

6th October 2009

Eurospan on a roll: eight more publishers sign up

We may be in the grip of an economic downturn, but Eurospan will end this year with revenues substantially up on 2008! Though sales have been stronger than anticipated, this is thanks, in part, to a 10% increase in its publisher client list during over the past year, a statistic that confirms Eurospan's claim to be the fastest-growing independent marketing, sales, and distribution company in Europe, for publishers selling to EMEA countries. Michael Geelan, Eurospan's Chairman and Managing Director, said, "We have been flattered by how many of these publishers have approached us directly. Our existing clients are our best ambassadors, and, as we all know, word of mouth recommendation is very powerful. It seems that, because we offer an unrivalled combination of excellent marketing, penetrating sales representation and an efficient fulfilment service through our sister company Turpin, we have become the distributor of choice in Europe."

In spite of its ever-growing size, Eurospan still offers its client publishers a very personal service – for example, its marketing department is split into five divisions, each with its own Marketing Manager. The enormous breadth of subjects covered by its publishers actually benefits new publishers joining Eurospan as they find existing expertise within Eurospan in their publishing subjects. The latest publishers to sign up include the American College of Physicians, Autism Asperger Publishing Company, Future Horizons, Independent Publishers Group – Professional and Academic, Left Coast Press, Meredith Music Publications, Pendragon Press and Stylus Publishing – publishing titles in subjects as diverse as continuing medical education for physicians, autism, literature, archaeology, music education, musicology and teacher education.

But are Eurospan's directors fazed by such an assortment of subjects and titles? Not at all. Marketing Director, Stephen Lustig, and Director of Operations, Kate Fraser are united in their response, "Where else would you be discussing a book on percussion teaching one minute, Asperger Syndrome the next, and then archaeology? It's wonderfully stimulating to have such an awesome mix of titles, and to work with such a variety of publisher clients."

About Eurospan Group

Eurospan provides a one-stop marketing, sales and fulfilment service in Europe, Middle East and Africa, and, from 2010, Asia, to publishers from four continents - North America, Africa, Asia and Australasia. There are five specialist marketing divisions: Academic & Trade, University Presses, Reference, Medical, and Scientific & Technical. Eurospan was established in 1967 and is a privately-held company.

Media Contact

Stephen Lustig ; Marketing Director, Eurospan Group

stephen.lustig@eurospangroup.com

Tel: 020 7845 0804