



LIVRES CANADA BOOKS®

# The Ukrainian Book Market

Prospects and Opportunities

**The Ukrainian Book Market: Prospects and Opportunities**

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# Foreword

Despite the distance, Canada has been a valued partner of Ukraine over many decades since it was the first Western country to recognize Ukraine's independence in 1991. Canada is represented in Ukraine by the Embassy of Canada to Ukraine in Kyiv and the Consulate of Canada in Lviv. Ukraine is represented in Canada by an embassy in Ottawa, consulates general in Toronto and Edmonton, and an honorary consulate in Vancouver. Ukraine offers visa-free entry for Canadian citizens (up to 90 days in 180 days).

In 2016, an estimated 1,359,655 people of full or partial Ukrainian descent resided in Canada, including Canadian-born citizens. This makes Ukrainians Canada's eleventh largest ethnic group,<sup>1</sup> giving Canada the world's third-largest Ukrainian population (behind Ukraine itself and Russia).

The Canada–Ukraine Free Trade Agreement, which became official on August 1, 2017, represents an important milestone in Canadian–Ukrainian relations. Many Canadian companies are already engaged in this promising emerging market. The Trade Commissioner Service (TCS) of the Embassy of Canada to Ukraine provides support and advice to Canadian companies seeking to **do business in Ukraine**.<sup>2</sup> Trade commissioners offer services across a wide range of trade sectors, including the book publishing sector, to members of the Canadian business community who contribute to Canada's economic growth, have a demonstrated capacity for internationalization, and have good potential to add value to the Canadian economy. The TCS provides its clients with practical advice on foreign markets and on-the-ground intelligence to help them make better, timelier, more cost-effective decisions to achieve their goals abroad.

The Ukrainian Institute<sup>3</sup> has targeted Canada as a top priority country for strengthening cultural ties in 2023. Apart from this, a number of organizations in Canada provide support for translation, communication, promotion, and event organization related to Ukrainian literature and books. The best known of these organizations is the Shevchenko Foundation, which operates throughout Canada. In Quebec, the Literary Studio, which is part of the Ukrainian National Federation (Montréal), is engaged in the promotion of Ukrainian literature.

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<sup>1</sup> Immigration and ethnocultural diversity highlight tables: <https://www12.statcan.gc.ca/census-recensement/2016/dp-pd/hltfst/imm/index-eng.cfm>.

<sup>2</sup> Trade Commissioner Service: <https://www.tradecommissioner.gc.ca/ukraine/index.aspx?lang=eng>.

<sup>3</sup> Ukrainian Institute: <https://ui.org.ua/en/statutory-documents/>.

This guide is based on the latest research of the Ukrainian Book Institute, the British Council Ukraine market overview, and the results of the authors' work. Some footnotes refer to publications available in English, which could be useful for discovering other sides of the Ukrainian market. In spite of any remaining challenges, we believe that the information presented in this report is exhaustive and inspiring enough to bring our two markets together.

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# Introduction

In recent years, Ukraine has started to move towards increasing its cultural potential and independence. The publishing industry and literature were no exception. Ukrainian authors are honoured with prestigious prizes, illustrators are winning international competitions, and Ukraine is an active participant in the world's major book exhibitions. It is a great time to co-create and co-operate. And we are glad that Canada shares with us a belief in the importance of partnership and business relations.

Along with this cultural rebirth, we have seen state support and the emergence of new institutions such as the Ukrainian Book Institute (Ukrainian Institute). Ukrainian publishers also became more and more open and experienced in international activities. With a population of nearly 41 million, Ukraine is still a rights buyer, finally taking the big step of suggesting its best titles for overseas markets. Last year, despite the pandemic, the number of Ukrainian publications brought out to foreign readers hit a new record.

Because of the growing experience of Ukrainian publishers and numerous government programs, a wide range of opportunities for international collaboration now exist.

# Overview of the Ukrainian Book Market

Ukraine is the largest country in Europe and one of the few post-Soviet countries with a democratic system and free media. It has a market economy, a population of 41 million, and a highly educated people with a gross enrollment ratio for tertiary education of 82.3%.<sup>4</sup> The country also has a long history and a prominent culture, tracing its roots to the medieval state of Kyivan Rus', founded in 882 with Ukrainian as its official language.

Ukraine covers 603,628 km<sup>2</sup> divided into 24 regions (oblasts) and the autonomous republic of Crimea. The capital of Ukraine, Kyiv, is located in the north-central part of the country and spans both sides of the Dnipro River. The other important economic centres are Kharkiv, Odesa, and Dnipro; Lviv and Odesa are also known as UNESCO cities of literature.

Ukraine declared the restoration of its independence on August 24, 1991. Since then, it has been determined to show itself as an emerging market. Holding international membership in the United Nations (since 1945), European Bank for Reconstruction and Development (since 1992), NATO Partnership for Peace (since 1994), Council of Europe (since 1995), and World Trade Organization (since 2008), Ukraine shares the values of international peace, collaboration, and security.

Ukraine's constitutional order has been radically reshaped a few times, but after the 2014 revolution, Ukraine adopted a pro-Western, pro-European policy. Aspirations to join the EU and NATO are enshrined in the Ukrainian Constitution. The country has signed the Ukraine–European Union Association Agreement and reached a free trade agreement with the EU (2014).<sup>5</sup> Amendments to the Constitution clearly identify the strategy for achieving Euro-Atlantic integration (2019).<sup>6</sup> The rise of civil society—strongly motivated by the desire to follow the values of liberal democracy, economic independence, and values-based identity—became a powerful movement engaging a wide range of professionals, NGOs, and volunteers.

Until recently, Russia was Ukraine's largest trading partner with 25.7% of exports and 32.4% of imports in 2012. But the situation changed significantly in 2017 when 40% of Ukraine's exports went to the EU and 15% to CIS countries.<sup>7</sup> Since the annexation of Crimea and the start of the Ukrainian–Russian war in 2014, Russia has lost much of its economic control over Ukraine. According to the report "Russian Economic

<sup>4</sup> Knoema: <https://knoema.com/atlas/Ukraine/topics/Education/Tertiary-Education/Gross-enrolment-ratio-in-tertiary-education>.

<sup>5</sup> European Commission: [https://ec.europa.eu/trade/policy/countries-and-regions/countries/ukraine/index\\_en.htm](https://ec.europa.eu/trade/policy/countries-and-regions/countries/ukraine/index_en.htm).

<sup>6</sup> Embassy of Ukraine in the USA: <https://usa.mfa.gov.ua/en/news/ukraine-continues-european-and-euro-atlantic-integration>.

<sup>7</sup> The Commonwealth of Independent States (CIS) was created in December 1991. At present it unites Azerbaijan, Armenia, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine. See <http://www.cisstat.com/eng/cis.htm>.

Footprint in Ukraine,"<sup>8</sup> Russian capital has decreased in the last five years, though it remains influential.

In 2019, before the outbreak of COVID-19, the Ukrainian economy was at its highest level since the 2008 financial crisis, which could be seen in almost every sector including publishing. Ukraine's GDP increased by 4.6% in the second quarter of 2019. The new Ukrainian government set itself the task of achieving more sustainable economic growth.

## Market Size and Characteristics

Experienced publishers would characterize Ukrainian publishing as a combination of a low market-entry threshold alongside low business profitability. This explains the growing number of publishers, a steady number of which produce books every year. The volume of the Ukrainian publishing market (trade publishing) grew to \$CAD154.7 million by 2018, reaching an average annual growth rate of +11%. Growth then decreased by 7% in 2019.

### Publishing Market Volume (\$CAD)



The publishing sector does not fit into the classification of the Economic Code of Ukraine. According to number of employees and volume of annual gross sales returns, there is no large business (over \$EUR100 million) and only a few medium-size companies (over \$EUR50 million) in the Ukrainian publishing sector. Conversely, in order to better understand the publishing landscape, the Ukrainian Book Institute suggests the following alternative classification for publishing enterprises:

**Group I:** Gross annual sales over \$CAD4.6 million (\$UAH100 million).

**Group II:** Gross annual sales over \$CAD2.3 million (\$UAH50 million).

**Group III:** Gross annual sales over \$CAD0.9 million (\$UAH20 million).

**Group IV:** Goss annual sales over \$CAD0.5 million (\$UAH10 million).

**Group V:** Gross annual sales over \$CAD0.13 million (\$UAH3 million).

**Group VI:** Gross annual sales up to \$CAD0.13 million (\$UAH3 million).

<sup>8</sup> Centre for Economic Strategy, "Russian Economic Footprint in Ukraine": <https://ces.org.ua/en/russian-economic-footprint-in-ukraine-2/>.

Economic Code of Ukraine Classification	Number of Publishers by Year			
	2016	2017	2018	2019
Large Enterprises	0	0	0	0
Medium Enterprises	1	1	2	2
Small Enterprises	7	8	12	15
Micro Enterprises	258	250	252	238
<b>Overall</b>	<b>266</b>	<b>259</b>	<b>266</b>	<b>255</b>
Alternative UBI Classification	2016	2017	2018	2019
Group I	3	4	5	6
Group II	5	8	11	15
Group III	15	12	12	9
Group IV	9	12	21	20
Group V	52	54	59	49
Group VI	182	170	158	162
<b>Overall</b>	<b>266</b>	<b>260</b>	<b>266</b>	<b>261</b>

In 2019, the number of new book titles and print runs was almost back to that of 2012–2013.<sup>9</sup> Traditionally, in trade publishing, the largest number of titles are fiction and children’s books (each +16%) with higher print runs as well (+17% and +10%, respectively). Almost nothing has changed for the Kyiv (48% of overall print runs) and Kharkiv regions (36%), which compete for leadership in book publishing, followed by the Ternopil and Lviv regions, which lag behind by a wide margin (about 5% of all print runs). The overall share of trade publishing in 2019 amounted to 39% (about 24 million copies), while textbooks and educational literature amounted to 37 million copies. A record number of books were published in the Ukrainian language in 2019 (18,142 titles) with record-breaking print runs (52.5 million copies). Books published in Russian were significantly less, at only 3,449 titles. The largest number of books published in Russian was in 2013 (7,198); this number has dropped ever since. Overall, 61.3 million books were printed in 2019.

The Book Chamber—the official body gathering statistical information—is heavily reliant on publishers, who submit data manually. Since there are no databases for sales figures, the system of data collection is in need of renewal.<sup>10</sup> The steps to solve this issue are outlined in the Reading Development Strategy 2021–2025.<sup>11</sup> One of its targets is to conduct more research and update statistics so that authorities can make data-driven decisions on the development of the book market, including publishing and distribution.

<sup>9</sup> Ukrainian Book Chamber: [http://www.ukrbook.net/statistika\\_.html](http://www.ukrbook.net/statistika_.html).

<sup>10</sup> Emma Shercliff, Publishing in Ukraine: A Review of the Sector, Final Report 2020 (April 2021): <https://drive.google.com/file/d/1KILCvSeFpGg6w9d61qmlQtmJm0B4oZXL/view>.

<sup>11</sup> Ministry of Culture and Information Policy of Ukraine, Project of the Reading Development Strategy 2021–2025, “Reading as a Life Strategy” (February 19, 2021): <https://mkip.gov.ua/files/pdf/СТРАТЕГІЯ%20РОЗВИТКУ%20ЧИТАННЯ.pdf>.

## Number of Titles and Printed Copies by Year<sup>12</sup>

TITLES and PRINT RUNS				
Year	Number of Titles	Those in Ukrainian	Number of Copies (Millions)	Those in Ukrainian (Millions)
2005	15,720	10,258	59	33.2
2006	15,867	10,602	54.2	30.1
2007	17,987	11,825	56.1	28.8
2008	24,040	16,417	58.2	32.6
2009	22,491	14,797	48.5	27.5
2010	22,557	14,852	45.1	24.7
2011	22,826	14,962	46.6	23.5
2012	26,036	16,342	62.1	31.6
2013	26,323	16,310	69.6	37.9
2014	22,044	14,145	55.3	30.4
2015	19,958	14,117	36.4	23.7
2016	21,330	14,900	49	34
2017	22,047	15,789	45.1	32.9
2018	22,612	16,857	47	38.1
2019	24,416	18,142	61.3	52.5
2020	18,967	14,798	41.9	36.5

COMPARING 2019–2020		
	Titles	Print Run (Millions)
2019	24,416	61.3
2020	18,967	41.9
<b>Decrease over 2019</b>	<b>23% less</b>	<b>32% less</b>

Note: The year 2020 was affected by the COVID-19 pandemic, making it difficult to compare recent years.

According to 2019 results, 0.5 books were published per capita (trade titles only). In 2020, that figure fell to 0.28 per capita.

The top publishers across all categories of publishing are as follows:

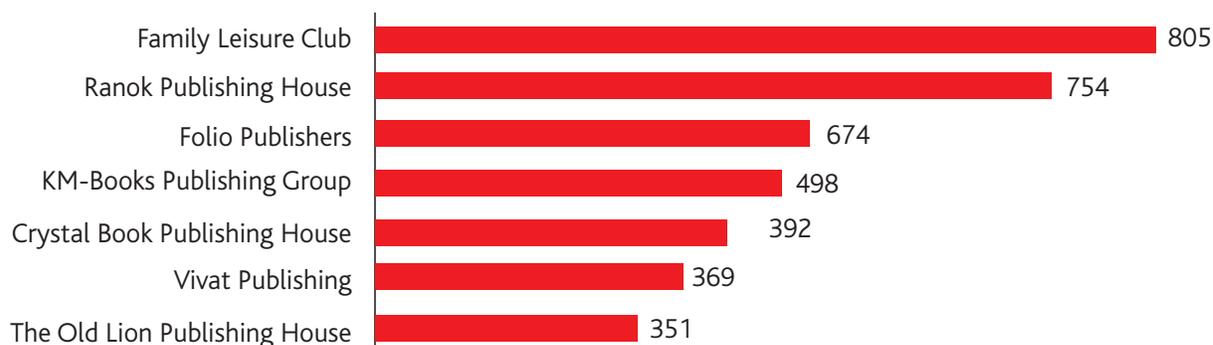
- **Family Leisure Club (KSD):** The company combines publishing house, book club service, and platform for retail and wholesale trade. It is also the largest chain of book shops in Ukraine.
- **Ranok Publishing House:** The leader in the national market of educational, methodical,<sup>13</sup> and children's literature. It has regional branches in 27 Ukrainian cities and representative offices abroad.
- **Folio Publishers:** The oldest private publishing house in Ukraine, its focus areas are Ukrainian and foreign fiction, crime stories, books on history, philosophy, memoirs, travel guides about Ukraine, and literature for children.

<sup>12</sup> Book Chamber: [http://www.ukrbook.net/statistika\\_.html](http://www.ukrbook.net/statistika_.html).

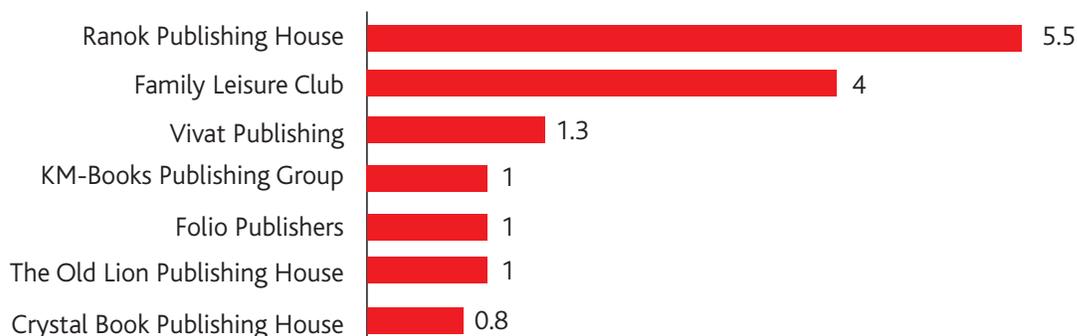
<sup>13</sup> "Methodical literature" is a term used in post-Soviet countries to identify certain types of scientific/educational literature.

- **KM-Books Publishing Group:** A general publishing house whose main aim is to cultivate a love for Ukrainian books via publishing books by contemporary Ukrainian authors and quality translations of topical world literature.
- **Crystal Book Publishing House:** Publishes a range of educational and reference literature, methodical manuals,<sup>14</sup> developmental editions for preschoolers, books for leisure, encyclopedias, dictionaries and phrase-books, books on health and rehabilitation, and folklore collections for children. The vast majority of their products are in Russian.
- **Vivat Publishing:** Established after the merger of two well-known Ukrainian publishers, Vivat publishes books with a real appeal to readers using innovative concepts and illustrations by prominent Ukrainian illustrators.
- **The Old Lion Publishing House:** A general publisher that produces over 130 titles per year, including fiction and non-fiction for children, teenagers, and adults. It cares about the artistic and print quality of their publications and works with professional Ukrainian authors, translators, and artists who help create a recognizable face for the publishing house.

### Ukrainian Publishers with the Most Titles in 2019



### Ukrainian Publishers with the Biggest Print Runs in 2019 (Millions)



<sup>14</sup> Ibid.

## Printing

Three of the biggest printing houses are located in Kharkiv: Unisoft Book Factory, Globus Book Factory (Ukrvydavpoligrafia), and Faktor Druk Printing House. The other, medium-sized printers are Presa Ukrainy and Bila Tserkva Book Factory. The printing sector has a wide variety of services (including handicraft services, many of which are not available in Europe), and always offers European materials, time-saving logistics, high standards (including printing on FSC certified paper with using ecological and safe materials), and, in some cases, even customs clearance. The biggest companies produce 19–20 million copies per year.

## The Digital Market

The digital book market and digital technologies are still in development in Ukraine. However, some essential advances have already been made. Recently, there has been rising interest in virtual reality (VR) and augmented reality (AR) technologies in children’s books. Following global trends, Art Nation introduced a version of *Alice in Wonderland* with augmented reality abilities and Vivat launched a collection of fairy tales with an AR application for mobile phones (*Sleeping Beauty*, *Puss in Boots*, and *Wild Swans*). The Old Lion Publishing House offers readers the chance to get to know one of its most famous characters, Tukoni, through the “Meeting Tukoni” VR Experience mobile app<sup>15</sup> and the “Tukoni” mobile game. The “Meeting Tukoni” project started in 2018 during the Book Arsenal Festival, with the support of the LuckyBooks Charitable Foundation, as a way to show that the latest technology does not necessarily distract from books, but can further encourage reading. To develop the program, they combined virtual reality with 360° video, animation, and book illustrations.

## State Support

In 2016–2017, the government strengthened its support for culture and cultural diplomacy by establishing new institutions—including the Ukrainian Book Institute (UBI), Ukrainian Cultural Foundation (UCF), and the Ukrainian Institute (UI)—to help carry out national and international projects. According to Maryna Pesenti, “The creation of new institutions signalled a departure from the post-Soviet system of cultural management, and a move towards a consistent and comprehensive cultural policy. Most significantly, the creation of a new ecosystem of culture helped to bridge the gap between the state and independent cultural actors.”<sup>16</sup>

In 2020, with the help of institutional support grants (\$CAD3.65 million), 2.561 million copies of 1,306 book titles were published by 94 publishers. In addition to printed books, 96 ebook and audiobook titles were published.

In addition to supporting independent publishers, the government, with the help of UBI, regularly supports public libraries throughout the country. In 2020, 380,972 books

<sup>15</sup> Meeting Tukoni VR experience: <https://play.google.com/store/apps/details?id=com.newcavemedia.Tukoni&hl=uk&gl=US>.

<sup>16</sup> Maryna Pesenti, “Cultural Revival and Social Transformation in Ukraine: The Role of Culture and the Arts in Supporting Post-Euromaidan Resilience” (November 16, 2020): <https://www.chathamhouse.org/2020/11/cultural-revival-and-social-transformation-ukraine/>.

were purchased from 79 Ukrainian publishers at a cost of \$UAH47.378 million. The 827 titles purchased were determined by 57 independent experts.

## Translate Ukraine Program

In 2020, the Translate Ukraine Grant Program supported the publication of 53 Ukrainian titles in 21 languages and published in 24 countries. The amount of the grant is up to €4000, which covers both rights transfer costs and translation costs.<sup>17</sup> A survey conducted by the Ukrainian Book Institute (UBI) among publishers in January 2021 indicated that books published through Translate Ukraine accounted for approximately 30% of the total number of translated titles.<sup>18</sup> UBI plans to run the program annually and support up to 100 translations every year.

The program supports the translation of books originally written in Ukrainian, published by Ukrainian publishers. These can be fiction, poetry, drama, non-fiction and humanities, or children's and young adult literature. The program does not support the following:

- Books not intended for a wide audience, such as practical, regulatory, or reference works, advertising, hobby and interest books, or DIY books.
- Books that have already been translated and published in a particular book market.

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<sup>17</sup> Translate Ukraine Grant Program: <https://ubi.org.ua/uk/activity/programa-pidtrimki-perekladiv>.

<sup>18</sup> Review of Ukrainian Translations Abroad (May 3, 2021): <https://drive.google.com/file/d/10Oll01Zclztl9RisGxWeMNVjCmaR1r9c/view?usp=sharing>.

# Translated and Imported Books

More than 75% of publications in Ukraine are translated titles,<sup>19</sup> so readers are used to foreign titles and publishers are familiar with the process of buying rights. In the 2018 Ukrainian Reading and Publishing Data<sup>20</sup> survey, publishers reported that the most popular languages for Ukrainian translations are English (67%), French (38%), German (34%), and Polish (26%). Italian, Russian, Swedish, and Spanish combined were preferred by 12% of readers.

The Ukrainian market was dominated by imported books from Russia (up to 75% in 2013<sup>21</sup>) until 2017 when Ukraine's parliament, the Verkhovna Rada, placed limitations on foreign printed products with anti-Ukrainian content, as well as those containing propaganda in favour of the aggressor state. The State Committee for Television and Radio Broadcasting issues permits for importing published products originating in Russia and fines violators.

Since this law has been in place, 4,274 refusals to import books from Russia have been issued. Thus, almost 1.5 million copies of non-Ukrainian publications have not been allowed to reach Ukraine. At the same time, 31,000 titles have been allowed, mostly world classics, children's, and popular science literature. Some of those permits were issued for the import of Ukrainian-language books by Ukrainian publishers working in Russia thus the number of Russian books actually imported during this time is much smaller than the number of permits granted.

Taking into account the suspension of almost 12,000 previously issued permits (because of the sanctions or expired validation) the total number of valid import permits today is 18,104.<sup>22</sup> As of January 1, 2021, only six importers are allowed to engage in this activity.

Russian publishers that lost their permits are LLC TD Algoritm, CJSC Knizhnyi Mir, LLC Publishing House Eksmo, LLC Publishing House Veche, LLC Publishing House Centrepolygraph, LLC Publishing House Yauza, LLC Publishing House AST, LLC Publishing House Piter, LLC Yauza-press. There are also three banned Russian online

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<sup>19</sup> Reading and Publishing Data, Chytomo (2018): <http://data.chytomo.com/knygovydannya-v-ukrayini/>.

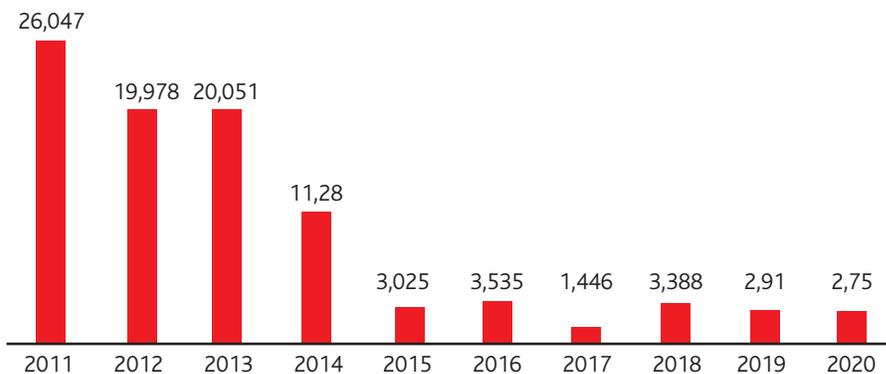
<sup>20</sup> Ibid.

<sup>21</sup> Problems of the Development of Ukrainian Book Publishing, Book Distribution and Prospects of Book Reading Support in Ukraine: Materials of Parliamentary Hearings in the Verkhovna Rada of Ukraine on May 15, 2013, Verkhovna Rada Committee on Culture and Spirituality (Parliamentary Publisher, 2014), p. 127.

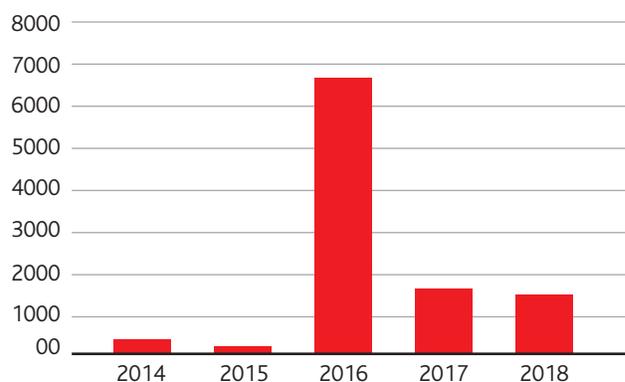
<sup>22</sup> Government portal (January 12, 2021): <https://www.kmu.gov.ua/news/derzhkomtelradio-nadaye-dozvoli-na-vvezennya-na-teritoriyu-ukrayini-knizhok-z-rf-vidpovidno-do-chinnogo-zakonodavstva>.

stores: Ozon.ru, LitRes.ru, and Labirint.ru. In 2019, Ukraine also imposed sanctions on 294 legal entities<sup>23</sup> and 848 individuals.<sup>24</sup>

### Import of Books from Russia (Millions of Dollars)



### Import of Illegal Books from Russia (Number of Copies)



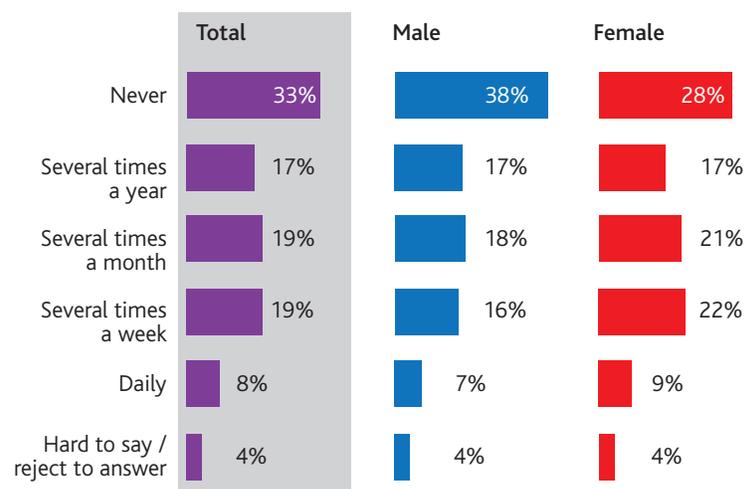
<sup>23</sup> Annex 2 to the decision of the National Security and Defense Council of Ukraine of March 19, 2019, "On the Application, Abolition and Amendment of Personal Special Economic and Other Restrictive Measures (Sanctions)": [https://www.president.gov.ua/storage/j-files-storage/00/65/14/de883275b7de6d25a9e2ff83478e6603\\_1553072270.pdf](https://www.president.gov.ua/storage/j-files-storage/00/65/14/de883275b7de6d25a9e2ff83478e6603_1553072270.pdf).

<sup>24</sup> Annex 1 to the decision of the National Security and Defense Council of Ukraine of March 19, 2019, "On the Application, Abolition and Amendment of Personal Special Economic and Other Restrictive Measures (Sanctions)": [https://www.president.gov.ua/storage/j-files-storage/00/65/10/26ff8d8c25d2081f4e3666cba71bddf9\\_1553072270.pdf](https://www.president.gov.ua/storage/j-files-storage/00/65/10/26ff8d8c25d2081f4e3666cba71bddf9_1553072270.pdf).

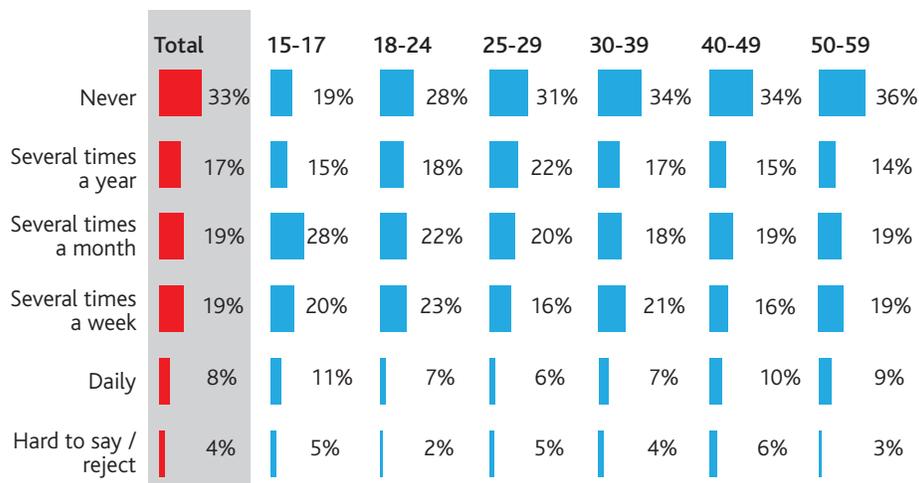
# Reading Habits and Consumption<sup>25</sup>

It would be difficult to say that reading is a favourite leisure activity among Ukrainians since 33% of the population say they are non-readers. Nevertheless, according to the Ukrainian Book Institute's "Reading in the Context of Media Consumption and Life Construction" conducted in 2020, almost half the population (46%) read at least once per month with 8% being daily readers.

## Book Reading Frequency (Including Audiobooks) by Gender



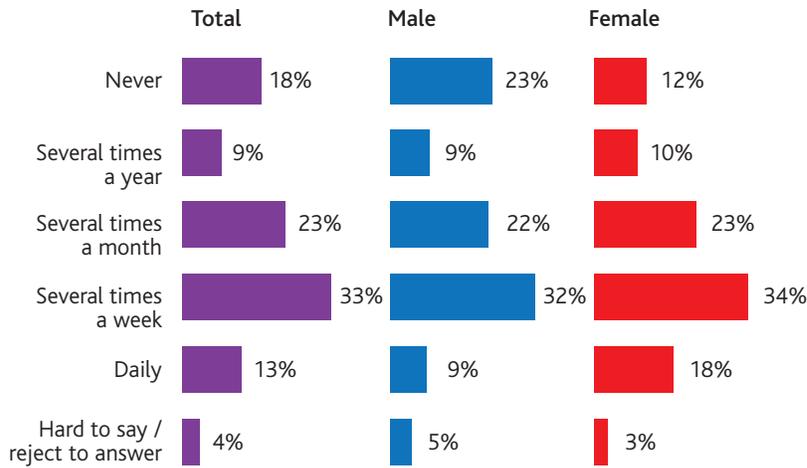
## Book Reading Frequency (Including Audiobooks) by Age



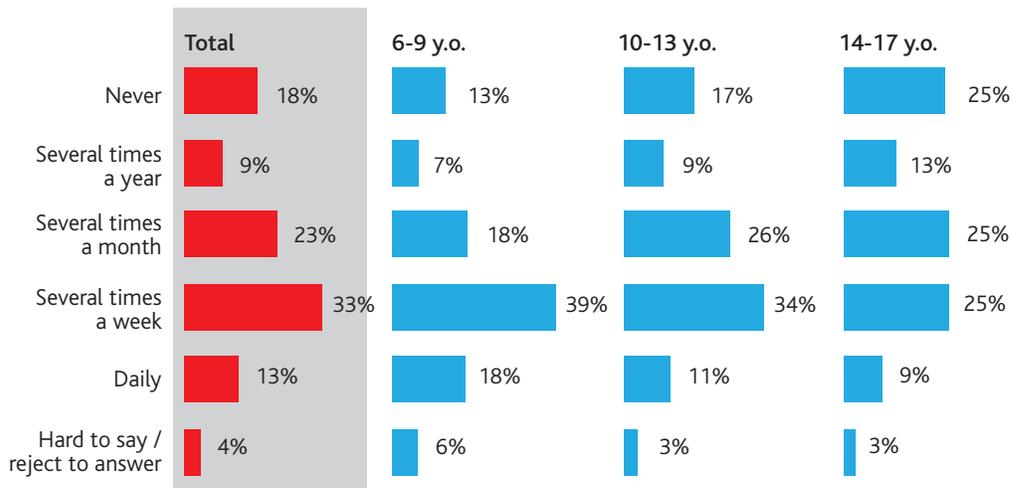
<sup>25</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

There is a more positive picture among younger audiences; 69% are regular readers and 13% choose this activity on a daily basis. Only 18% of children do not read, which is almost half the rate of adults.

### Children’s Book Reading Frequency (Including Audiobooks) by Gender

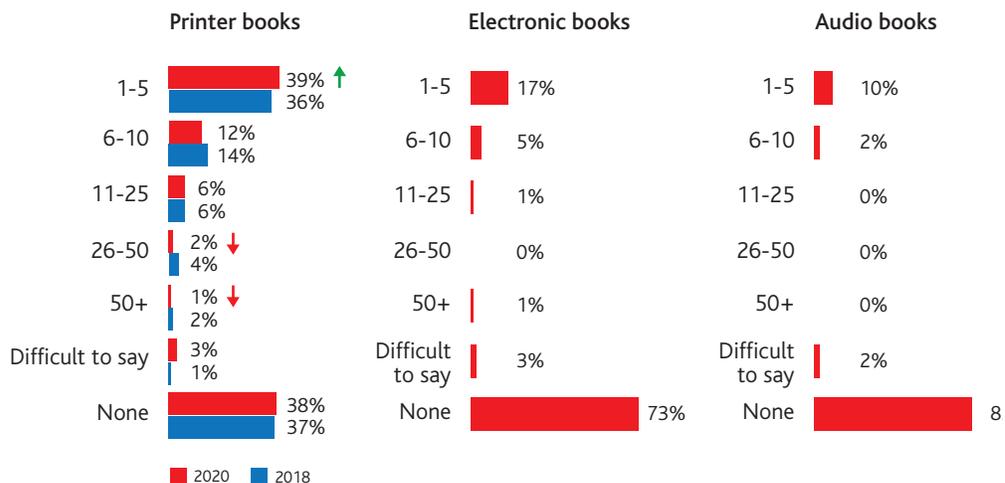


### Children’s Book Reading Frequency (Including Audiobooks) by Age



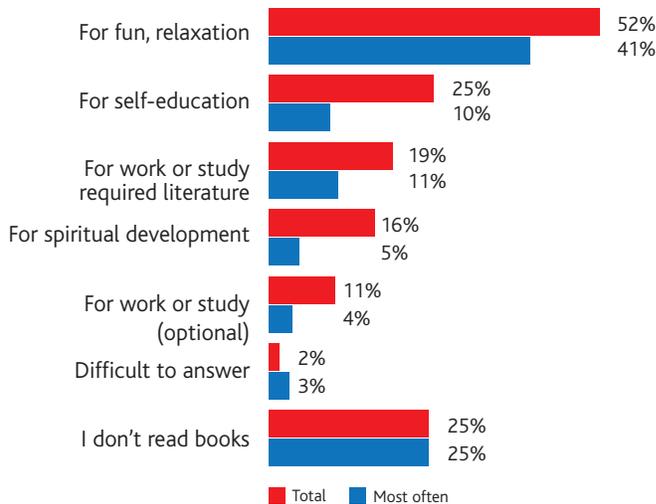
Since 2018, the number of those who read from one to five books has grown, though at the expense of those who used to read more. Ebooks and audiobooks are quite popular, though not by the most active readers. Furthermore, 73% never read electronic books and 85% never listen to audiobooks.

## Books Read During the Last Year



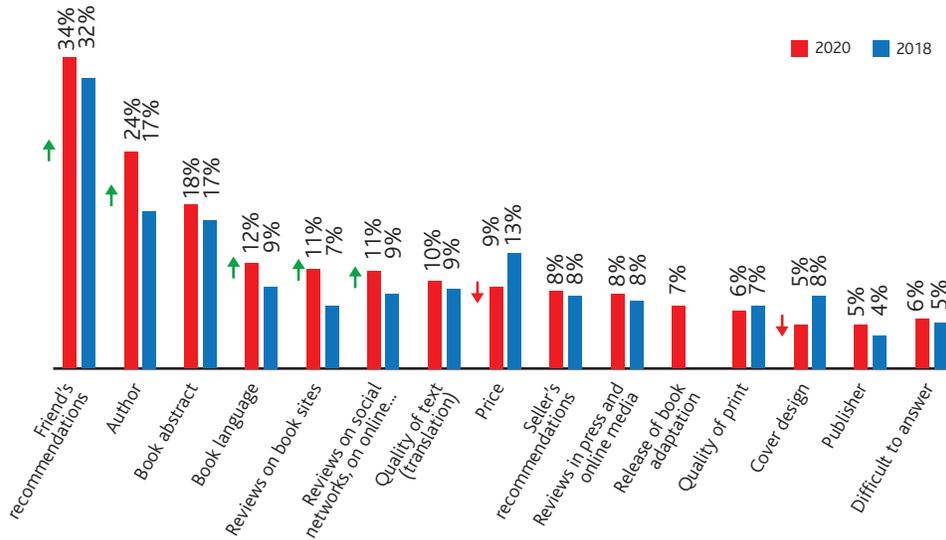
The main motivation for reading a book is relaxation, followed by self-education and obligatory educational/professional literature. Ukrainians rarely read for work or study on their own initiative.

## Motivation to Read a Book



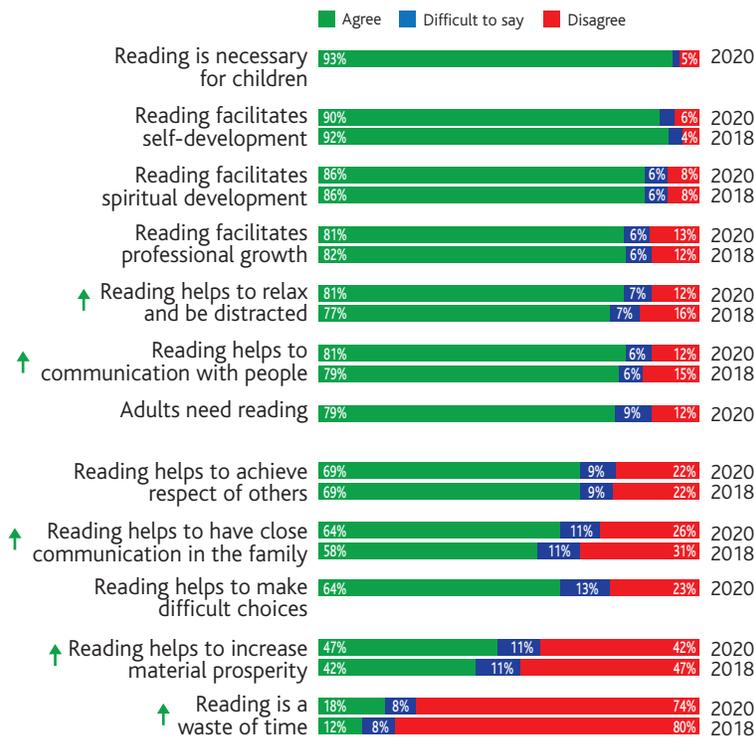
Together with motivation, other factors also influence the choice of a book. Mostly people trust their friends' recommendations (34%), nearly a quarter choose based on the author, and many choose based on content (18%). The publisher, book cover, and quality of print are of minimal influence (6%, 5%, and 5% respectively).

### Factors Influencing the Choice of a Book



Since 2018, the attitude towards reading has improved. More people find it relaxing, think that it helps to connect to other people including family members, and believe that it influences material prosperity. Almost everyone (93%) stated that reading books is necessary for kids. At the same time, 18% of respondents said that books are a waste of time.

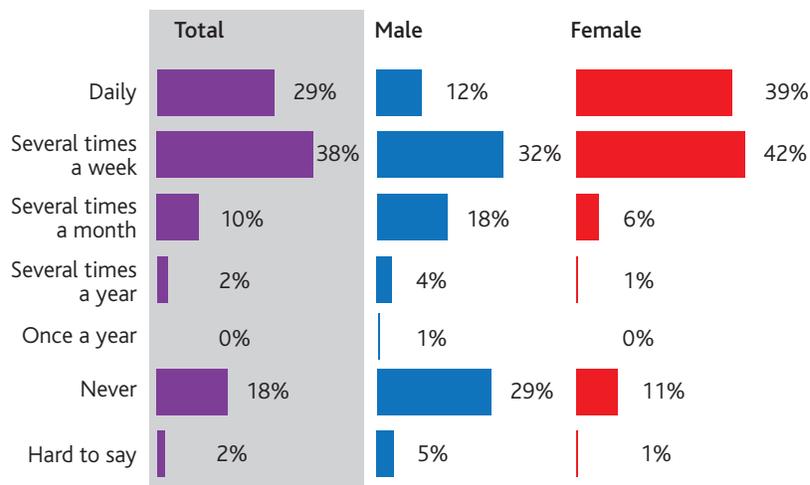
### Attitudes Towards Reading



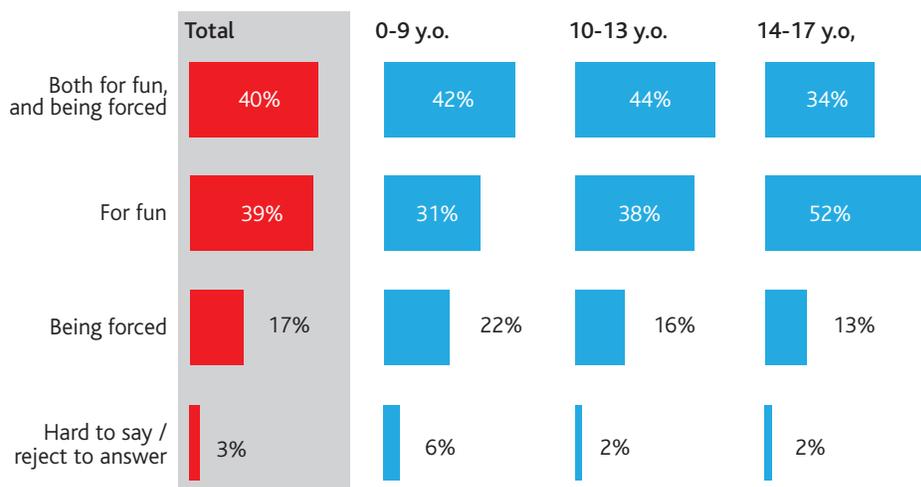
(arrows on the graph indicate statistically significant differences with a probability of 95% compared to the last wave of the survey)

Apart from acknowledging the usefulness of books for children, 77% of Ukrainians read to them at least once a month. UBI programs help to promote this activity.

### Frequency of Reading to Children, by Gender



### Motivation to Read to Children, by Age



Among Daily Readers, 91% enjoy reading books one way or another (however, about half of them read under duress).

## Bestsellers

Unfortunately, there are no monthly statistics for bestselling titles. Annual surveys by Chytomo Media create bestseller lists based on their own sources of information. Before 2019, lists were dominated every year by such national fiction authors as Vasyl Shkliar, Lina Kostenko, and Svitlana Talan. Starting in 2019, non-fiction topped the lists.

Despite 2020 being a difficult year with significant challenges in distributing physical books, the top-selling title in Ukraine was *The Vasyl Stus Case* by Ukrainian historian,

journalist, and publicist Vakhtang Kipiani about the criminal case, life, and death of a Ukrainian dissident poet. It garnered huge media buzz with 70,000 copies sold in Ukrainian.<sup>26</sup> By comparison, in 2019 *Big Money* by Evgen Chernyak, businessman and owner of the “Khortytsia” brand, hit the top of the bestseller lists with 50,000 copies sold in Russian (BookChef).<sup>27</sup> Both books are non-fiction titles written by Ukrainian authors.

According to Chytomo, the bestselling fiction title in 2020 was the novel *#HalyaWithoutHead*, written by popular Ukrainian author Liuko Dashvar, with 32,000 copies sold. In the cookbook segment, the most successful title was *Tasty Cooking* by Vivat Publishing House, which sold 33,000 copies. The bestselling children’s book was one of the *Bande de pirates* series by Juliette Parachini-Deny with 45,000 copies sold. The series was introduced to the Ukrainian audience by Ranok Publishing House in Ukrainian- and Russian-language versions.

Another interesting case is *Pinocchio* published by ArtNation Publishing House. The augmented reality version sold 30,000 copies. The book has not entered the open market directly and was sold in a Ukrainian supermarket chain.

The picture book *My First 1000 English Words*, introduced to readers in 2017 by Vivat Publishing House, returned to the lists each year until 2019 (with almost 50,000 copies sold in 2019). Another long-selling title is *Emotional Intelligence* by Daniel Goleman, which was brought into the Ukrainian market by Vivat in 2018 and kept its position in 2019.

One outstanding trend in the Ukrainian publishing market is that poetry sells. Lina Kostenko’s *300 Poems* published by A-ba-ba-ha-la-ma-ha is a long seller with 20,000 copies sold in 2017. The poet Serhii Zhadan is also popular. Of course, only the most popular poets enter bestsellers lists but increasingly poetry is being published with great design and high-quality printing.

Foreign bestsellers of the last few years are represented by titles with 15,000–20,000 copies sold within one year. These include, *City of Girls* by Elizabeth Gilbert, *The Dog Money* by Bodo Schaefer (The Old Lion Publishing House), *The Subtle Art of Not Giving a F\*ck* by Mark Manson, *The Black Swan* by Nassim Taleb (Nash Format), *The Institute* by Stephen King (KSD), and *Charlie and the Chocolate Factory* by Roald Dahl (A-ba-ba-ha-la-ma-ha Publishers). In the previous year, the success of *Atlas Shrugged* by Ayn Rand was announced by Nash Format Publishing House: it finally reached the market in Ukrainian translation with all three books and 20,000 copies sold. An exceptional case is *Wreck This Journal* by Keri Smith, first published by KSD in 2012; by 2017 it had sold nearly 200,000 copies.

Only medium-sized and large publishing companies consider books that sold over 15,000 copies as bestsellers. Smaller publishers often consider titles that sell over 2,000 copies as bestsellers. For comparison, the newly established Laboratory Publishing

<sup>26</sup> Stus, Pirates and Pinocchio: Ukrainian Bestsellers 2020 (January 13, 2021): <https://chytomo.com/stus-piraty-j-pinokkio-ukrainski-bestselery-2020/>.

<sup>27</sup> Ukrainian Bestsellers 2019: Publishers Say (December 18, 2019): <https://chytomo.com/ukrainski-bestselery-2019-hovoriat-vydavtsi/>.

House mentions *Churchill and Orwell: The Fight for Freedom* by Thomas E. Ricks as a bestseller with nearly 3,000 copies sold.

## Most Recognizable Writers and Publishers<sup>28</sup>

Only 31% of Ukrainians can name at least one modern Ukrainian writer. In answer to the open-ended question “Which contemporary Ukrainian writers can you name?”<sup>29</sup> respondents named Lina Kostenko (10%), Serhiy Zhadan (7%), Yurii Andrukhovych (4.7%), Oksana Zabuzhko (4.3%), and Vasyl Shklyar (3.9%), followed by Luko Dashvar, Irene Rozdobudko, and Irena Karpa. In total, respondents named 145 contemporary Ukrainian writers, 14% could not recall a single writer, 13.8% chose the “hard to say” option, and 9.9% did not respond.

Being recognized, however, is not the same as being read. Only half of respondents who can name a modern Ukrainian writer have read one of their books. According to Chytomo research conducted in 2018,<sup>30</sup> the most read authors are Lina Kostenko (5.8%), Serhiy Zhadan (3.9%), Oksana Zabuzhko (2.6%), Yurii Andrukhovych (2.4%), Luko Dashvar (2.3%), and Vasyl Shklyar (2.2%). Lina Kostenko has led the ratings for many years now.

The fact that detective novels are most widely bought and read shows that the vast majority read for entertainment. While detective novels are read by 33.7% of respondents and bought by 12.7%, however, they make up only 18.9% of publishers’ offerings. There is room for more quality mystery authors since the majority of detective novels currently read in Ukraine were written in languages other than Ukrainian.

Classic literature is the second most popular (31.5% read, 9.5% bought, 33% published). The classics are widely published: reinterpretations and new presentations of already-known works, rediscovered Ukrainian literature of the 20th century, and translations of classic works previously available in Russian only.

Most publishers bring out contemporary prose (38.7%), which is read by 20.7% and bought by 8.1% of respondents. Romance novels make up to 7.5% of publishing, 21.2% of reading, and 8.1% of buying. This probably explains the lack of Ukrainian romance novels. According to experts, romance novels are in demand and would sell better if publishers offered more of them. However, publishers prefer to concentrate on socially significant prose or prefer not to call a book “a romance novel” even if it is perceived as such by readers. The most widely published genre is popular science (57.5%) and this is a positive trend.

The numbers for thrillers (12.3% publishing, 11.9% reading, 3.8% buying) and fantasy (24.5% publishing, 24.4% reading, 9.6% buying) are stable. Self-development, business, and literary non-fiction account for about a quarter of publishing plans.

<sup>28</sup> Reading and Publishing Data, Chytomo (2018): <http://data.chytomo.com/knygovydannya-v-ukrayini/>.

<sup>29</sup> Ibid.

<sup>30</sup> Ibid.

Stability can also be noted in educational literature (23.6% publishing, 23.9% reading, 13.7% buying). However, this is a special segment regulated by permissions, orders, and recommendations. The same is true for religious literature.

The worldwide non-fiction segment exceeds fiction and offers an impressive variety of subjects and names. It is exciting that high-quality non-fiction is widely published in Ukrainian and some domestic authors are emerging as well. For now, it is read by 20.6% and bought by just 6.1%. This gives a fertile field for promotion, discussions, and PR events. Similar gaps are observed with biographies and memoirs (41.5% publishing, 11.2% reading, 3.2% buying), poetry (31.3% publishing, 9.5% reading, 2.5% buying) and art books (27.4% publishing, 11.7% reading, 3.3% buying).

Children's literature is the most widely bought (16.8% of respondents). Publishers that specialize in children's books or make them a large share of their publishing plans are also quite numerous (50%).

Unfortunately, publishers' brands remain less visible than those of authors. Only 37% of Ukrainians spontaneously recalled the names of Ukrainian publishers. Ranok is mentioned the most often (7%), A-ba-ba-ha-la-ma-ha Publishers (6%), and Family Leisure Club (4%).<sup>31</sup>

## Language

Ukraine has one official language, Ukrainian, which is the native and most common language for the majority of the population (63% according to the Razumkov Centre, while 17% consider both Ukrainian and Russian as their native languages).<sup>32</sup> Ukrainian is the only language of instruction at educational institutions, official correspondence, media, advertising, the service industry, etc. However, the second language widely spoken is Russian.

UBI research proves that, in 2020, Ukrainians would prefer a book in Ukrainian rather than in Russian (32% versus 27%). The share of those who choose the Ukrainian language continues to grow at the expense of those for whom the language of the book is not important.<sup>33</sup>

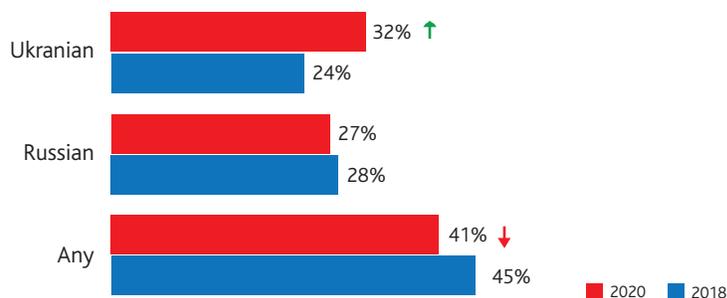
<sup>31</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

<sup>32</sup> Basic Principles and Ways of Forming Joint Identities of Citizens of Ukraine (April 12, 2017): [https://razumkov.org.ua/images/Material\\_Conference/2017\\_04\\_12\\_ident/2017-Identi-3.pdf](https://razumkov.org.ua/images/Material_Conference/2017_04_12_ident/2017-Identi-3.pdf).

<sup>33</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

## Language Preferred for Reading a Book

Answer to the question «Which language is more convenient for you to read a book», % of respondents who read books



(arrows on the graph indicate statistically significant differences with a probability of 95% compared to the last wave of the survey)

At the same time, geography can also play a huge role in language preferences. The majority of readers in the western region will choose a book in Ukrainian (61%), while Russian is preferred by readers in the south (51%) and east (50%). Readers from central Ukraine are used to reading books in both languages. At the same time, people from big cities are more likely to read in Russian (37% vs. 15% in Ukrainian), whereas reading in Ukrainian is more popular in villages (38% vs. 17% in Russian). The situation is slightly different with children; 56% choose books in Ukrainian while the share of Russian-language readers is only 21%.

Language is also a factor in the selection of book formats. For printed books, 74% of readers read in Ukrainian while 65% of ebook readers and 67% of audiobook listeners prefer content in Ukrainian. Most books now bought in Ukraine are written in Ukrainian (91%).

Quite often the reader's choice of language is political rather than personal. In her recent research into the Ukrainian publishing market,<sup>34</sup> Emma Shercliff outlines that the choice of a book's language for publishers is both a political and economic decision. Apart from the state imperatives to produce work in Ukrainian, since 2014 there has been growing demand for Ukrainian authors and publications among the public. This applies not only to literature but to all cultural fields.

## Libraries

As of January 1, 2020, the network of public libraries in Ukraine included 15,369 institutions (libraries together with branches). Among them are four national, two state level, and 15,363 municipal public libraries of different levels (region, district, city, village), 81% of which (12,504) are rural. Out of the total number of public libraries, 968 are specialized (919 libraries for children, 49 libraries for youth).<sup>35</sup> The number

<sup>34</sup> Emma Shercliff, Publishing in Ukraine: A Review of the Sector, Final Report 2020 (April 2021): <https://drive.google.com/file/d/1KILCvSeFpGg6w9d61qmlQtmJm0B4oZXL/view>.

<sup>35</sup> Analysis of Public Library Activities in Ukraine in 2019: <http://profy.nlu.org.ua/file/statistics/2018-2019/analysis.pdf>.

of public libraries, however, has been decreasing; in 1991, there were about 25,300 libraries.<sup>36</sup> One of the main reasons for this trend is the lack of government funding. Libraries don't know how much money they will receive from the state and the salaries of librarians are not motivating. These problems are recognized by the government, and measures are already being taken. Apart from UBI's projects, some of which are listed above, a future Reading Development Strategy<sup>37</sup> offers effective solutions for libraries as well.

The number of libraries equipped with computers is slowly increasing. In 2018, there were 5,949 libraries with computers (38%) while in 2019, that number grew to 6,302 (41%). In addition, the number of libraries that run blogs or social networks has increased significantly from 2,872 in 2017 to 3,543 in 2019.<sup>38</sup>

Numerous initiatives organized by foundations, NGOs, and the private sector are aimed at stocking libraries and modernization. For example, the Bibliomist program (2009–2015) — a partnership of USAID, the International Research & Exchanges Board (IREX), the Ministry of Culture and Tourism of Ukraine, and the Ukrainian Librarians Association — modernized 1,500 public libraries and created 25 centres for librarian education.

Another tendency among Ukrainian libraries is their transformation into community hubs. This provides an additional source of income as library space is used for public gatherings, educational events, concerts, etc. Moreover, this is another way of attracting new audiences to libraries themselves.

In 2020, the most popular way to visit the library was to go alone (63%) or to be brought by a relative (24%). Organized group visits are not widespread (4%).<sup>39</sup>

<sup>36</sup> Rethinking the Role and Weight of Libraries as Modern Services and Infrastructure Complexes of Culture (2019): [https://nlu.org.ua/storage/files/Infocentr/Tematich\\_oglyadi/2019/mediateky.pdf](https://nlu.org.ua/storage/files/Infocentr/Tematich_oglyadi/2019/mediateky.pdf).

<sup>37</sup> Ministry of Culture and Information Policy of Ukraine, Project of the Reading Development Strategy 2021–2025, "Reading as a Life Strategy" (February 19, 2021): <https://mkip.gov.ua/files/pdf/СТРАТЕГІЯ%20РОЗВИТКУ%20ЧИТАННЯ.pdf>.

<sup>38</sup> Analysis of Public Library Activities in Ukraine in 2019: <http://profy.nlu.org.ua/file/statistics/2018-2019/analysis.pdf>.

<sup>39</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

## Recent Experience of Visiting a Public Library

Recent experience of visiting a public library (% of those who take books in the public library)							
	Reading				Purchase		TOTAL
	NON-READERS	IRREGULAR READERS	MONTHLY READERS	DAILY READERS	READERS-BUYERS	READERS-NON-BUYERS	
You came yourself	74%	61%	62%	61%	64%	63%	63%
You were brought by your parents or an adult relative	11%	32%	27%	15%	20%	25%	24%
You came alone with friends	12%	3%	3%	7%	6%	4%	5%
You came in an organized group or class, with a class-leader	0%	5%	5%	5%	8%	4%	4%
Other	0%	0%	2%	11%	2%	4%	3%
Hard to say / I don't remember	3%	0%	1%	0%	0%	1%	1%
<b>Total (%)</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total (quantity)</b>	<b>16*</b>	<b>18*</b>	<b>123</b>	<b>32*</b>	<b>39*</b>	<b>150</b>	<b>189</b>

\* not enough respondents for reliable analysis

Private libraries are also gaining in popularity. They exist as part of co-working, business centres, community hubs, cafes, and separately both offline and online. Moreover, around a quarter of Ukrainians have their own home libraries (26%). Among readers, that number is 38%.<sup>40</sup>

## Presence of a Home Library

% of all

26.0% Yes

4.8% Hard to answer

37.1% No



% of those who read books

38.0% Yes

8.1% Hard to answer

54.0% No



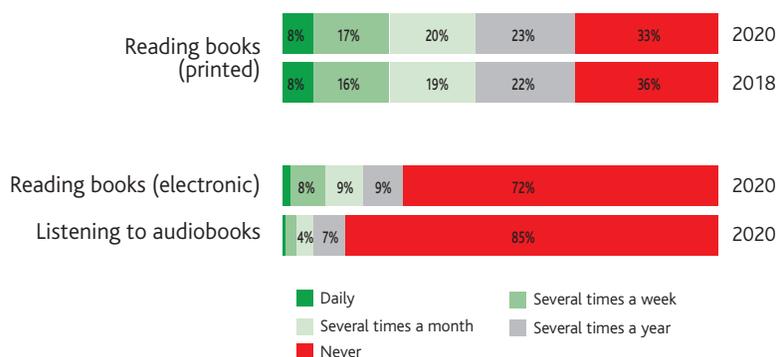
<sup>40</sup> Reading and Publishing Data, Chytomo (2018): <http://data.chytomo.com/knygovydannya-v-ukrayini/>.

# Formats and Pricing

## Formats<sup>41</sup>

Printed books are the most popular among different formats for both young and adult audiences. While 33% of adults never read printed books, 72% never turn to ebooks and 85% never listen to audiobooks.

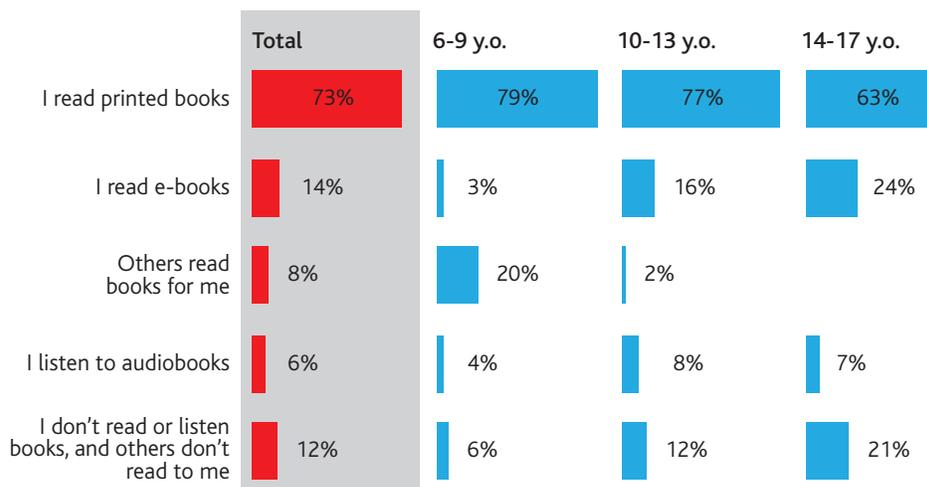
### Frequency of Reading Books in Different Formats (Adults)



The situation is slightly different with a younger audience, though it varies depending on the age group. For example, almost a quarter of young adults are ebook readers, and children aged 6–9 often listen to books read out loud to them (20%).

<sup>41</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

## Reading Books in Different Formats (Children)



## Pricing of Printed and Digital Books

Retail prices for books are interconnected with the Ukrainian population's purchasing power, which has been low in recent years, explaining the price restraint most publishers and booksellers follow. According to interviews with publishers and booksellers, experts estimated the average book retail price at approximately \$CAD9–14 (€6–9). The government supports the publishing sector with zero-rate VAT on printed books; however, the price is still dependent on printing costs, mainly influenced by the euro exchange rate. Some publishing houses argue that higher prices are caused by a decreasing number of “thin” books, print runs, and increasing translation and editorial prices.

The most expensive category is non-fiction with an average retail price of \$CAD10–11. Showing quite visible growth in prices (18–20%) in 2020, this category became very popular. The price increase is explained by the highly competitive segment and increasing number of Ukrainian authors, a more expensive editorial process, and a strong demand for self-education. The bestselling title of the year announced by Chytomo, *The Vasyly Stus Case* by journalist and historian Vakhtang Kipiani, costs \$CAD11 retail (Vivat Publishing House).

Children's books have a wide price range (from \$CAD1–40) but recently publishers have paid more attention to more expensive projects in categories starting from \$CAD13. The prices for children's literature increased by 8–10%, and the average order value rose as well. At the same time, one of the biggest retailers, Knyholand (which belongs to Ranok Publishing House), reported a decrease in the number of copies sold.

The situation with fiction seems even less promising. The average fiction book retail price is \$CAD8 per copy and a 15% hike in prices didn't make a positive impact on readers. Even though the average order value rose by 15%, publishers reported a decrease in the number of copies sold. This negative trend could be caused either by the economic situation or by piracy.

Because of no fixed price policies or any kind of net book agreement (either officially or informally), the prices for a single title could vary significantly, with “discount wars” a significant problem for the industry.<sup>42</sup> Often, publishers try to impose an RRP (recommended retail price), but this does not work in practice.

Big bookstores (especially online) often offer lower prices. For instance, the biggest online bookstore, Yakaboo, reported a decrease in prices for most segments: fiction (–0.5%), non-fiction (–2.3%), and children’s literature (–15.2%). Yakaboo credits a reduced number of titles imported from Russia; 60% of Yakaboo titles are from Ukrainian publishers.

Yakaboo also offers a wide range of ebooks (nearly 5,000 titles) almost for free—up to \$CAD1 including discounts and backlist titles. However, the average market price is \$CAD4–5 for an ebook and \$CAD5–7 for an audiobook.

## Book Buying Habits

The average salary in Ukraine (\$CAD543 with \$CAD796 gross for Kyiv)<sup>43</sup> does not make books affordable in general, but the high price is not mentioned as the most essential barrier for buying books by Ukrainians. Ukrainian Reading and Publishing Data research from 2018<sup>44</sup> stated a lack of interest and motivation as the main barrier for buying books (55% among those who don’t buy books) with only 22% naming lack of money as a barrier.

According to the same study, residents of the southern and eastern regions of Ukraine bought books at a higher price than residents of the western and central regions. Traditionally, inhabitants of big cities pay more than residents of medium and small cities and villages. More expensive publications are bought by school and university students, business owners, and individuals with higher education.

In 2020, while answering the question “Which price category did the printed books you bought in the last three months belong to?” most respondents said \$CAD3–7 (55% of those who bought books), \$CAD7–11 was affordable for 30%, and more than \$CAD11 was affordable for only 10% of buyers.

Unfortunately, the COVID-19 quarantine had a negative impact on the frequency of book purchases. In 2018, 40% of the population bought at least one book during the year, while in 2020 the number had dropped to 34%. The share of those who bought 1–5 books during the year increased at the expense of those who bought more than 25 books. Only 2% bought ebooks and 1% bought audiobooks.<sup>45</sup>

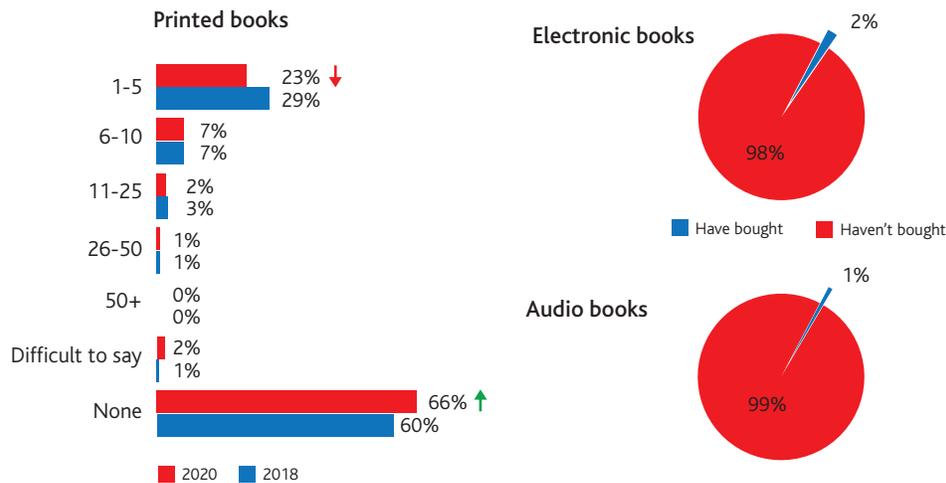
<sup>42</sup> Emma Shercliff, *Publishing in Ukraine: A Review of the Sector, Final Report 2020* (April 2021): <https://drive.google.com/file/d/1KlICvSeFpGg6w9d61qmiQtmJm0B4oZXL/view>.

<sup>43</sup> Minfin.com.ua (November 2020): <https://index.minfin.com.ua/ua/labour/salary/average/ukraina/>.

<sup>44</sup> Reading and Publishing Data, Chytomo (2018): <http://data.chytomo.com/knygovydannya-v-ukrayini/>.

<sup>45</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

## Purchases of Printed/Electronic/Audiobooks



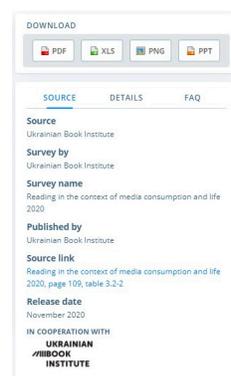
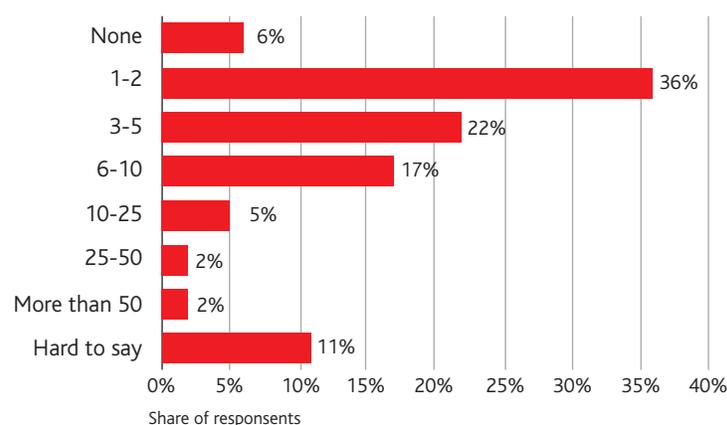
## Digital Formats: Ebooks and Audiobooks (Platforms and Devices)

Electronic piracy is one of the main obstacles preventing digital formats from developing in Ukraine. According to research conducted by Emma Shercliff, publishers estimate their ebook revenue at approximately 1–3% of their entire turnover.<sup>46</sup> Even though people are reading ebooks (more than 80% of the population) and listening to audiobooks, in most cases they are downloading pirated versions free of charge. Publishers, therefore, find it unprofitable to invest in this field. However, the government is actively taking steps towards solving this problem.<sup>47</sup>

<sup>46</sup> Emma Shercliff, *Publishing in Ukraine: A Review of the Sector, Final Report 2020* (April 2021); <https://drive.google.com/file/d/1KlICvSeFpGg6w9d61qmlQtmJm0B4oZXL/view>.

<sup>47</sup> Ministry of Culture and Information Policy of Ukraine, *Project of the Reading Development Strategy 2021–2025, "Reading as a Life Strategy"* (February 19, 2021); <https://mkip.gov.ua/files/pdf/СТРАТЕГІЯ%20РОЗВИТКУ%20ЧИТАННЯ.pdf>.

## Ebook Consumption in 2020



*Details:* Ukraine; Ukraine Book Institute; August to September 2020; 601 respondents; 18-59 years; Ebook readers; Face-to-face interview

The most popular device for consuming both ebooks and audiobooks is a smartphone—people prefer it in more than 70% of cases. Least widespread are tablets, laptops, and computers, and only 3% are using e-readers.<sup>48</sup>

## Devices for Reading Ebooks

Ebook reader (% of ebook readers)							
	Reading				Purchase		TOTAL
	NON-READERS	IRREGULAR READERS	MONTHLY READERS	DAILY READERS	READERS-BUYERS	READERS-NON-BUYERS	
From a smartphone	69%	94%	71%	73%	56%	77%	73%
From a laptop / computer	36%	10%	20%	9%	28%	15%	19%
From the tablet	5%	4%	20%	22%	35%	18%	18%
From a device for reading books	0%	0%	2%	8%	6%	1%	3%
Hard to say / reject to answer	0%	0%	0%	0%	0%	0%	0%
<b>Total (%)</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total (quantity)</b>	<b>16*</b>	<b>22*</b>	<b>176</b>	<b>31*</b>	<b>50*</b>	<b>85</b>	<b>245</b>

\* not enough respondents for reliable analysis

<sup>48</sup> Reading in the Context of Media Consumption and Life Construction, UBI Report (2020): <https://ubi.org.ua/uk/activity/doslidzhennya/doslidzhennya-2020>.

## Devices for Listening to Audiobooks

Device for listening to audio books (% of those who listen to audio books)							
	Reading				Purchase		TOTAL
	NON-READERS	IRREGULAR READERS	MONTHLY READERS	DAILY READERS	READERS-BUYERS	READERS-NON-BUYERS	
From a smartphone	37%	81%	70%	78%	63%	78%	72%
From the tablet	63%	18%	27%	16%	39%	20%	25%
From a laptop / computer	0%	18%	14%	7%	4%	15%	14%
From CD on a player	0%	5%	1%	0%	3%	0%	2%
In another way	0%	0%	4%	7%	3%	3%	4%
Hard to say / rejection	0%	0%	2%	0%	5%	0%	1%
<b>Total (%)</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total (quantity)</b>	<b>2*</b>	<b>17*</b>	<b>82</b>	<b>11*</b>	<b>30*</b>	<b>43*</b>	<b>113</b>

\* not enough respondents for reliable analysis

# Sales Channels

## Booksellers

One way that access to books can be measured is in number of bookstores per capita. In 2018, according to the State Statistics Committee, the population of Ukraine was about 42 million and the number of bookstores was 222—one bookstore per 165,000 people. Kyiv, Dnipro, Kharkiv, and Lviv regions are the leaders in book retailing.

In 2017, there also 131 specialized bookstores and five book kiosks operating in Ukraine. They were the least widespread in Vinnytsia, Zaporizhia, Kyiv, and Kherson regions with only one. At the same time, in Donetsk, Zhytomyr, Zakarpattia, and Luhansk regions, no specialized bookstores were registered. Book kiosks operated in Khmelnytsky (two), and Lviv, Mykolayiv, and Rivne regions (one each).<sup>49</sup>

KSD remained one of the leaders as the largest bookstore chain with 50 stores (primarily in cities). Before the war, KSD owned 35 more stores in the territories now occupied by Russia (east of Donetsk and Luhansk oblasts and Crimea). Other developed chains are Knyholand, which belongs to The Ranok Publishing House based in Kharkiv, with 40 stores—including 13 new stores launched in 2018—and Bukva with 31 bookstores in regional centres. Knyharnia Ye has 30 stores across Ukraine, and this number is increasing. Ternopil-based Bohdan Publishing House, the owner of Dim Knyhy bookstores, also has 20 stores mainly in regional centres. Publishers have also increased their presence in national and regional supermarket chains including Auchan, Novus, and Metro. An increasing number of publishers are selling their books at petrol stations, children's stores, art centres, and restaurants. Nevertheless, the bookstores per capita indicator remains low.

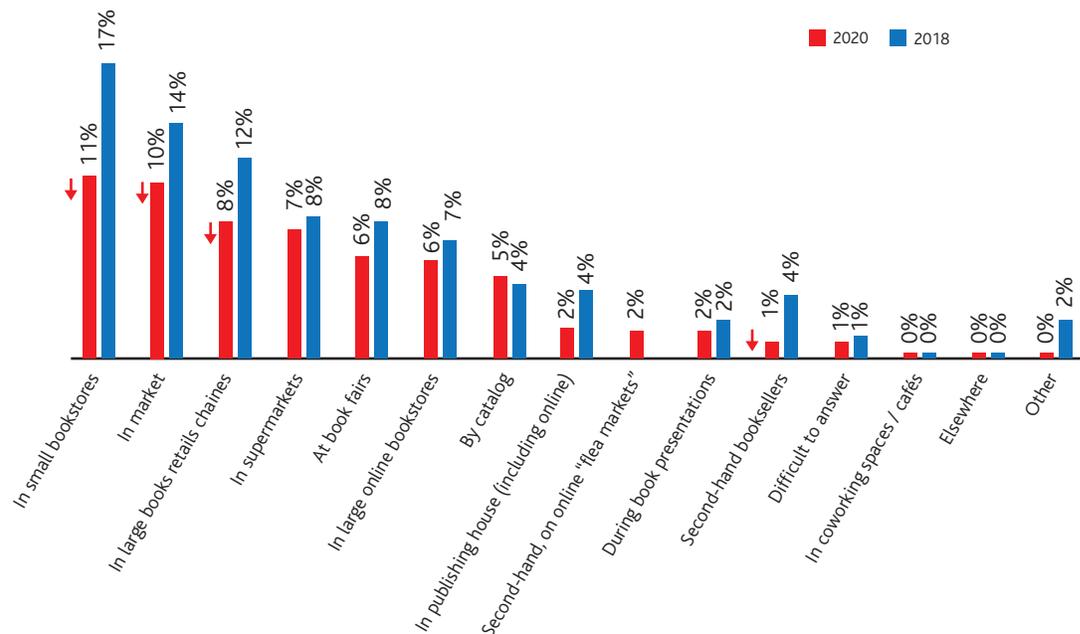
Apart from specialized stores, books in Ukraine are sold via open-air book markets, chain bookstores, and supermarkets. In addition, books are sold directly to the public through book club sales (e.g., KSD), at book fairs, and through publishers' websites. Faced with this lack of reach outside the main population centres and significant obstacles dealing with the main bookshop chains, many publishers have opened their own stores. Some stores (Vivat, Bohdan, KSD, and Knyholand) stock books from other publishing houses as well as their own titles.

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<sup>49</sup> State Statistics Committee Names Regions with the Largest Number of Bookstores (August 27, 2018): <https://chytomo.com/u-derzhstati-nazvaly-rehiony-z-najbilshoiu-kilkistiu-knyharen/>.

In 2020, there was some decrease in the frequency of book buying in both online and offline channels probably due to the pandemic and its financial consequences. Still, the most popular way of buying books is physical bookstores and markets.

### Sources of Buying Books



(arrows on the graph indicate statistically significant differences with a probability of 95% compared to the last wave of the survey)

### Online Sales and Subscriptions

In 2020, the online share of book sales almost doubled, but this didn't quite help publishers recover from the damage caused by the pandemic. "Online book sales that increased by 35 to 40 percent couldn't cover more than 50 percent of the losses from physical sales," says Alexander Aphonin, head of the Ukrainian Publishers & Booksellers Association<sup>50</sup> and publishers confirm this fact.

Traditionally, offline sales are higher since the growth of online commerce in Ukraine is slow in comparison to other markets. Nevertheless, the COVID-19 pandemic gave a huge boost to online sales: publishers improved their websites for direct sales, and online retailers got a major role in bookselling in 2020.

Online book sales in Ukraine are driven by print. For both ebooks and audiobooks, only 4% account for sales and 2% for subscriptions, the rest are downloaded free of charge. Electronic piracy is one of the major obstacles to this market's development; thus, the Ukrainian government is taking actions in response.<sup>51</sup>

<sup>50</sup> Eugene Gerden, *Publishing Perspectives* (January 27, 2021): <https://publishingperspectives.com/2021/01/ukrainian-publishers-say-they-fear-disastrous-numbers-from-2020-covid19/>.

<sup>51</sup> Ministry of Culture and Information Policy of Ukraine, Project of the Reading Development Strategy 2021–2025, "Reading as a Life Strategy" (February 19, 2021): <https://mkip.gov.ua/files/pdf/СТРАТЕГІЯ%20ПОЗБИТКВ%20ЧИТАННЯ.pdf>.

## Sources of Ebooks

Sources of getting ebooks (% of those who read ebooks)							
	Reading				Purchase		TOTAL
	NON-READERS	IRREGULAR READERS	MONTHLY READERS	DAILY READERS	READERS-BUYERS	READERS-NON-BUYERS	
I download on the internet for free	51%	66%	70%	77%	66%	74%	69%
I buy on specialized sites	2%	1%	5%	4%	6%	2%	4%
I use an online subscription - I pay for access to books on a month / year	2%	1%	1%	4%	2%	2%	2%
Other	0%	8%	6%	1%	4%	5%	5%
Hard to say / reject to answer	47%	25%	19%	17%	23%	18%	22%
<b>Total (%)</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total (quantity)</b>	<b>47*</b>	<b>99</b>	<b>354</b>	<b>100</b>	<b>291</b>	<b>298</b>	<b>601</b>

\* not enough respondents for reliable analysis

## Sources of Audiobooks

Sources of getting audiobooks (% of those who listen to audiobooks)							
	Reading				Purchase		TOTAL
	NON-READERS	IRREGULAR READERS	MONTHLY READERS	DAILY READERS	READERS-BUYERS	READERS-NON-BUYERS	
I download on the internet for free	29%	60%	58%	72%	55%	65%	59%
I buy on specialized sites	3%	1%	6%	2%	6%	1%	4%
I use an online subscription	3%	0%	2%	3%	4%	0%	2%
Other	10%	8%	6%	1%	6%	5%	6%
Hard to say / reject to answer	62%	33%	30%	21%	33%	29%	32%
<b>Total (%)</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>	<b>100%</b>
<b>Total (quantity)</b>	<b>30*</b>	<b>69</b>	<b>180</b>	<b>60</b>	<b>188</b>	<b>147</b>	<b>339</b>

\* not enough respondents for reliable analysis

A subscription model was announced by a few start-ups, but the major e-content platforms, such as Abuk audiobooks platform, are still not using the subscription model because of the lack of available titles.

## Digital Bookstores

The largest and probably best-known online book retailer in Ukraine is Yakaboo. Founded in 2004, it began selling books in 2009, and now includes more than 300,000 titles in 71 languages. Yakaboo works with more than 500 Ukrainian and foreign publishers selling books in all formats (paper, ebooks, and audiobooks) with a customer base of around 2.5 million.<sup>52</sup>

Co-operating directly with book distributors from the UK, Yakaboo makes over 10% of its sales from English-language titles. They plan to enlarge their share of imported books sales to satisfy the ever-growing demand for educational, fictional, and professional English-language literature. In 2016, Yakaboo launched their own publishing house, Yakaboo Publishing, which prioritizes non-fiction literature translated into Ukrainian.

Other big digital bookstores are as follows:

- Knyharnya “Ye” ([www.book-ye.com.ua](http://www.book-ye.com.ua))
- Bukva (<https://bukva.ua/>)
- Book24 (<https://book24.ua/>)
- Bookopt (<https://bookopt.com.ua/>)
- Nash Format (<https://nashformat.ua/>)
- Ranok ([www.ranok.com.ua](http://www.ranok.com.ua))
- KSD/Family Leisure Club (<https://www.ksd.ua/>)
- Vivat (<https://vivat-book.com.ua/>)
- KMBooks (<https://kmbooks.com.ua/>)

Most of these companies do not work solely online. Some are the websites of chain bookstores and big publishing houses that also stock books from smaller publishing houses. Furthermore, small publishers or bookstores sell their products on the Internet as well. A huge choice of fiction and educational books can be found at the biggest online retailers like Rozetka (<https://rozetka.com.ua/>) or Prom.ua (<https://prom.ua/>).

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<sup>52</sup> Yakaboo Publisher: <https://www.yakaboo.ua/yakaboo-publisher/>.

# Distribution

Distribution infrastructure in Ukraine is one of the main structural problems which, along with poor retail, is the single biggest challenge facing publishers.<sup>53</sup> According to the state register, there are approximately 3,000 companies that can distribute or sell books, though in practice the number of companies is much lower and independent distributors are almost absent from the market. Thus, Ukrainian publishers usually distribute their titles themselves.

UBI, together with the Ministry of Culture and Information Policy and the project team of Support Ukraine's Reforms for Governance (SURGe), are currently working on the elaboration of the Reading Development Strategy 2021–2025<sup>54</sup> where the future steps and initiatives towards distribution development are proposed.

Companies involved in the distribution of publishing products are LLC Fors Ukraine, PE Mahaon-Ukraine Publishing House, LLC Hobby World Ukraine, Egmont Ukraine LLC, LLC Linguist, and Ariy Publishing House Ltd.

## Distribution of International Books

Even though the market volume of international books in Ukraine remains unknown (except for the Russian ones), there is a variety of fiction, educational, and art literature in different languages. Most of the online bookstores and marketplaces like Yakaboo, Nash Format, Vivat, Rozetka, and Prom.ua also offer books in English and textbooks for learning almost any other language.

One of the most famous companies specializing in international books is Bookling (<https://bookling.ua/>), distributing National Geographic Learning, Cambridge Press, Penguin Random House UK, and other foreign publishing houses. Apart from online sales, they have six physical bookstores in Kyiv, Lviv, and Odesa. In Odesa and Kyiv, Resident bookstores (<https://resident.ua/>) are an official distributor of the German publisher Taschen.

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<sup>53</sup> Emma Shercliff, Publishing in Ukraine: A Review of the Sector, Final Report 2020 (April 2021): <https://drive.google.com/file/d/1KlICvSeFpGg6w9d61qmlQtmJm0B4oZXL/view>.

<sup>54</sup> Ministry of Culture and Information Policy of Ukraine, Project of the Reading Development Strategy 2021–2025, "Reading as a Life Strategy" (February 19, 2021): <https://mkip.gov.ua/files/pdf/СТРАТЕГІЯ%20РОЗВИТКУ%20ЧИТАННЯ.pdf>.

Other major distributors of international books are BritishBook (<https://www.britishbook.ua/>), handling Oxford University Press, Penguin Random House, Didier, Dorling Kindersley, Collins, Cambridge University Press, Yale University Press, Hueber, and others, and Polyglot (<https://shop-polyglot.com.ua/>) representing Express Publishing, Cambridge University Press, Oxford University Press, MM Publications, Macmillan, Hueber, CLE International, Hachette, Didier, Penguin Random House, Harper Collins Publishers, and others.

# Rights Sales

## Selling and Buying Rights in Ukraine

A characteristic feature of the Ukrainian market of the last few years is a growing interest in foreign collaboration, including buying and selling rights. However, there are only a few literary agencies in Ukraine. Traditionally, authors would sell their books directly to publishers and, with a few exceptions, literary agents were not part of the scene. More often, publishers are working with literary scouts who are usually translators. This situation has not been a problem for the market so far. Large and medium-sized publishing houses are developing their own rights departments, while smaller publishers cannot afford to hire a professional to manage rights. Only a few publishers are working with foreign agencies for buying rights (i.e., KSD). Conditions were not favourable for the emergence of right's managers until recently, especially because of existing competition with Russian agents and publishing houses.

Favourable market conditions have now emerged. First, the limitations on Russian book imports created space to expand the number of titles in publisher's catalogues, especially for worldwide bestsellers, classics, and non-fiction books. However, Russian and Ukrainian publishers often compete to buy rights for the Ukrainian and Russian languages in the territory of Ukraine. In some cases, Russian publishers buy rights for Ukrainian translations and then never bring them out, or produce a Russian translation at the same time as the Ukrainian publisher. When foreign publishers sell the rights to translation into both the Ukrainian and Russian languages in the territory of Ukraine, Russian publishers often benefit. Meanwhile, Ukrainian publishers are open to dialogue and ready to buy rights by themselves.

The majority of active publishers obtain translated titles; only a few specialize in publishing local authors (18%). Almost a quarter have more than 75% translated titles, mostly from English (67%), French (38%), German (34%), or Polish (27%).<sup>55</sup>

### Percentage of Translated Titles in Publisher Catalogues

- 18%** no translations
- 33%** up to 25% of translations
- 15%** up to 50% of translations
- 10%** up to 75% of translations
- 24%** more than 75% of translations

<sup>55</sup> Reading and Publishing Data, Chytomo (2018): <http://data.chytomo.com/knygovydannya-v-ukrayini/>.

The main reasons that Ukrainian publishers buy rights are the topic, bestseller status, number of translations, awards and prizes, and recommendations from other professionals, especially translators.

In terms of selling rights, more than 75% of the time, Ukrainian publishers have exclusive rights from Ukrainian authors. This means that publishers can dispose of rights at their discretion, including co-operating with foreign publishers.

### Percentage of Exclusive Rights in a Publisher's Catalogue

	Respondents
up to 10%	8%
up to 25%	4%
up to 50%	8%
up to 75%	17%
above 75%	56%

Noticeably, many publishers do not have an unambiguous answer regarding the management of ebook rights, primarily due to the unregulated legal framework and the lack of practical mechanisms for ebook distribution. Piracy is one of the most serious issues in the Ukrainian market. Strict control measures and penalties are outlined in the Reading Development Strategy 2021–2025,<sup>56</sup> which encourages the creation of legal high-quality content for Ukrainian consumers.

### Ownership of Digital Rights of Titles (2018)

	Respondents
All Titles	17%
Majority of Titles	43%
Minority of Titles	0%
No Titles	28%

The strongest in-house rights departments, all selling and buying rights overseas, are The Old Lion Publishing House (VSL), Vivat Publishing, and Ranok Publishing House. They have been large buyers of foreign titles more than a decade. Among other publisher-buyers, the most active are KSD (Family Leisure Club), VSL, Folio, KM-Books, Bohdan Publishing House, Knigolove, Bookchef, Nash Format, Fabula, and Ridna Mova.

Ukrainian publishers and authors are actively working toward rights sales. Over the past few years, there has been increasing movement toward the global market. With the help of UBI and the Ukrainian Institute, Ukraine became an active participant in the Frankfurt Book Fair, Bologna Children's Book Fair, Livre Paris, London Book

<sup>56</sup> Ministry of Culture and Information Policy of Ukraine, Project of the Reading Development Strategy 2021–2025, "Reading as a Life Strategy" (February 19, 2021): <https://mkip.gov.ua/files/pdf/СТРАТЕГІЯ%20ПОЗБИВІТКВ%20ЧИТАННЯ.pdf>.

Fair, Salon du Livre de Montréal, and others. To support this, UBI produces rights catalogues annually.<sup>57</sup>

Various recent initiatives—sponsored by either the government, business, international foundations, or NGOs—include developing skills in rights sales. The British Council is one of the biggest contributors, with a number of programs: Booking the Future, 3 × 3 Mentoring Programme, and The British Council International Publishing Fellowship programme. Another important partner is the Goethe-Institut with the BarCamp project for exchange and networking, implemented in co-operation with Book Arsenal, Frankfurter Buchmesse, and the German Federal Foreign Office.

In 2020, the International Book Arsenal Festival launched a special project—“**Ukrainian Literature: Rights Now!**”—as part of the professional program with the aim of introducing foreign audiences to Ukrainian literature, book markets, writers, and grant opportunities. The project is funded by the EU as part of the EU4Business initiative and implemented by the European Bank for Reconstruction and Development (EBRD). According to the Book Arsenal poll, 87% of publishers who exhibit at the festival are interested in negotiating with foreign publishers or agents. Ukrainian publishers find the most attractive markets to be Poland, Germany, the United States, the United Kingdom, Canada, France, Lithuania, the Czech Republic, China, Austria, Belarus, Italy, and Scandinavian and Arab countries, putting Canada in the top five.

## Agents

This agenting field only recently started to develop in Ukraine; some Ukrainian authors have been working with agents living and acting from abroad instead.<sup>58</sup> Widely known Ukrainian authors like Yuriy Andrukhovych (rights: Suhrkamp), Serhii Zhadan (rights: Suhrkamp), Oksana Zabuzhko, and even young promising authors like Markiyan Kamysh work with agencies or agents from abroad. These are exceptions and do not represent an established practice.

One of the few active literary agencies in Ukraine is Ovo, established in 2019 with the motto “Literature has no borders.” Their main goal is to facilitate selling rights in both directions in order to advance modern Ukrainian literature in the international context. The agency specializes in three areas:

- Selection of talented authors who require assistance in finding publishers for their manuscripts and further conclusion of publishing agreements.
- Promotion of authors with published books (organization of promo tours, PR campaigns, participation in festivals, etc.).
- Rights sales for translation and publication of Ukrainian authors at international book fairs in a framework of bilateral co-operation.

<sup>57</sup> The “New Books from Ukraine” catalogue can be accessed here: [https://drive.google.com/file/d/1mj31zwwMoQ-oQ9\\_8adTM-sSBjUqRly/view?usp=sharing](https://drive.google.com/file/d/1mj31zwwMoQ-oQ9_8adTM-sSBjUqRly/view?usp=sharing)

<sup>58</sup> Emma Shercliff, Publishing in Ukraine: A Review of the Sector, Final Report 2020 (April 2021): <https://drive.google.com/file/d/1KlCvSeFpGg6w9d61qmlQtmJm0B4oZXL/view>.

There is also a well-known non-profit literary agency and translation house based in the United States—The Tompkins Agency for Ukrainian Literature in Translation (TAULT). It was founded in 2018 by literary translator Zenia Tompkins with the goal of making contemporary Ukrainian literature visible and accessible to the English-speaking world. They mainly work with award-winning Ukrainian authors and have a specific interest in the younger generation of writers. TAULT is currently promoting books published by Old Lion Publishing (Lviv), Books XXI (Chernivtsi), Tempora (Kyiv), KSD/Family Leisure Club (Kharkiv), KM Books (Kyiv), Nora-Druk (Kyiv), Krok (Ternopil), and Krytyka (Kyiv).

## Point of Contact/Getting in Touch

In most cases, it is better to contact Ukrainian publishers/agencies directly (with the exception of KSD). If they don't work with a particular author, they will share the contact information for the author or their agent.

Most publishers that sell rights have a separate page on their website in English with the contact details for foreign rights managers and their foreign rights catalogue. If you wish to share your catalogue or offer specific titles from your list, you may contact the foreign rights team or send an email to the publishing house's general email address.

Literary agencies can provide foreign publishers with two types of services: 1) consulting on the Ukrainian counterpart-publishers with a tailored approach or 2) becoming your permanent representative in the Ukrainian market.

## Publishers' Preferences/Information to Provide

The most popular foreign titles belong to young adult literature, non-fiction, prominent art books, award-winning books, and books connected to Ukraine in some way. Many publishers are hunting for books by famous authors or books tied to a popular movie or series. Sometimes titles are sought out on a certain topic. In some cases, publishers also follow the trend of bestsellers' success during the previous year.<sup>59</sup>

In addition, the high demand in mainstream literature (detective novels and love stories) and non-fiction is not currently met by the number of titles produced by local authors. Consequently, these categories are always of interest to Ukrainian publishers who produce these types of books.

To complete a deal successfully, the Ukrainian partner may request the following information:

- Catalogue page
- Author bio
- International recognition/awards given to the title/author/illustrator
- Translation grant opportunities

<sup>59</sup> See the Bestsellers section for more details.

- Information about the title (plot, technical details of the edition, sample of inside pages)
- Whether there is a movie/series based on the title
- Sales figures (especially if they are significant)
- Languages already sold (sometimes including foreign publishers)
- PDF of page proofs

## Ukrainian Publishers Selling Abroad

The latest research by Emma Shercliff<sup>60</sup> and UBI's data show that Ukrainians are much more familiar with selling children's literature since it contains more illustrations and the concept of the book is easier to understand. What makes it more difficult to introduce Ukrainian fiction to foreign publishers is the lack of Ukrainian translators; it is hard to rely solely on readers' reviews.

Despite this, some Ukrainian writers and illustrators have become widely known overseas. Ukrainian picture books and illustrated children's books are popular in Asian markets and among European readers, while Western audiences are more interested in fiction about the post-Soviet experience, Chernobyl tragedy, the war with Russia, and novels by outstanding Ukrainian authors.

Sometimes Ukrainian publishing houses even manage to lead direct sales with foreign readers and stores. For instance, in 2020 Osnovy began to sell their English-language art and photo books abroad via their website. The publisher also sells books through Amazon UK, Amazon US, and with an international distributor. The books are bought in Germany, the Netherlands, France, the USA, Singapore, Mexico, and Austria. In addition, in these countries Osnovy's books can be purchased in local bookstores and galleries.

Another good example is IST Publishing. They have signed an agreement with one of the largest distributors of books on contemporary art, design, architecture, and artbooks in the world, Idea Books (Amsterdam). From now on, their English-language publications will be in museum stores at the Museum of Modern Art, Pompidou Centre, Stedelijk, and other places around the world.

Ukrainian publishers have actively started looking for partners to co-create publications and translations. The publishing house Vydavnytstvo is working with the multinational publisher Centrala on a comic book deal that involves translation, distribution, and co-publication. Such bilateral co-operation shows that Ukrainian companies are looking for new ways of doing international business.

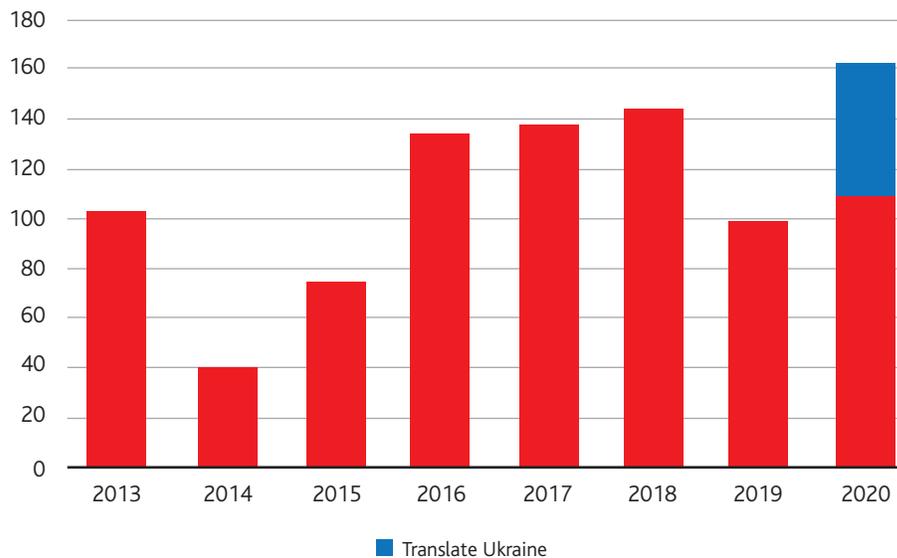
There is an uptick in Ukrainian translations since 1991, especially over the last decade. Some likely factors behind this increase include the following:

- Changes in the political situation after 2014 (raising Ukraine's international visibility)

<sup>60</sup> Emma Shercliff, Publishing in Ukraine: A Review of the Sector, Final Report 2020 (April 2021): <https://drive.google.com/file/d/1KilCvSeFpGg6w9d61qmlQtmJm0B4oZXL/view>.

- Restricted trade with the Russian Federation
- Establishment of a fully fledged Ukrainian-language market
- Increased activity of Ukrainian publishers abroad
- Representation of Ukrainian publishing at top-tier international fairs

### Ukrainian Titles Translated Abroad, by Year



Despite the pandemic, 2020 was a fruitful year for Ukrainian literature abroad with over 160 translations, 53 of them financially supported by the Ukrainian government with the Translate Ukraine program, which accounts for approximately 30% of the total.

A survey conducted by the Ukrainian Book Institute in January 2020<sup>61</sup> also indicates a positive trend. From 2013 to 2020, the rights for over 830 publications were sold abroad. In comparison, only 350 publications were translated over the previous 22 years from 1991 to 2012. The top countries purchasing rights to Ukrainian titles were Bulgaria (143 titles), China (98 titles), Vietnam (61 titles), Poland (47 titles), Slovakia (41 titles), and the US and Czech Republic (30 titles each).

The most popular authors to translate have been Roman Romanyshyn and Andriy Lesiv (79 translations each), Serhiy Zhadan (45 translations), Oksana Bula (33 translations), and Kateryna Mikhalitsyna (28 translations). Along with children's picture and activity books, translation rights for fiction, anthologies, and historical literature were also sold. Books with political narratives and those garnering national and international awards were also popular.

## General Terms of Rights Agreements

Selling book titles to Ukrainian publishers is quite a standard procedure; however, some aspects of acquiring Ukrainian rights may be useful to know.

<sup>61</sup> Review of Ukrainian Translations Abroad (May 3, 2021): <https://drive.google.com/file/d/10Oll01ZclztI9RisGxWeMNWjCmaR1r9c/view?usp=sharing>

The general terms can vary depending on the publisher, author, and their agent. For example, Ranok Publishing House works mainly with wholesalers and distributors and does not sell their books in retail; for them, it is important that the royalty rate not be calculated from the retail price. When The Old Lion Publishing House sells rights abroad, they sign contracts for 5–7 years, with a time of publication of 12–18 months, royalty reports twice a year, and accrual of royalties from the retail price of the foreign publisher. Vivat Publishing House sells rights for 3–7 years on a flat fee or royalty basis, provides a certificate to avoid double taxation, and requires an annual report of sales. Vivat also asks for copies of the books (especially for children’s literature with illustrations/flips) in order to ensure the quality of the edition.

An important point of the agreement may be the approval of the layout before printing. Also, for Ukraine, it is still usually important that all the documents be signed, stamped, and received in the original form by post (not copies or electronically signed papers).

To minimize taxes under the Convention regarding avoidance of double taxation, you must provide the Ukrainian publisher with a residence certificate (with consular legalization) issued in the year of payment and provided in the original form before the payment.

One of the few literary agencies, Ovo, sells rights in this way:

- Layout fee: €100–300
- Royalty: 6%–10%
- Advance payment: €250–1000
- Agency fee: 10%

As well, publishers are often interested in signing an agreement with the precaution that it comes into effect only if the translation grant is awarded.

# Book Fairs and Events

## **The International Book Arsenal Festival**

(<https://artarsenal.in.ua/en/book-arsenal/>)

The festival was founded by Mystetskyi Arsenal in 2011. It is an annual intellectual event in Ukraine where the book, literary, visual, musical, and theatrical scenes develop and interact, and important issues of human existence, society, and culture are raised, encouraging a proactive position of participants and visitors. From year to year, this event hit the top of the list of the most attended events. The 10th International Book Arsenal Festival was held in June 2021 in Kyiv, Ukraine.

In 2019, Book Arsenal was recognized as the best literary festival of the year at the International Publishing Industry Excellence Awards organized by the London Book Fair. Every year, more than 150 Ukrainian publishers present their publications at this book fair. Recent guests of the festival include famous Ukrainian authors such as Yuriy Andrukhovych, Serhiy Zhadan, Oksana Zabuzhko, Taras Prokhasko, Yuriy Vynnychuk, Irena Karpa, Andrey Kurkov, Irene Rozdobudko, and others. In total, the festival's International Program has included almost 500 well-known international authors from more than 50 countries including Svetlana Alexievich, Ulf Stark, Anne Applebaum, Karl Schlögel, David Sutter, Jonathan Coe, Joseph McElroy, Askold Melnychuk, and many others.

**Mission:** To create interactions where the combination of aesthetic experience and intellectual engagement in the context of the book enhances the ability of humanity and society.

**Goals:**

- To stimulate the qualitative development and interaction of the book, literary, and artistic scenes
- To problematize and comprehend the important issues of man, society, and culture
- To create a friendly space for the representation of the book in all its manifestations
- To integrate the Ukrainian book and literary community with the international one

In 2017, the festival expanded the international component, attracting new partners and following the latest trends in book publishing. The festival seeks to focus on one theme in order to best represent it through literature, art, educational practices, rereading it, and reflecting on it.

*The Best Book Design Contest*

Since 2016, the Book Arsenal Festival—together with the Goethe-Institut in Ukraine and support from the Frankfurt Book Fair and the Buchkunst Foundation—has held a competition for the best book design among Ukrainian publishers and cultural institutions. Each year, the shortlisted publications are presented in The Most Beautiful Books of the World collection at the Frankfurt and Leipzig Book Fairs.

*Professional Program*

In 2020, Book Arsenal launched the Ukrainian Literature: Rights Now! Program aimed at presenting the possibilities of the Ukrainian book market to foreign publishers to encourage them to translate Ukrainian literature. In May 2020, the program facilitated 147 B2B meetings between 38 publishers from 24 countries and Ukrainian publishers and literary agents.

2019 festival numbers:

- 5 days
- 15 stages
- 450 events
- 15 special programs and thematic blocks
- Fair sections: Art, Kids, Fiction, Non-Fiction, Indie, Illustrators
- Over 1,000 book novelties published especially for the festival
- 11 visual projects and art installations
- 20,000 m<sup>2</sup> of exhibition area
- Over 55,000 visitors

**Lviv International BookForum Festival**

(<https://bookforum.ua/en>)

BookForum has taken place annually since 1994, with foreign publishers participating since 2001, and as a full-scale International Literary Festival within the framework of Publishers' Forum (Book Fair) in Lviv since 2006. It is Ukraine's largest literary festival and one of the biggest festivals in Central and Eastern Europe. Over the past 27 years, the festival has covered more than 3,000 unique authors from 51 countries, as well as 15,000 professionals in the book industry. Paulo Coelho, Zygmunt Bauman, Justin Gorder, Janusz Leon Wisniewski, Erland Lou, DBC Pierre, Frederic Beigbeder, Anne Applebaum, Timothy Snider, Olga Tokarczuk, and Patti Smith are previous festival guests. Traditionally, the forum hosts the most famous Ukrainian writers: Oksana Zabuzhko, Yuriy Andrukhovych, Viktor Neborak, Iren Rozdobudko, Svitlana Povalyaeva, Taras Prokhasko, Tanya Malyarchuk, Larysa Denysenko, Yuriy Pokalchuk, Natalka Snyadanko, Serhiy Zhadan, Serhiy Zhadan, and more.

Mission: To develop a civilized book market in Ukraine and integrate it into the world publishing context.

Every year, the festival chooses a focus topic around which the program is built with hundreds of events in different locations around Lviv. The program of events is formed by thematic clusters and special projects, such as History, War, Media, Comics,

Education, Business and Economics, Woman in the Subject, Science and Technology, Philosophy, Health, Travel, or Lifestyle. Visitors can enjoy discussions and performances, lectures and workshops, book presentations and autograph sessions, concerts and film screenings, public interviews, exhibitions, stage readings, and many more interactive events. One of the most popular events is the Non-Stop Night of Poetry and Music. Numerous book presentations with the authors and autograph sessions take place at the book fair.

An integral part of BookForum is the Lviv National Publishers' Forum. Every year, the festival transforms the Lviv Palace of Arts and the neighbouring courtyard of the Potocki Palace into the largest bookstore in Ukraine. Hundreds of publishing houses from all over Ukraine take part in the event. Thousands of new books are waiting for visitors every time. These are editions of classic literature, modern poetry, short prose, fantasy, non-fiction, popular science and business literature, manuals, children's books, etc. Starting in the early 2000s, small publishers were selling as much at the book fair as they would in six months or even a year throughout Ukraine.

2019 festival numbers:

- 300 publishing and book trade structures, printing companies, public organizations, and foundations from all regions of Ukraine
- 2,000 novelties of the Ukrainian publishing market
- 190 stands
- 230 trade tents
- 25,000 visitors

### **International Poetry Festival Meridian Czernowitz**

(<http://www.meridiancz.com/de/>)

Built in 2010 on the foundation of the cultural heritage of Chernivtsi, the festival is a product of the genetic and historical memory of its inhabitants. The festival aims to return Chernivtsi to the cultural map of Europe and to develop a dialogue between contemporary Ukrainian poets with their foreign colleagues. The festival is organized by the Chernivtsi regional public organization "Cultural Capital."

Participants at Meridian Czernowitz are usually well-known and young poets from Germany, Austria, Switzerland, Great Britain, the USA, Denmark, the Netherlands, Luxembourg, Liechtenstein, Poland, Romania, Russia, Ukraine, and other countries. But the main participant of Meridian Czernowitz is the city itself, where numerous poetry readings, lectures, discussions, book presentations, poetry walks, musical-poetry and wine-cigar-poetry evenings, and theatrical performances take place. As poetry is the core of Chernivtsi, during the festival its visitors can immerse themselves in a cozy literary atmosphere, taste selected European poetry, and enjoy art that has no borders, accompanied by interesting Ukrainian and foreign poets.

Meridian Czernowitz publishes literary texts by contemporary authors. Usually, five to seven titles are published during the year, including books in Ukrainian, Russian, and bilingual (German-Ukrainian). Among the authors appearing at the festival are Yuriy Andrukhovych, Igor Pomerantsev, Oksana Zabuzhko, Serhiy Zhadan, Taras Prokhasko,

Yuriy Izdryk, Andriy Bondar, Taras Malkovych, Dmytro Lazutkin, Ostap Slyvynsky, Andriy Lyubka, Hryhoriy Semenchuk, Bohdana Matiash, Irena Karpa, Kateryna Babkina, Ada Rogovtseva, Anatoliy Vyshevsky, Borys Khersonskiy, Andriy Tuzhikov, Nadiya Kushko, Olena Andreychikova, Peter Zalmayev, Kateryna Kalytko, Volodymyr Rafeenko, Artem Chekh, and Iryna Tsilyk. In addition, translations by Robert Walzer, Tadeusz Dombrowski, Pedro Lenz, and Paul Celan have been published. In 2010–2012, the Almanac of Poems and Translations of the festival was published. The festival is not a publishing house in the traditional sense—there is no staff, office, production, or warehouses. For each of the book projects, the organizers involve specialists who work with the author’s manuscript.

Partners: Federal Foreign Office of Germany, Chernivtsi City Council, Yuriy Fedkovych Chernivtsi National University, embassies of participating countries, Goethe-Institut, Austrian Cultural Forum, Swiss Cultural Foundation Pro Helvetia, Haus für Poesie (Berlin, Germany), Ukrainian-Jewish Meeting Foundation, and other cultural foundations and cultural institutions.

### **International Poetry Festival Meridian Poltava**

First held in 2017 as a tribute to the memory of the victims of the Poltava battle. Meridian Poltava is part of the International Literary Corporation along with Meridian Czernowitz. The poetry festival is implemented under Poltava Regional State Administration, the Poltava Regional Council, the Culture Bridges Program, the Swedish Embassy in Ukraine, and other partners.

### **International Literary Festival “Frontera”**

(<https://www.stendal.com.ua/en>)

The first annual International Literary Festival Frontera was held in Lutsk in 2018. It is intended to establish a dialogue between European writers, cultural managers, translators, critics, publishers, to acquaint Lucians with the best examples of modern literature, and to transform Lutsk into the intellectual centre of Europe. The project’s purpose is to establish an intercultural dialogue between people connected historically with Lutsk and Volyn through the study of the literary heritage of these peoples, acquaintance with modern trends in the development of literature, the popularization of the texts of contemporary authors through the International Literary Festival Frontera Organization in Lutsk with the participation of the best figures from the cultural sphere.

Participating countries: Latvia, Poland, Belarus, Ukraine

Format of events: Prose and poetry readings, musical and poetic performances, city tours, presentations of novelties in literature, theatre performances, discussions, lectures in some historical and cultural locations of the city, children’s scene.

Partners: Lutsk Government’s Culture Department, General Consulate of the Republic of Poland in Lutsk, several writers from Latvia, public figures Roman Bondaruk, Kromberg, and Schubert Ukraine LLC.

### **International Art Festival “Ji”**

Every year since 2013, the “Ji” Art Festival brings together the most talented artists from all over Ukraine and from more than 12 countries abroad to present books, music albums, paintings, films, and photographs and to hold heated discussions on important topics for society and national culture. It is one of the leading cultural platforms in Ukraine, which combines various creative industries—literature and publishing, music, audio and art, cinema and photography.

Mission: To make modern culture the basic need of Ukrainians.

Strategic directions:

- Creating cultural products
- Popularization of Ukrainian culture
- Art projects and spaces
- Institutional development of the organization

### **International Book Festival “Book Space”**

(<https://bookspacefest.com/>)

Held in the city of Dnipro since 2018 as part of the “Cultural Capital” program. The first festival immediately announced itself on a large scale: 10 parallel programs, over 120 events, over 70 publishers from all over the country, six guests from abroad, and dozens of interesting and famous Ukrainian authors. One of the distinctive features of the festival is also holding musical events.

Book Space is the only festival in Ukraine that aims to develop innovative approaches in book publishing by talking publicly about augmented reality books, multimedia projects, and other forms. They see their goal as stimulating the use of new technologies in book publishing. For this purpose, the annual special program “Books of the Future” and the accompanying award “Book of the Future” were created. The main condition for participation is a combination of digital and paper technologies in publications.

Goals:

- To consolidate Dnipro on the cultural map of Ukraine
- To stimulate changes in the intellectual environment of Dnipro and the emergence of new projects, businesses, and collaborations through a large, regular, high-quality cultural event
- To create a viable environment for the development of innovative approaches in book publishing, providing interested publishers with support, training, communication, and a platform for presenting their experiments based on the festival

### **Art Book Festival “Toloka”**

(<https://toloka.co.ua/>)

The festival team began to organize literary and artistic events in 2015 in Zaporizhia. Every year, they hold around 200 events of various formats: book fairs, presentations, discussions and round tables, meetings with authors, workshops, and performances. In 2020, the festival was organized by an NGO Mainstream with support from the

US Agency for International Development (USAID). The festival positions itself as an intellectual event that unites all connoisseurs of Ukrainian books and thought, the best representatives of the publishing business, the literary establishment, and a large number of readers.

The highlight of the festival in 2020 was a marketplace for Ukrainian publishers. It was created to support publishing houses that suffered losses during quarantine. The Facebook Marketplace platform was meant to allow publishers to list their products for free and for visitors to buy them at a discount.

2020 festival numbers:

- 11 days
- 10 locations
- 13 concerts
- 200 authors
- 40 publishers
- 230 events

### **Green Wave International Book Festival**

(<https://greenwave-bookfest.com/en/>)

The festival has been held in Odessa since 1996 as an annual meeting place for Ukrainian and foreign publishers, booksellers, writers, critics, and readers and a mass book festival. It includes a book fair, an international program of events, and special projects both offline and online. An integral part of Green Wave is the Korniychukovsky Festival of Children’s Literature aimed at promoting reading, aesthetic education, and the development of literature for children and adolescents.

At the end of 2019, Odesa received the title of “UNESCO City of Literature” and joined the Network of Creative Cities of UNESCO. The Green Wave team is part of the working group “Odesa—A City of UNESCO Literature.”

Areas: Book publishing and book distribution, modern literature, reading promotion, international cultural relations, art, and education

Participants: Publishing houses, book trade enterprises, educational and cultural institutions, writers, critics, publishers, editors, artists, and cultural figures.

Visitors: Mass audience, media community, representatives of cultural, creative, educational spheres and creative industries.

### **Literature in Action Literary Congress**

(<https://www.fb.com/groups/LiteratureInAction/>)

This annual literary congress, held since 2015, is organized by the Ukrainian Literary Center NGO and is designed for professionals in the literary sector to share their experiences. It provides a great chance to learn about new opportunities in the sphere,

learn more about programs, organizations and initiatives, talk about business strategies and audience development, and get useful tools and practices that will help cultural managers in today's world. In 2021, it was held online and attracted guests from around the world.

**Participants:** Representatives of the literary sector, in particular directors and managers of cultural projects, organizations, festivals, cultural initiatives, publishing houses, libraries, and book spaces.

**Partners:** Ukrainian Book Institute, Lviv City of Literature UNESCO Office, Book Arsenal, the Publishers' Forum in Lviv NGO, Litosvita, LMGO "Dialogue" Art Council, Month of Author Readings in Lviv, Ukrainian PEN, BUT Analytical and Synthesis Bureau, the Chytomo cultural and publishing project, and others.

# Appendices

## Appendix 1: Selected Publishers

### Children's Books

#### #knigolove

Categories: Modern fiction, non-fiction, children's literature  
Contact: Iryna Shchepina: [i.shchepina@knigolove.ua](mailto:i.shchepina@knigolove.ua)  
+38 093 348 75 00  
Interests: Children's books, fiction, non-fiction  
Catalogue: <https://drive.google.com/file/d/1ebqSMKBUfBf8UEWaNp84URJgNU1iOOAn/view?usp=sharing>  
Site: <https://knigolove.com.ua/>

#### 4mamas

Categories: Literature on children's harmonic development (books on fairy tale therapy, child age psychology, children's financial literacy, emotional intelligence development, etc.)  
Contact: Kateryna Natidze: [kateryna.natidze@ranok.com.ua](mailto:kateryna.natidze@ranok.com.ua)  
+38 (095) 67-17-433  
+38 (095) 67-17-433  
Interests: Child psychology literature, 21st-century skills development in children  
Catalogue: <https://cutt.ly/dlgXqWR>  
Site: <https://www.4mamas-club.com/>

#### A-BA-BA-HA-LA-MA-HA

Categories: Children's literature and young adult literature, picture books, science fiction/fantasy  
Contact: T. Malkovych: [tmalkovych@gmail.com](mailto:tmalkovych@gmail.com)  
Site: <https://store.ababahalamaha.com.ua/>

**Apriori**

Categories: Fiction, non-fiction, children's and young adult literature, reference literature  
 Contact: [info@apriori.lviv.ua](mailto:info@apriori.lviv.ua)  
 Site: <http://www.apriori.lviv.ua/>

**Art Nation Publishing**

Categories: Children's literature, picture books  
 Contact: [producer@artnationpublishing.com](mailto:producer@artnationpublishing.com)  
 Site: <https://artnationpublishing.com/>

**ARTBOOKS**

Category: Children's literature  
 Contact: Eduard Kovalenko: [kovalenko@artbooks-publishing.com](mailto:kovalenko@artbooks-publishing.com)  
 Interests: Children's literature, adult literature, non-fiction  
 Site: <https://artbooks.ua/>

**ASSA (Agency of Skilful Specialists and Authors) Publishing House**

Categories: Children's literature and young adult literature, science fiction/fantasy  
 Contact: [zhemerova@icloud.com](mailto:zhemerova@icloud.com)  
 Site: <https://www.acca.ua/>

**Book Chef**

Categories: Children's literature, non-fiction, fiction  
 Contact: [dko@bookchef.ua](mailto:dko@bookchef.ua)  
 Interests: intellectual prose, children's books  
 Site: <https://bookchef.ua/>

**Chas Maistriv Publishing House**

Category: Children's books  
 Rights: Alina Mekhed: [alina@chasmaistriv.com.ua](mailto:alina@chasmaistriv.com.ua)  
 Contact: Oleg Symonenko, Director:  
[direction@chasmaistriv.com.ua](mailto:direction@chasmaistriv.com.ua)  
 Interests: Children's books  
 Site: <https://chasmaistriv.com.ua/>

**Chitarium**

Categories: Children's literature and young adult literature  
 Contact: [chitarium@gmail.com](mailto:chitarium@gmail.com)  
 Site: <https://chitarium.com/>

**Cristal Book**

Categories: Children's literature and young adult literature, educational literature  
 Contact: [alla\\_ypina@ukr.net](mailto:alla_ypina@ukr.net) [kristalad@ukr.net](mailto:kristalad@ukr.net)  
 Site: <http://kristalbook.com.ua/>

### **Crocus Publishing**

Categories: Children's literature and young adult literature, picture books, poetry  
Contact: [nargis.gafurova@gmail.com](mailto:nargis.gafurova@gmail.com)  
Site: <https://crocusbooks.com.ua/en/>

### **DyvoGra Social Publishing Project**

Categories: Children's literature and young adult literature, picture books  
Contact: [s.padun@dyvogra.com](mailto:s.padun@dyvogra.com)  
Site: <http://www.dyvogra.com/en/>

### **Irbis Comics**

Categories: Children's literature and young adult literature  
Contact: [kondzelka@gmail.com](mailto:kondzelka@gmail.com) [info@irbis-comics.com.ua](mailto:info@irbis-comics.com.ua)  
Site: <https://irbis-comics.com.ua/>

### **Kalamar**

Categories: Children's literature and young adult literature, history  
Contact: [olga@kalamar.ua](mailto:olga@kalamar.ua)  
Site: <https://kalamar.ua/>

### **Mamino**

Category: Children's literature and young adult literature, non-fiction, fiction, gamebooks  
Contact: Yuliya Kuznetsova: [maminopublishing@gmail.com](mailto:maminopublishing@gmail.com)  
Kateryna Perkonos, Chief Editor: [mamino.editor@gmail.com](mailto:mamino.editor@gmail.com)  
Interests: Middle-grade fiction  
Site: <http://knygarenka.com/>

### **My bookshelf**

Categories: Children's literature and poetry, young adult literature, non-fiction  
Contact: [sales.mybookshelf@gmail.com](mailto:sales.mybookshelf@gmail.com)  
Interests: Non-fiction  
Catalogue: [https://drive.google.com/file/d/1G6\\_z8Njp1HvgUkzG8PzGI8DOGeQKbmaW/view](https://drive.google.com/file/d/1G6_z8Njp1HvgUkzG8PzGI8DOGeQKbmaW/view)  
Site: <https://mybookshelf.com.ua/>

### **Nebo Bookclub Publishing**

Categories: Children's literature and young adult literature, art books, classics, science fiction/fantasy  
Contact: [nebobooklab.rights@gmail.com](mailto:nebobooklab.rights@gmail.com)  
Site: <https://nebobookshop.com.ua/>

**Pegas**

Categories: Children's literature  
 Contact: [info@pegas.ua](mailto:info@pegas.ua)  
 Site: <https://pegas.ua/>

**PET Books**

Categories: Children's literature, educational literature  
 Contact: [izdat@bet.kh.ua](mailto:izdat@bet.kh.ua)  
 Site: <http://petbooks.com.ua/>

**Publishing House Talant**

Categories: Children's literature, encyclopedias, picture books  
 Contact: [knigitalant\\_dir@ukr.net](mailto:knigitalant_dir@ukr.net)  
 Site: <https://shop.talantbooks.com.ua/>

**Ranok**

Categories: Children's literature and young adult literature, encyclopedias, picture books, toy books, activity books, textbooks, books for parents, games  
 Contact: Kateryna Natidze: [kateryna.natidze@ranok.com.ua](mailto:kateryna.natidze@ranok.com.ua)  
 +38 (095) 67-17-433  
 Interests: Picture books, fiction, business literature, encyclopedias, activity books, colouring books  
 Catalogue: [https://www.dropbox.com/s/8xwuk631kyg8kxd/RANOK\\_Rights\\_Catalogue\\_2020.pdf?dl=0](https://www.dropbox.com/s/8xwuk631kyg8kxd/RANOK_Rights_Catalogue_2020.pdf?dl=0)  
 Site: <https://www.ranok.com.ua/>

**School Publishing House**

Category: Children's literature and young adult literature, educational and teaching literature, non-fiction  
 Contact: Ilya Fedienko: [ilyafedienko.schoolbook@gmail.com](mailto:ilyafedienko.schoolbook@gmail.com)  
 +38 (067) 81-26-587  
 Interests: Children's literature and young adult literature  
 Catalogue: <https://mega.nz/folder/oh4GyKqY#7T31p4XAijYhwbnrrvTX0Q>  
 Site: <https://schoolbook.com.ua/>

**The Black Sheep Publishing House**

Category: Art books, bilingual and translated children's literature  
 Contact: Vasyl Dronyak: [booksxxi@gmail.com](mailto:booksxxi@gmail.com)  
 Liliia Shutiak, PR Manager: [shutiak@meridiancz.com](mailto:shutiak@meridiancz.com)  
 Interests: Children's literature: current issues and popular topics  
 Site: <https://www.books-xxi.com.ua/>

### **The Old Lion Publishing House**

Category: Children's and adult fiction, non-fiction  
Contact: Ivan Fedechko: [ivan.fedechko@starlev.com.ua](mailto:ivan.fedechko@starlev.com.ua)  
Interests: Children's non-fiction  
Site: <https://starylev.com.ua/>

### **Vivat**

Category: Children's and teenager literature, historical non-fiction, gift books, contemporary and classic literature, Ukrainian and foreign applied literature, opinion journalism and humanities  
Contact: Nataliia Miroshnyk: [n.miroshnik@vivat.factor.ua](mailto:n.miroshnik@vivat.factor.ua)  
+38 (097) 62-27-336  
Interests: Children's literature, fiction and non-fiction  
Catalogue: <https://drive.google.com/file/d/1R5YXx3w1Fnu0ECZCUNeLBxByQ7hJlaW8/view>  
Site: <https://vivat-book.com.ua/>

### **Vydavnytstvo**

Category: Children's and adult fiction covering sensitive social issues, equal rights, and feminism, social comic books  
Contact: Liliya Omelyanenko: [lomelyanenko@gmail.com](mailto:lomelyanenko@gmail.com)  
Interests: Graphic novels, comic books  
Site: <https://vydavnytstvo.com/>

## **School Textbooks and Academic Publishing**

### **Academia Publishing Centre**

Categories: Academic/non-fiction, textbooks, modern fiction, romance novels, children's literature and young adult literature  
Contact: [a.jabluchko@gmail.com](mailto:a.jabluchko@gmail.com)  
Site: <https://academia-pc.com.ua/>

### **Aston**

Categories: Textbooks  
Contact: [tovaston@gmail.com](mailto:tovaston@gmail.com) or [tovaston@ukr.net](mailto:tovaston@ukr.net)  
Site: <https://aston.te.ua/>

**Bohdan Publishing House**

Category: Fiction, children's literature, educational and teaching manuals, textbooks  
 Rights: Tetiana Budna: [office@bohdan-books.com](mailto:office@bohdan-books.com)  
 Contact: Diana Semak, Marketing Specialist:  
[bohdanbooksco@gmail.com](mailto:bohdanbooksco@gmail.com)  
 Interests: Children's literature for different age groups, science fiction and fantasy  
 Site: <https://bohdan-books.com/>

**Geneza**

Categories: Textbooks, children's literature, reference books  
 Contact: [genezaua@gmail.com](mailto:genezaua@gmail.com) or [geneza@geneza.ua](mailto:geneza@geneza.ua)  
 Site: <https://geneza.ua/>

**Gramota**

Categories: Textbooks  
 Contact: [sales@gramota.kiev.ua](mailto:sales@gramota.kiev.ua)  
 Site: <https://www.gramota.kiev.ua/>

**Intellect Ukraine**

Categories: Textbooks  
 Contact: [office@intellect-ukraine.org](mailto:office@intellect-ukraine.org) or  
[admin@intellect-ukraine.org](mailto:admin@intellect-ukraine.org)  
 Site: <https://intellect-ukraine.org/>

**KM-Books Publishing**

Categories: Fiction, children's literature, non-fiction  
 Rights: Vadim Aleksandrov: [ceo@kmbooks.com.ua](mailto:ceo@kmbooks.com.ua)  
 Contact: Kristina Shytiakova, Head of Marketing and PR:  
[shytiakova@kmbooks.com.ua](mailto:shytiakova@kmbooks.com.ua)  
 Interests: Fiction, children's literature, non-fiction  
 Site: <https://kmbooks.com.ua/>

**Komora**

Category: Intellectual prose, Ukrainian and translated  
 Contact: Alla Kostovska: [editor.komorabooks@gmail.com](mailto:editor.komorabooks@gmail.com)  
 Interests: Intellectual prose  
 Site: <https://komorabooks.com/>

**Litera Ltd**

Contact: [osvita-dim@ukr.net](mailto:osvita-dim@ukr.net)  
 Site: <http://www.osvita-dim.com.ua/>

### **School Publishing House**

Category: Books for children and teenagers, educational and teaching literature, non-fiction  
Contact: Ilya Fedienko: [ilyafedienko.schoolbook@gmail.com](mailto:ilyafedienko.schoolbook@gmail.com)  
+380678126587

### **Torsing**

Categories: Textbooks  
Contact: [torsingplus@gmail.com](mailto:torsingplus@gmail.com) or [knigapochta@torsing.ua](mailto:knigapochta@torsing.ua)  
Site: <https://torsing.ua/>

### **Fiction and Non-Fiction**

#### **#knigolove**

Categories: Modern fiction, non-fiction, children's literature  
Contact: Iryna Shchepina: [i.shchepina@knigolove.ua](mailto:i.shchepina@knigolove.ua)  
+38 (093) 34-87-500  
Interests: Children's books, fiction, non-fiction  
Catalogue: <https://drive.google.com/file/d/1ebqSMKBUfBf8UEWaNp84URJgNU1iOOAn/view>  
Site: <https://knigolove.com.ua/>

#### **Anetta Antonenko Publishers**

Category: Contemporary Ukrainian literature, contemporary world literature  
Contact: Anetta Antonenko: [anetta@anetta-publishers.com](mailto:anetta@anetta-publishers.com)  
+38 (066) 98-84-085  
Interests: Creative non-fiction  
Site: <https://anetta-publishers.com/>

#### **Apriori**

Categories: Fiction, non-fiction, children's and young adult literature, reference literature  
Contact: [info@apriori.lviv.ua](mailto:info@apriori.lviv.ua)  
Site: <http://www.apriori.lviv.ua/>

#### **Arthuss**

Categories: Non-fiction books about Art and Design, useful literature for creative careers, fashion and beauty, art books  
Contact: [info@huss.com.ua](mailto:info@huss.com.ua)  
Interests: Intellectual prose, non-fiction books about art and design, useful literature for creative careers  
Site: <https://www.arthuss.com.ua/>

**Book Chef**

Categories: Children's literature, non-fiction, fiction  
 Contact: [dko@bookchef.ua](mailto:dko@bookchef.ua)  
 Interests: Intellectual prose, children's books  
 Site: <https://bookchef.ua/>

**Bukrek**

Categories: Academic/non-fiction, classics, autobiography/memoirs, modern fiction, children's literature  
 Contact: [daryna@bukrek.net](mailto:daryna@bukrek.net)  
 Site: <https://www.bukrek.net/index.php/en/>

**Cartouche**

Categories: Modern fiction, non-fiction, children's literature and young adult literature  
 Contact: Livshyts Dar: [cartouche.publisher.house@gmail.com](mailto:cartouche.publisher.house@gmail.com)  
 +380936493175  
 Site: <https://bod.in.ua/kartush/>

**Center for Research on the Liberation Movement**

Categories: Non-fiction/history, documentary  
 Contact: Yaryna Yasynevysh: [history@cdvr.org.ua](mailto:history@cdvr.org.ua)  
 Interests: Memoires/history of the 20<sup>th</sup> century and Ukrainian emigration by North American authors of Ukrainian origin  
 Site: <http://cdvr.org.ua/>

**Duh i Litera**

Categories: Non-fiction (history of culture and art, biographies, history of totalitarianism and Soviet society, World War II and the Holocaust, the Revolution of Dignity 2013–2014, philosophy), contemporary poetry, children's and educational publications  
 Contact: Ihor Vynokurov: [centerjudaica@gmail.com](mailto:centerjudaica@gmail.com)  
 (099) 46-11-302  
 Interests: History, modern politics, religious studies, philosophy, culturology  
 Site: <https://duh-i-litera.com/>

**Fabula Publishing**

Categories: Biographies, business literature, self-development, historical fiction, detective fiction, drama  
 Contact: Kateryna Natidze: [kateryna.natidze@ranok.com.ua](mailto:kateryna.natidze@ranok.com.ua)  
 +38 (095) 67-17-433  
 Interests: Graphic novels, business literature, historical novels, social and psychological novels  
 Site: <https://fabulabook.com/>

### **Family Leisure Club (KSD)**

Categories: Fiction, children's books, academic/non-fiction  
Contact: [info@bookclub.ua](mailto:info@bookclub.ua)  
Site: <https://bookclub.ua/>

### **Folio**

Categories: Ukrainian and translated literature, classic and contemporary  
Ukrainian and Russian literature  
Contact: Danylo Krasovytskyi: [daniel.krass@folio.com.ua](mailto:daniel.krass@folio.com.ua)  
Mariya Subotina, PR Manager: [pr.folio1@gmail.com](mailto:pr.folio1@gmail.com)  
Interests: Fiction and non-fiction  
Site: <https://folio.com.ua/>

### **IST Publishing**

Categories: Non-fiction, visual books, comics  
Contact: Nosko Kateryna: [team@istpublishing.com](mailto:team@istpublishing.com)  
(067) 76-77-306  
Interests: Non-fiction  
Site: <https://eng.istpublishing.org/>

### **KM-Books Publishing**

Categories: Fiction, children's literature, non-fiction  
Rights: Vadim Aleksandrov: [ceo@kmbooks.com.ua](mailto:ceo@kmbooks.com.ua)  
Contact: Kristina Shytiakova, Head of Marketing and PR: [shytiakova@kmbooks.com.ua](mailto:shytiakova@kmbooks.com.ua)  
Interests: Fiction, children's literature, non-fiction  
Site: <https://kmbooks.com.ua/>

### **KOMORA**

Category: Intellectual prose, Ukrainian and translated fiction  
Contact: Alla Kostovska: [editor.komorabooks@gmail.com](mailto:editor.komorabooks@gmail.com)  
Interests: Intellectual prose  
Site: <https://komorabooks.com/>

### **Luta Sprava**

Categories: Contemporary Ukrainian nonconformist literature, ironic poetry  
Contact: Andriy Honcharuk: [info@lutasprava.com](mailto:info@lutasprava.com)  
Interests: Art house literature, show business memoirs  
Site: <http://www.lutasprava.com/>

### **Magenta Art Books**

Categories: Art books, illustrations  
Contact: [info@magentaartbooks.com](mailto:info@magentaartbooks.com)

**Meridian Czernowitz Publishing**

Categories: Fiction by contemporary Ukrainian authors (prose and poetry),  
bilingual and translated  
 Contact: Evgenia Lopata: [office@meridiansz.com](mailto:office@meridiansz.com)  
 +38 095 330 69 45  
 Interests: Contemporary prose and poetry  
 Catalogue: <https://drive.google.com/file/d/16a9ZFy6L3ibE6T31aODWEh1BcLJjyjlH/view>  
 Site: <http://www.meridiansz.com/>

**Mystetstvo**

Categories: Art books, illustrations  
 Contact: [mystetstvo@ukr.net](mailto:mystetstvo@ukr.net)

**Nash Format Publishers**

Categories: Academic/non-fiction, autobiography/memoirs, professional/business  
 literature, psychology/motivation literature  
 Contact: [shchepina@nashformat.ua](mailto:shchepina@nashformat.ua)  
 Site: <https://nashformat.ua/>

**Nora-Druk**

Categories: Fiction, thrillers, crime, biography and autobiography  
 Rights: Eleonora Simonova: [e.simonova@nora-druk.com](mailto:e.simonova@nora-druk.com)  
 Contact: Mykola Kravchenko, Co-Founder: [nora-dryk@ukr.net](mailto:nora-dryk@ukr.net)  
 Interests: Fiction, thrillers, crime, biography and autobiography  
 Site: <https://nora-druk.com/>

**Oldi+**

Categories: History, non-fiction, children's literature  
 Contact: Larysa Lysenko: [book@oldiplus.ua](mailto:book@oldiplus.ua)  
 +38 050 915 34 54, +38 068 517 50 33  
 Interests: Intellectual prose  
 Catalogue: <https://oldiplus.ua/file/catalog.pdf>  
 Site: <https://oldiplus.ua/>

**Olha Freimut's Snowdrop Publishing House**

Categories: Modern fiction, non-fiction, children's literature  
 Contact: [ntanasyshyn@gmail.com](mailto:ntanasyshyn@gmail.com)  
 Interests: Intellectual prose, non-fiction  
 Site: <https://snowdrop.com.ua/>

### **Osnovy Publishing**

Categories: Art books, photography books, books about architecture and art, non-fiction, coffee-table books  
Contact: Nadia Chervinska: [nadiachervinska@osnovypublishing.com](mailto:nadiachervinska@osnovypublishing.com)  
+380443310249  
Interests: Non-fiction  
Site: <https://osnovypublishing.com/en/>

### **Pabulum**

Categories: Academic/non-fiction, autobiography/memoirs, professional/business literature, psychology/motivation literature  
Contact: [ir.osadchuk@gmail.com](mailto:ir.osadchuk@gmail.com)  
Site: <https://www.pabulum.com.ua/>

### **Rodovid**

Categories: Academic/non-fiction, art books, photography  
Contact: [rodovid2@gmail.com](mailto:rodovid2@gmail.com)  
Site: <https://rodovid.net/en/>

### **Samit-knyha**

Categories: Academic/non-fiction, fiction, classics, poetry, children's literature  
Contact: [office@sbook.com.ua](mailto:office@sbook.com.ua) or [fomenko.j@sbook.com.ua](mailto:fomenko.j@sbook.com.ua)  
Site: <https://sbook.com.ua/>

### **SMOLOSYP**

Categories: Non-fiction (memoirs, history, political science, documents), fiction (contemporary Ukrainian literature, poetry, Ukrainian classic literature of the 20th century)  
Contact: Olga Pogynaiko: [smoloskyp.rights@gmail.com](mailto:smoloskyp.rights@gmail.com)  
Interests: Non-fiction (history, memoirs, political science)  
Site: <http://www.smoloskyp.org.ua/>

### **Tempora**

Categories: History, autobiography/memoirs, academic/non-fiction, fiction  
Contact: [chitarium@gmail.com](mailto:chitarium@gmail.com) or [tempora@ukr.net](mailto:tempora@ukr.net)  
Site: <https://www.tempora.com.ua/en/>

**Tyt**

Categories: Comics, illustrated children's books (fantasy, adventures), teenage prose  
 Contact: [tutappstut@gmail.com](mailto:tutappstut@gmail.com) or [knygarnya@icloud.com](mailto:knygarnya@icloud.com)  
 +380683158433  
 Interests: Comics

**Ukrainian Priority**

Categories: Ukrainian fiction  
 Contact: [ukrainian.priority@gmail.com](mailto:ukrainian.priority@gmail.com)  
 Site: <https://www.uapriority.com/>

**Vikhola**

Categories: Modern non-fiction from Ukrainian authors, psychology, lifestyle literature, science fiction  
 Contact: Iryna Shchepina: [vikholapublisher@gmail.com](mailto:vikholapublisher@gmail.com)  
 +380933487500  
 Catalogue: <https://drive.google.com/drive/folders/1sGyxGFloEBQp1ZfziMfEdOnkVXPCCW9v>  
 Site: <https://www.vikhola.com/>

**VIVAT**

Category: Children's and young adult literature, historical non-fiction, gift books, contemporary and classic literature, Ukrainian and foreign applied literature, opinion journalism and humanities  
 Contact: Nataliia Miroshnyk: [n.miroshnik@vivat.factor.ua](mailto:n.miroshnik@vivat.factor.ua)  
 +380976227336  
 Interests: Children's literature, fiction and non-fiction  
 Catalogue: <https://drive.google.com/file/d/1R5YXx3w1Fnu0ECZCUNeLBxByQ7hJlaW8/view>  
 Site: <https://vivat-book.com.ua/>

**Yakaboo Publishing**

Categories: Self-help and motivational literature, books about health, books about personal finance, information literacy, non-fiction, children's books  
 Contact: Anna Oksentiuk: [anna.oksentiuk@yakaboo.ua](mailto:anna.oksentiuk@yakaboo.ua),  
 +380932449776  
 Interests: Non-fiction titles in such categories as motivation and self-help, health, lifestyle, food and wine, psychology and relationships, management and leadership, biography, politics and government  
 Site: [https://www.yakaboo.ua/book\\_publisher/view/Yakaboo\\_Publishing/](https://www.yakaboo.ua/book_publisher/view/Yakaboo_Publishing/)

### **Yizhak**

Categories: Cookbooks  
Contact: [olena@yizhakultura.com](mailto:olena@yizhakultura.com)  
Site: <https://eng.yizhakultura.com/>

### **Specialized Literature**

#### **Helvetica Publishing House**

Categories: Specialized literature  
Contact: [mailbox@helvetica.com.ua](mailto:mailbox@helvetica.com.ua)  
Site: <http://helvetica.com.ua/>

#### **Liha-Pres**

Categories: Specialized literature, textbooks  
Contact: [editor@liha-pres.eu](mailto:editor@liha-pres.eu)  
Site: <http://liha-pres.eu/en>

#### **Lira-K**

Categories: Academic literature, specialized literature, textbooks  
Contact: [lira-k@ukr.net](mailto:lira-k@ukr.net)  
Site: <http://lira-k.com.ua/>

#### **Medytsyna**

Categories: Medical literature, textbooks  
Contact: [med@medpublish.com.ua](mailto:med@medpublish.com.ua) [med@society.kiev.ua](mailto:med@society.kiev.ua)  
Site: <https://www.medpublish.com.ua/>

#### **Muzychna Ukrayina**

Categories: Notes, musical literature  
Contact: [muzukr1975@gmail.com](mailto:muzukr1975@gmail.com)  
Site: <http://muzukr.com/>

#### **Nova Knyga Private Enterprise**

Categories: Music books, medical educational books, medical educational atlas, educational books on foreign language learning, educational books on arts and music  
Contact: Viktor Georgiiev: [info@novaknyha.com.ua](mailto:info@novaknyha.com.ua)  
+38 067 78 58 918  
Interests: Medical educational books, educational books on foreign language learning  
Site: <http://nk.in.ua/>

**Pravo**

Categories: Legal literature, textbooks  
 Contact: [kiev@pravo-izdat.com.ua](mailto:kiev@pravo-izdat.com.ua)  
 Site: <https://pravo-izdat.com.ua/>

**State Enterprise All-Ukrainian Specialized Publishing House “Svit”**

Categories: Scientific literature, science fiction, fiction for all ages,  
 reference books, educational literature  
 Contact: [svit\\_vydav@ukr.net](mailto:svit_vydav@ukr.net)  
 +38 (032) 235-68-90; +38 (032) 235-65-25  
 Site: <http://svit.gov.ua/>

**Tochka**

Category: Braille Books  
 Contact: Larysa Hobeliovska: [farba7@live.com](mailto:farba7@live.com)  
 Interests: Contemporary inclusive prose, books in universal design  
 books and books for specialized education  
 Site: <https://sites.google.com/view/tochkaprint/%D0%B3%D0%BB%D0%B0%D0%B2%D0%BD%D0%B0%D1%8F?fbclid=IwAR1AbSk5e3L0TkcUdb7BtHNxXByom9pz1m4Ir54qQd4HBAhzbMCohpvmg6s>

## Appendix 2: Selected Booksellers

### **Book24**

Site: <https://book24.ua/>

### **Bookling**

Site: <https://bookling.ua/>

### **Bookopt**

Site: <https://bookopt.com.ua/>

### **Bukva**

Site: <https://bukva.ua/>

### **KMBooks**

Site: <https://kmbooks.com.ua/>

### **Knyholand**

Site: <https://knigoland.com.ua/>

### **Knyharnya “Ye”**

Site: <https://book-ye.com.ua/>

### **KSD/Family Leisure Club**

Site: <https://bookclub.ua/>

### **Nash Format**

Site: <https://nashformat.ua/>

### **Ranok**

Site: <https://www.ranok.com.ua/>

### **Vivat**

Site: <https://vivat-book.com.ua/>

### **Yakaboo**

Site: <https://www.yakaboo.ua>

# About the Authors

**Iryna Baturevych** is deputy director and head of the strategic planning and analytics department of the Ukrainian Book Institute (UBI), co-founder of the Chytomo media project (NGO), and an observer of publishing markets. She is the coordinator of UBI's research projects and a co-organizer of the 2018 Ukrainian Reading and Publishing Data study. Iryna has 10 years of experience in publishing and media, and was previously a lecturer at the Institute of Journalism of the Taras Shevchenko National University (Kyiv).

**Iryna Bielkina** is an analyst at the Ukrainian Book Institute, and educated in international economics and marketing in Ukraine, Denmark, and Italy. She previously worked in NGOs in Israel and Brazil.

The Ukrainian Book Institute is a government entity affiliated to the Ministry of Culture and Information Policy of Ukraine. Its mission is to develop state policy in the book sector, promote reading in Ukraine, support book publishing, encourage translation activity, and popularize Ukrainian literature abroad.







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