www.newdaychristian.com
32	Change	<i>Aspiring Retail</i> is now <i>CBA Retailers + Resources</i> . Website is www.retailers+resources.com .

Page #	Status	Description
32 – 33	Change	<i>Christian Retailing</i> – change Chris Johnson to DeWayne Hamby at DeWayne.Hamby@strang.com .
40	Change	<i>Aspiring Retail to CBA Retailers & Resources</i> . Website is www.retailers+resources.com .
40 - 41	Change	<i>Christian Retailing</i> – change Chris Johnson to DeWayne Hamby at DeWayne.Hamby@strang.com .
41	Delete	<i>BookWire Christian Publishing News & Reviews</i>
49	Change	<i>Church & Synagogue LIBRARIES</i> name to <i>Congregational Libraries Today</i> .
49	Change	<i>Church & Synagogue Libraries</i> (now <i>Congregational Libraries Today</i>) address to: 399 Blenheim Rd., Columbus, OH 43214 614-262-4625
52	Add	Under Christian Fiction Titles add website www.catholicfiction.net .
57	Add	Christian Small Publisher Book of the Year Award This new award, sponsored by Christian Small Publishers Association (CSPA), honors books produced by small publishers for outstanding contribution to Christian life. Awards are given in three categories: Nonfiction, Fiction, and Children's. www.christianpublishers.net
58	Change	Christy Awards is now offering 9 fiction award categories. The two new categories include novels written for youth 12-19 years of age.
62	Change	Writers Notes Annual Book Awards to The Eric Hoffer Award . New website is www.hofferaward.com .
62	Add	Moonbeam Children's Book Award This new children's book award is sponsored by the Jenkins group (sponsor of the Independent Publisher Book Award). Awards are offered in 24 children's categories. www.moonbeamawards.com
62	Add	Nautilus Book Awards This award is sponsored jointly by Marilyn McGuire & Associates and Independent Publisher Online. Awards are offered in 20 categories. www.marilynmcguire.com/nautilus/nautilus.html .
62	Add	ReaderViews Award This award was established to honor writers who self-publish or had their books published by a small press, university press, or independent book publisher for the North American reading audience. POD books are accepted. This award has a religion/spirituality category. www.readerviews.com/awards.html
62	Delete	Under Summary delete www.literature-awards.com .

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67	Change	CBA Advance/Expo This annual tradeshow will no longer host the Expo portion as of 2008. CBA has decided to cut the exhibit hall and opt for a strategic planning seminar for its member booksellers with options for vendors to display new products, give-away new product samples, and advertise during the seminar. The event is in the process of being renamed.
67	Add	Christian Book Expo This book festival, open to the public, will be hosted annually by ECPA beginning in 2009. www.ecpa.org
68	Change	CPE Regionals – Munce will not add the third regional tradeshow until 2009.
69	Change	Charisma Book Expo – currently this show is not being held annually.
71	Change	<i>Aspiring Retail to CBA Retailers + Resources.</i> Advertising for this magazine is now handled by Advocace Media at 972-304-1100. Contact is Jan Dean at jan.dean@advocace.com . Website is www.advocace.com .
72	Delete	<i>BookWire Christian Publishing News & Reviews</i>
72	Add	ForeWord Magazine Features a faith supplement each Spring that is included in an issue of the magazine and handed out a BEA (Book Expo America) and ALA (American Library Association). The magazine has a circulation of 20,000 librarians and book buyers. Contact: Maryann Batsakis at 561-338-0009 or maryann@forewordmagazine.com . Website is www.forewordmagazine.com .
77	Change	Logos Bookstore Association has a new address: 1675 East Main St. #204, Kent, OH 44240
77	Add	The Assembly Group (TAG) This cooperative marketing network of Christian retailers serving the urban market produces a magalog, Believe, twice yearly. To advertise in this product contact: Suzanne McDonald at Suzanne@lemstone.com or 630-682-1400.
85	Change	Lemstone® Christian Stores has a new address and parent company. A Division of Insight Retail Group 209 E. Liberty Dr., Wheaton, IL 60187
91	Change	Church and Synagogue Library Association (CSLA) Their bi-monthly publication is now called <i>Congregational Libraries Today</i> .

Page #	Status	Description
111	Add	CR Newswire This newswire, owned by the Church Report, has two tracks. News releases can be released to Christians and church leaders or to national media outlets. The national media track for press releases starts as low as \$50 and targets 3000 media outlets. www.crnewswire.com
120	Delete	Under Book Fairs: Concordia Christian Book Fair Concordia no longer has this program.
120	Add	Under Book Fairs: Catholic Family Book Club (CFBC) CGBC catalogs are mailed to Catholic schools where teachers pass out to students. This book fair is exclusively for Catholic Schools. Owned by Paulist Press but accepts books from many publishers for this program. www.catholicreadingsociety.com
150	Delete	Bible Factory Outlet
152	Add	Under Bargain Book Companies: Sunday Books Perry Sears, Buyer 1-888-539-9464 perry@sundaybooks.com www.sundaybooks.com Remainder book company for Christian titles.
158	Add	Under Distribution to Christian Retail Stores Schoolhouse Distribution This program is offered by The Old Schoolhouse Magazine. They place newsstand-like displays with their magazine and select homeschool materials in Christian Retail Stores. Contact: publisher@thehomeschoolmagazine.com 888-718-4663
162	Add	Homeschool Reviews Owned by Reserved Technology, a homeschooling family business, this site posts reviews of homeschool products. Homeschoolers are invited to join this site and post reviews of curricula and homeschool products they have used. Advertisements are accepted for the site. www.homeschoolreviews.com
166	Add	Under Homeschool Conventions TOS Speakers Bureau The Old Schoolhouse Magazine is now hosting a few speakers bureau on their website for individuals seeking speaking engagements at homeschool conventions and events. Listing is free. www.thehomeschoolmagazine.com/Speakers_Bureau.php

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