

HarperCollins Publishers Custom Publishing



ABC
Australian Broadcasting Corporation
Books

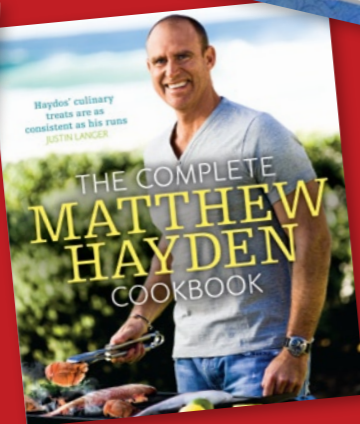
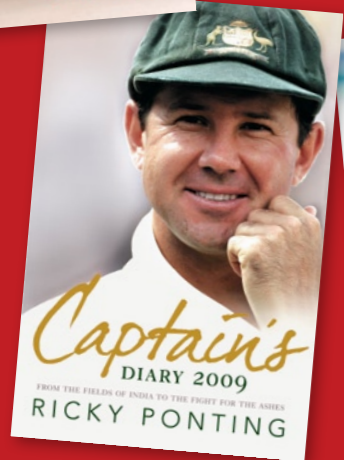
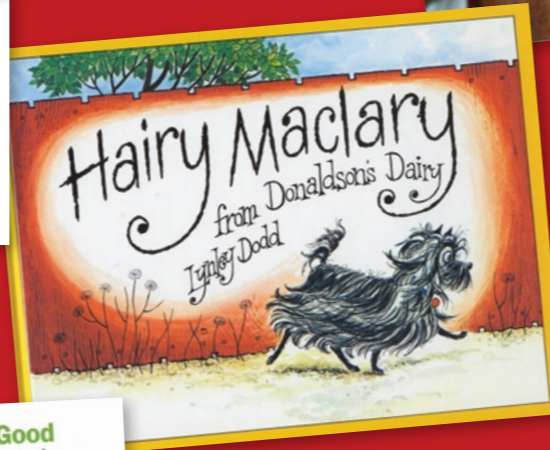
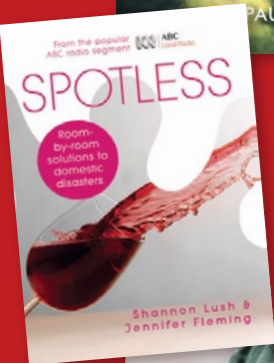
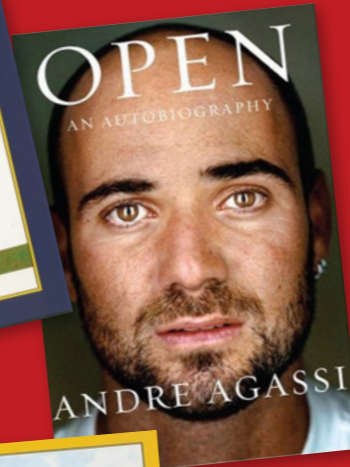
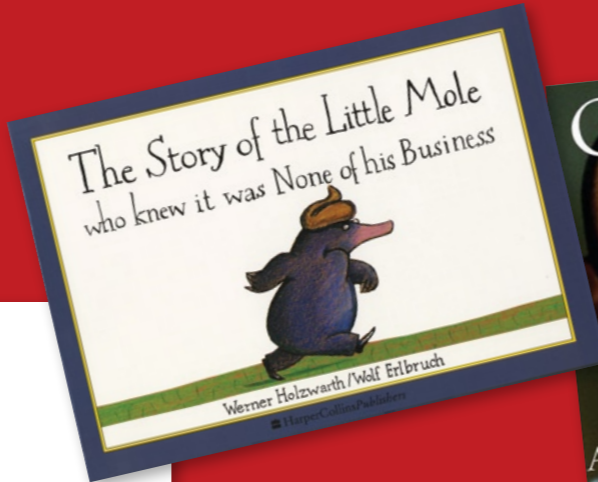
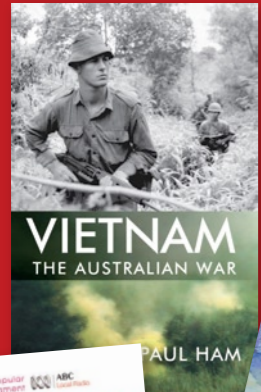


Realize Your Next Great Idea Your Dream

PREMIUM QUALITY TRUST CUSTOM THINK READING IDEA KNOWLEDGE EXCLUSIVE
GREAT OFFER LEARN GOOD WIN WORTHWHILE PROFIT GIFT PREMIUM QUALITY
FROM THINK READING IDEA KNOWLEDGE EXCLUSIVE IMPRESS GREAT OFFER LEARN
TO WIN WORTHWHILE PROFIT GIFT PREMIUM QUALITY TRUST CUSTOM THINK REA
DEA KNOWLEDGE EXCLUSIVE IMPRESS GREAT OFFER LEARN GOOD WIN WORTHW
IT GIFT PREMIUM QUALITY TRUST CUSTOM THINK READING IDEA KNOWLEDGE F

Do your clients deserve more than an e-card and a box of chocolate almonds this year?

THINK BOOKS



When printing in Australia and New Zealand, HarperCollins use natural, recyclable product made from wood grown in sustainable plantation forests and conform to environmental regulations of the country of origin.

Case Studies...

BOOKS AS PREMIUMS

A book is a gift of character, a statement of quality, a measure of profile and above all, a worthwhile keepsake for your valued clientele.

MEMBER RECRUITMENT

Books are a proven, successful recruitment reward for growing your membership and customer base.

LAUNCH YOUR NEW PRODUCT

The ideal gift with purchase for your new concept. Nothing speaks security, trust, knowledge and dependability louder than a book.

MADE TO MEASURE. PRICED TO SUIT.

At HCP Custom, we take care of it all for you. We'll help with concept, book suggestion and format.

CUSTOMISE YOUR GIFT!

Add a corporate logo, add a dedication page, change a cover, or 'build' a book specific to your needs. Perhaps the company history, or company outline and philosophy. Perhaps the annual company overview.

PRINTING AND DELIVERY OF YOUR BOOK

We'll handle all printing, on time, on budget, and to your specifications. And in most cases, we'll deliver freight-free anywhere in Australia.

Publishing for you.
It's what we do.

GIFT WITH PURCHASE – CASE STUDY

(Online Wine Reseller)

HarperCollins *Publishers* was approached by an online wine reseller. The client was looking for an alternative product for their 'Gift with Purchase' offer outside of the traditional corkscrew or extra bottle of wine.

We suggested one of our popular Donna Hay Cookbooks be given as the free gift with every purchase of two cartons of wine. There was an obvious and immediate pickup in interest in the offer. Once the offer went live, the client effectively doubled their order size. The client sold over 2000 cases of wine in 5 days.

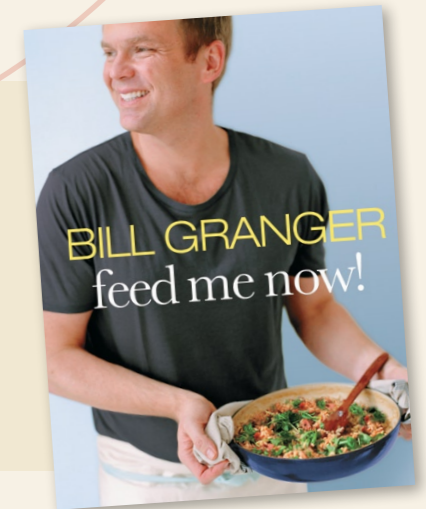


DIRECT MARKETING – CASE STUDY

(Australian Utilities Company)

A large Australian utilities company working with their advertising agency needed a premium to act as an incentive for potential customers to commit to a 12-month contract. HarperCollins *Publishers* successfully sourced an attractive high-end cookbook as the premium.

Over the 12-month period of offer, the Company successfully converted over 50 000 customers to the offer.



ENDORSEMENTS

The National Direct Marketers Association and HarperCollins Publishers enjoy a long history of collaboration. HarperCollins has developed many exclusive and successful book packs relevant to our sales campaigns.

From concept through to final development, we are consulted and updated on the progress of our products. Product submissions are always appropriate, costs are always attractive and our guidelines on product and delivery are always met in full.

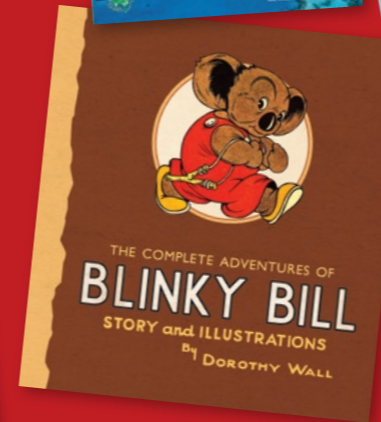
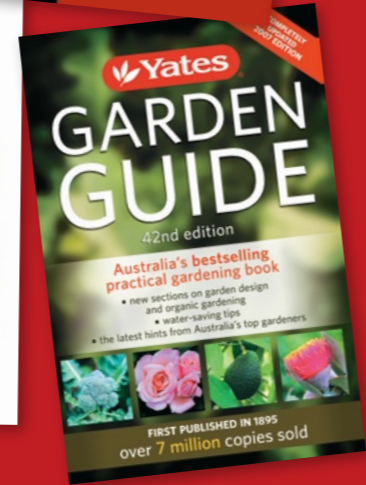
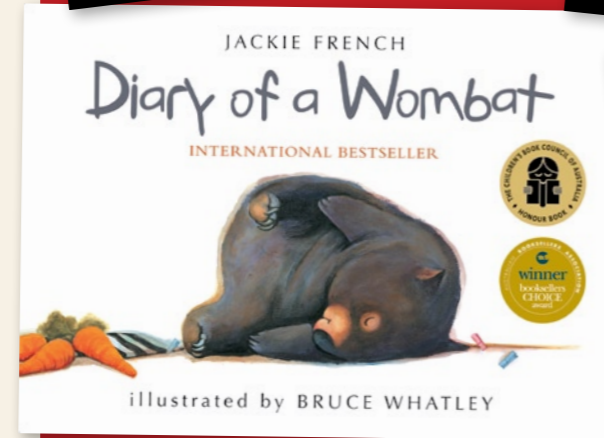
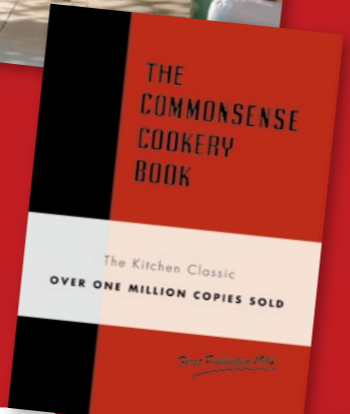
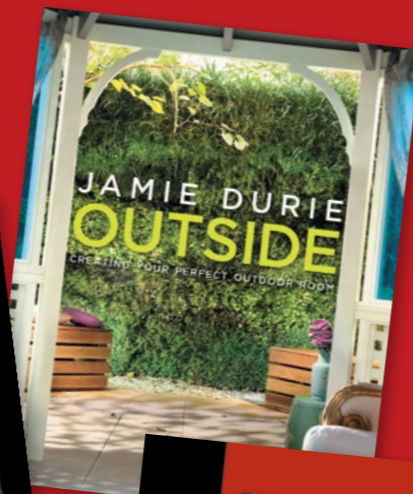
We certainly find the HarperCollins Team's experience most helpful and the product always profitable.

TREVOR PAPARELLA (NDMG)

AVON's relationship with ABC Books and now HarperCollins Publishers extends ten years. Our direct market catalogue needs are very specific to our audience and we find book product the perfect complement to our core product lines.

ABC & HarperCollins often customise existing book product to suit our catalogue themes, pricing and packaging requirements. On many occasions, they have also specially created books exclusively and successfully for the AVON market.

AVON PRODUCTS PTY LTD



With HarperCollins Publishers, you're partnering with one of the largest and most successful publishing groups in the world.

HarperCollins Publishers was founded in 1989 with the amalgamation of three publishing houses: Harper & Row (founded in New York in 1817), William Collins (founded in Glasgow in 1819) and Angus & Robertson Publishers (Australia). In May 2009 HarperCollins took over the responsibility for ABC Books, securing a close relationship with the national broadcaster.

Our product strength is spearheaded by strong publishing: adult fiction, nonfiction, children's books, classics and bestsellers.

Our authors include icons of Australian publishing such as Henry Lawson, A.B. (Banjo) Paterson and May Gibbs, as well as a prestigious crop of bestselling and award-winning authors from around the world.

Call now to discuss your next great idea



Think Books

FOR YOUR NEXT
PROMOTION, PREMIUM
OR CORPORATE GIFT.

Call Ainsley Lipschus
+61 2 9952 5454
ainsley.lipschus@harpercollins.com.au

FOR NEW ZEALAND ENQUIRIES:
Call David Dearlove
+64 9 443 9400
david.dearlove@harpercollins.co.nz

VISIT US AT:
www.thinkbooks.com.au

at Id ● Your Next Great Idea Y

PREMIUM QUALITY TRUST CUSTOM IDEA KNOWLEDGE EXCLUSIVE IMPRESS GREAT
EARN GOOD WIN WORTHWHILE PROFIT GIFT PREMIUM QUALITY TRUST CUSTOM
ING IDEA KNOWLEDGE EXCLUSIVE IMPRESS GREAT OFFER LEARN GOOD WIN WO

To view the complete range of HarperCollins books please visit www.harpercollins.com.au