



Penguin
Random House
PUBLISHER SERVICES

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Prospective Client Questionnaire

Publisher:

Address:

City:

State:

Zip:

Contact:

Title:

Phone:

Fax:

Email:

Website:

Current Distributor (US):

1. What are your projected global English-language gross sales for the current fiscal year? Prior year?

Current 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. Do you handle e-book sales directly or through your distributor?

Directly Distributor N/A

9. What percentage of your annual sales are e-books?

%

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19. Do you currently put Canadian suggested retail prices on your books?
 Yes No
20. Do you currently have sales and distribution outside of North America? If so, by whom?
 Yes No Distributor:
21. Does your current distributor hold a reserve for future returns?
 Yes No
22. When does your current distribution contract end?
23. Would you like to sign-up to receive future news from PRHPS?
 Yes No

Additional comments:

**Please return completed questionnaire to
distribution@penguinrandomhouse.com or fax to (212) 782-9622.**