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PECULIARITIES OF BOOK PRODUCTS ADVERTISING

Advertisement of a book is one of the elements of book marketing, means of promoting the book products sales, but at the same time it is information distributed orally or with the help of technical means containing data about certain books or services of an advertiser for popularization of work of literature.

There are three main types of book advertisement: commercial or wholesale advertisement, consumer advertising and cooperative advertisement (joint advertising of a publishing house and a book-trade structure).

Commercial (wholesale) advertisement is aimed at the book sales promotion in the book-trade system and libraries.

The key elements of commercial advertisement are the author, the name, time of book release and price. Here are also specified the characteristics of the publication which may attract a buyer; a list of arrangements for book promotion and purchaser motivation is contained herein, as well as preferential sales conditions for libraries and bookselling companies.

The task of consumer advertising is to reach every potential consumer and provoke his interest in the book. So far the cooperative advertisement does not develop so actively in the Ukrainian market as other kinds of advertisement; nevertheless it is able to contribute to sales intensification in virtue of its specific trend. Apart from the task of selling a book, it is also intended for another purpose – to persuade a reader to buy a book in the shop which participates together with the publisher in this advertisement.

Advertising materials may be represented in various formats depending on the audience they are designed for and the information channel intended for bringing them to the consumer.

Informational leaflets and booklets. They are usually most extensively used for announcing to the book-trade structures about the preparing publication, in which case they are mainly of informational character or are issued for work at fairs, exhibitions, presentations and other arrangements. Another important mission thereof is to serve as informational and promotional materials when working with consumers by mail.

Volume and directional effect of the text depend on the target of material. It may be accompanied with other advertising or informational editions and it may also be an addition.

Catalogues. Catalogues include reference or promotional literature based upon the systematized list of descriptions of one or another goods and services. One may say that preparation and publication of catalogues belong to one of the leading directions of publisher's activity in market promotion of its products.

Depending on the target catalogue address (book sales, libraries, high readership, specialized consumer groups) a catalogue may include various information and may be published with various periodicity.

The main components of catalogue description are the author, the name and bibliographic information.

Correctly compiled catalogue is not only an advertising and informational publication, but it also serves for collection of orders. For this purpose, the catalogue includes an order form, which allows not only forming the base edition sizes, but also provides a feedback, efficiency analysis of catalogue materials and its structure.

Placards (posters). The placards intended for the bookselling companies and work at exhibitions and fairs as well as for using in public places (street, transport etc.) are issued for attraction of buyers' attention to the most important publishing projects.

Advertising articles. Apart from direct advertising of book products, which are constantly published by print media, advertisement may also be indirect in form of an editorial or opinion piece.

Text on the cover, book wrapper or bookbinding. The text is a kind of last advertising appeal to the buyer, and this dictates the requirements claimed thereto; it must contain the most important commercial information, the character whereof have already been spoken of, when direct marketing was referred to.

Thus, positioning of the book uses, in the first place, such its attributes as its name, format, binding, artistic finish of the book itself or of the book wrapper, text on its valves, the price. As a whole, they should attract the buyer's attention, ensure the effect of exposure, highlighting the book in the general series, and induce a potential consumer to buy a book. And if all these are aligned correctly and operate, so the characteristics of the book distinguishing it among other books are perceived by buyers as its unique advantages.