



LIVRES CANADA BOOKS®

The Book Market in Turkey for Canadian Publishers

Report of the Livres Canada Books
Scouting Mission to Turkey,
November 8–12, 2014

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A special thanks to AnatoliaLit Agency (www.anatolialit.com) staff and Amy Spangler (amy@anatolialit.com), who made our Scouting Mission a success.

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We acknowledge the financial support of the Government of Canada through the Canada Book Fund at Canadian Heritage

Canada 

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Introduction and Overview of the Turkish Book Market

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The Scouting Mission to Turkey and the Istanbul Book Fair was a very useful way to gain direct knowledge of the Turkish publishing market and to understand its potential for Canadian publishers. Over the course of five very full days of meetings, the delegation met with over 40 publishers and three literary agencies. The delegation also gave a presentation of the Canadian market to more than 15 Turkish publishers.

The meetings ranged from those with just a single editor to those that included managing directors and a variety of editors and rights agents. Without fail, the reception we received was warm, friendly, enthusiastic, and hospitable. Tea, Turkish coffee, and water were invariably offered before the start of any meeting.



Photo credit: Livres Canada Books

Left to right John Yates, Judy Brunsek, Amy Spangler and Carole Boutin

Turkey has about 75 million inhabitants. Istanbul has at least 15 million inhabitants. According to some, the city often represents about 60% of many publishers' sales. It is densely populated, ranked the 19th in the world, and has the problems common to such cities—infrastructure upkeep and development, underdeveloped public transit, which results in too many cars on the road and the concomitant traffic woes and pollution, and so on. It is, however, a fascinating place with deep historic roots and importance while also an extremely cosmopolitan city.

Many publishers talked freely about the political issues of the country. The current government's push to impose more religious ways of being seem to rub many secular Turks the wrong way, as they have enjoyed a long history of openness to other cultures and religions. Other than the specifically conservative ones, most publishers tended to rail against the current push to more strictness and religiousness.

Over the course of the five days, and during our meetings, there were several patterns that emerged:

Structures in the Market

- It is a lively publishing market with many players, both big and small. In many cases, the larger publishers have other divisions, such as printing and distributing, and some are bookstore/book chain owners. This gives them both forward and backward integration and enables them to control much larger parts of their businesses.
- In 2013, 1,732 publishers were mostly functioning in three key areas/cities: Istanbul, Izmir, and Ankara. Obviously, for the right kind of book and right kind of list, this market could present significant potential for Canadian publishers. However, a number of the publishers are quite small and some of them live precarious existences—although that is perhaps no different from our own market. Others, however, are quite robust and produce a high number of books annually.
- There are 150 distributors (three majors: Final, Nobel, and Alfa) in the country that manage shipping books to both bookstores and schools. It appears as though they are the only ones connecting the publishers to their customers, and there are many publishers challenged by dealing with the distributors when it comes to payment, fairness, and so on.
- The library market and infrastructure is not strong at all. Most publishers do not see it as a viable source of revenue for them.
- There are very few companies that are long-standing (history of 50–80 years), a number of them in a mid-range (20–35 years), and a good number of them with business histories of 10 years or less.
- Unfortunately, we did not get a clear picture on the sales structures of the publishers and/or distributors. It wasn't clear whether publishers had their own sales forces or depended on those of the distributors to do the marketing of their books to the stores and schools. Some of the bigger companies did have sales forces, but with others it was more difficult to get facts about this area.
- Book piracy is an ongoing issue in the country. The government has started issuing holograms to publishers for inclusion in books to help control this but it continues to be a problem because enforcement seems to be lax.
- Publishers reach the market predominantly through retail bookstores, of which there are more than 9,500. Some publishers own retail bookstores, where they sell their own titles exclusively. Those publishers, and others who do not have their own bookstores, also sell to bookstores that sell multiple publishers' works. We visited a number of bookstores (those owned by publishers and those by independent retailers) while in Istanbul, and most of those stores had the vast majority of their floor space dedicated to books, in contrast to Canada, where general merchandise, electronics, and toys are taking an increasingly large percentage of the floor space of some retailers.

Publishing Strategies and Content

- Everyone we met acquires rights to foreign published books, with the majority of them coming from English, French, and German publishers. The United States and United Kingdom dominate the English-language licensing.
- Most companies have editors who are at least bilingual, being able to read in English as well as their native Turkish. Some have staff editors who read French, Italian, and German, but mostly

they need to find readers for those other languages. French publishers would do well to have translation samples and full tip sheets in English to help sell their books.

- Many have used aggressive rights acquisition to both ramp up publishing programs and feed monthly publication schedules. Most publishers have aggressive annual title publication targets (200–1,000 titles per year); only a few have more modest outputs (12–50 titles per year).
- The lists all have a lot of fiction across a broad range. Most publishers look for and publish literary fiction—including many big-name Canadians—as well as publishing in commercial genres like romance, women’s fiction, and thrillers. We met just one publisher who does fantasy and sci-fi as a focus.
- The nonfiction is usually of a high intellectual quality in the areas of philosophy, politics, art, culture, and history, with just a smattering of business books. In addition, there is a growing market for health titles and a strong market for cookbooks and books about food, the latter not surprising, since there is a strong culture around the foods of the country.
- The ebook market is very new in Turkey and not well developed. There is a company, Libronet, that is trying to put an e-reader on the market and provide conversion and distribution services in the market to increase it and to keep some control domestically.



Photo credit: Livres Canada Books
Left to right John Yates, Judy Brunsek and book fair visitors

Information on the Economy and Society¹

Area: 783,562 km²

Situation: 3% of the land area lies in Europe (Eastern Thrace), 97% in Asia Minor (Anatolia)

Population: 75,176,000 (2012)

Population growth: 1.3% (2012), 1.5% (2011), 1.5% (2010)

Literacy rate: 91%

Gross domestic product: USD \$786.4 billion (2012)

¹ Information in this section adapted from the [Frankfurter Buchmesse Website](#)

Per capita GDP: USD \$10,504 (2012), USD \$10,173 (2011)
GDP growth: 3.7% (2013), 2.2% (2012), 8.8% (2011)
Inflation rate: 6.8% (estimate 2013), 6.5% (2012), 10.5% (2011)
Unemployment: 9.3% (July 2013), 9.2% (2012)
Bank interest rate: 12%
Exports: USD \$152 billion (2012)
Imports: USD \$236 billion (2012)
Demographic structure: 25% of the population is younger than 25; approximately 7.4% over 65.
Private Internet connections: 47% (2012)
Cell/smart phone use: 91% (2012)
Primary and secondary school pupils: 13.9 million (academic year 2012–2013)
Students in universities and colleges: 3.5 million. There are 1 million university graduates per year.

Figures of the Overall Book Market²

Number of publishers active in 2013: 1,732 (100 published 90% of all publications)
Number of bookstores: 9,574
Number of libraries: 1,521 (145 in Istanbul)
Number of distributors: 150
Number of titles (according to ISBN data 2013): 47,352
Number of books produced: 536,259,040
Number of books per capita: 7.1
Distributors: three major distributors cover 75% of the market, Final, Nobel Tip, and Alfa
Language of business: The foreign language of business is English for people below the age of 45. French is spoken by older people.

Booksellers³

The major booksellers are:

[NT](#)

Largest bookstore chain
140 shops across Turkey

[D&R](#)

Owned by Doğan Media Group

[Remzi](#)

[Inkilap](#)

15 shops, mainly in shopping malls
It is a bookseller and a publisher

² Information in this section adapted from *The Book Market in Turkey 2014*, Turkish Publishers Association, and from the Livres Canada Books webinar on Turkey, Kalem Agency

³ Information in this section adapted from *The Book Market in Turkey 2014*, Turkish Publishers Association, and from the Livres Canada Books webinar on Turkey, Kalem Agency

Online Booksellers⁴

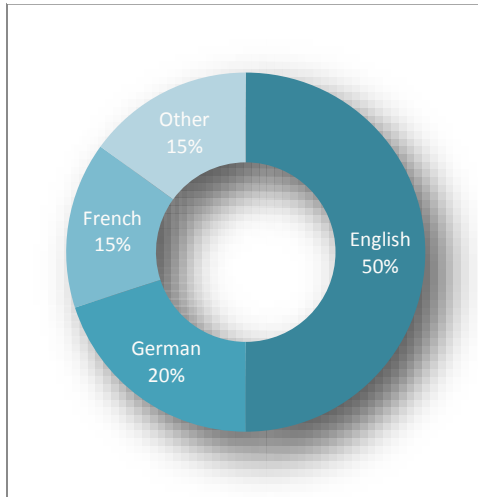
There are two major players in online retail:

www.idefix.com

www.kitapyurdu.com

Translations

Figure 1: Breakdown of book translation by language in Turkey

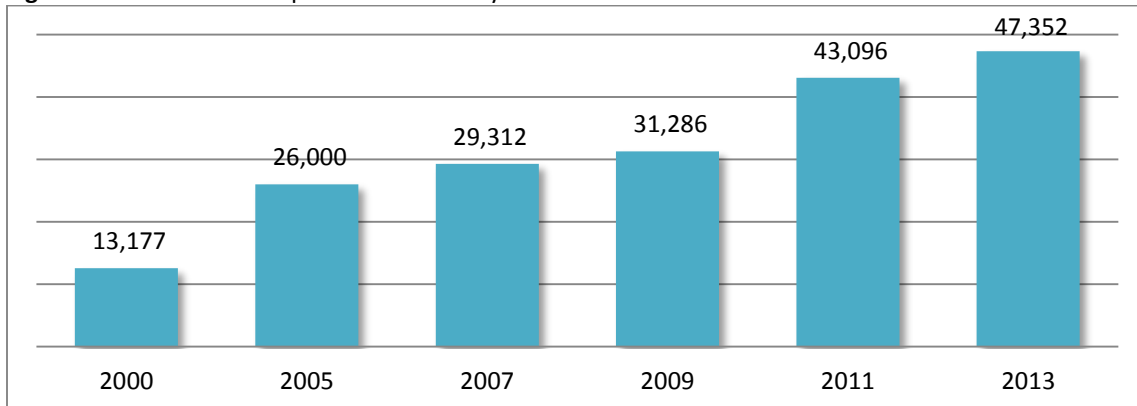


Of the total new books published, an estimated of 45% to 55% are translated and this percentage increase every year. Fifty percent of translated titles are from English, 20% from German, and 15% from French.

Source: Livres Canada Books webinar on Turkey, Kalem

New Titles

Figure 2: Number of titles produced in Turkey in 2013



Source: *The Book Market in Turkey 2014*, Turkish Publishers Association

⁴ Information in this section adapted from *The Book Market in Turkey 2014*, Turkish Publishers Association, and from the Livres Canada Books webinar on Turkey, Kalem Agency

The number of titles produced in 2013 was 47,352. They can be categorized as follows:⁵

Adult Fiction: 6,637 titles
Adult Nonfiction: 9,611
Children's and Young Adult: 8,130
Educational: 12,565
Academic: 7,003
Religion: 3,406

The 47,352 titles are registered as the following formats:

Books: 42,655
Ebooks: 4,280
Audiobooks: 19
Maps: 21
Other 377

VAT on Books

VAT is 8% on books and 1% on religious books. There is no fixed pricing in Turkey.

Digital Publishing

The digital publishing marketing represents less than 1% of the total book market. The Turkish market has limited interest in digital books. Many publishers reported that sales of digital books were non-existent and that readers were interested only in print products. Many US publishers do not offer digital rights for translation to Turkish. Amazon does not sell the Kindle or offer Kindle content in Turkey. Low ebook sales may therefore be partially attributed to a lack of content.

TEDA Translation and Publication Grant Program⁶

Within the scope of the program entitled Promotion of Turkish Literature Abroad (TEDA), translations of many titles of Turkish literature were supported between 2005 and 2014.

Among the 1,599 sponsored titles, 1,205 titles have been published in 61 countries and in 56 languages.

Banks

When the Turkish republic was formed in 1923, writing was changed from Arabic to Latin-based characters. Banks formed publishing companies to encourage reading. Some banks still own publishers. The publishing operations run independently of the banks, which do not interfere with editorial policies nor provide funding or require a financial return. Those publishers are required to fund their operations

⁵ Information in this section adapted from *The Book Market in Turkey 2014*, Turkish Publishers Association

⁶ Information in this section adapted from *The Book Market in Turkey 2014*, Turkish Publishers Association

as any commercial entity would—from their sales. Some of the publishers we visited were located in bank offices.



Photo credit: John Yates
Türkiye Bankası Kültür Bookstore

Istanbul Book Fair

Even with a location far outside of the center of the city, the Istanbul Book Fair is a very important event for Turkish publishers, because they can present the entire catalogue. The fair receives 500,000 visitors annually.



Photo credit: Livres Canada Books
Istanbul Book Fair

The Children's Book Perspective

Judy Brunsek, Owlkids Books/Bayard Canada

- In terms of children's books, the dominant impression is that most publishers like to publish in series, both fiction and non-fiction, although there are standalone books. However, many publishers are searching for content and told us they do consider standalone books and shorter series. They also welcome the option of dividing up books into smaller sections, should that tactic fit the content, to enable them to create a series.
- Children's book prices are very low; thus, longer books outside of well-known fiction are not common.
- Most of the big US/UK authors are represented in the market along with a number from Germany, France, and Scandinavia.
- A lot of the artwork used in these books appears to be computer generated, but given the extensive use of series publishing, this is not surprising. Still, the publishers we met with were very responsive to art that was original, fun, and appropriate for the book's content.
- Children's publishers tend to focus on either bookstores or schools; some use both, but not often. They have different sales forces for each market and are required to work through distributors, which can sometimes be a challenge, especially for smaller companies.
- School textbooks are provided by the state. Any supplementary books for children are purchased by the children and their families and those decisions are often heavily influenced by what teachers in schools suggest. Those teachers are being targeted directly by the publishers, often with extensive catalogues that include full teacher's guides. According to one publisher, teachers are not allowed to make such recommendations but do so anyway as a way to help their students do well. The books are purchased directly at school through the publisher or sometimes at bookstores.
- There is a large market of test preparation guides, as the school system has a hierarchy of schools and the best results will get a student into the best schools. It is apparently a very competitive area for kids and families, with the usual desire for families to ensure the best possible schooling for their kids. Not so different from many countries in the world.
- Age ranges for books are divided: 3–5 years old, 6–10 years old, 10–14 years old, and 14+.
- Middle grade and YA fiction were very well represented at the Istanbul Book Fair.

Pricing, Formats, and Licensing

- Book prices for children's books (in fact for most books) are very low, ranging from 5 Turkish lira (TRY), which is about CAD \$2.50, to perhaps TRY ₺30 (CAD \$15). There are some higher quality books with higher costs, but most are in that price range.
- Trade paperback is the dominant format in most categories, especially fiction for all ages.
- Print runs are generally small and in the range of 1,000–1,500 units as a first print run, although we did hear of publishers having 100,000-copy first print runs for books by major authors or political figures. Often, they prefer to reprint than to inventory. Having seen the relatively small size of one distribution operation housed in a publishing company's lower three floors, these print runs make sense.

- Royalty rates tend to be 8% for adult books, whereas children’s books have rates in the 6–7% range. Advances tend to be quite small when considering the low prices of books and low print runs.
- The publishers we met during the trip all license a lot of content. They publish on a monthly schedule and need to keep books coming. An estimated average percentage of licensed content would be anywhere between 50% and 80% of annual output. The publishers have well-established contacts with UK and US publishers, but this need for content in a very competitive market should be a great opportunity for Canadian publishers.
- The design esthetic of the books is very high and stylish, although publishers often use the covers created by the originating publisher, with only small modifications. Overall, the look of books in the adult and YA categories is very sophisticated, while there is a greater range in children’s books with some sophistication but many pop-like images that adopt more of a Disney look than one that might be described high-end.
- There are publishers who create series or new imprints to put books into the market and help them create frameworks for design and marketing books.



Photo credit: Livres Canada Books
 Left to right John Yates, Judy Brunsek , François Charette, Carole Boutin and Yasmin Yener of Bilgi

In all, the Scouting Mission netted solid information and a good sense of most of the market, which is lively, competitive, and eager to connect with publishers from around the world. English-language facility with people in the industry would give an advantage to English-language publishers seeking to enter the market simply through ease of communication. The children’s market is active, although it may have more generic approaches, with the demand for series, but there is also strong apparent interest in good, solid standalone material that would be either educational or entertaining in content.

The Adult Trade and French-Language Perspective

Carole Boutin, Groupe Librex

General Points

The various coups that have occurred in Turkey have had a very clear impact on the publishing industry. The outcome has been that translations account for about two-thirds of the country's published literature.

Since the return of civilian rule in 1983, publishing has been on the rise. The average print run for general literature hovers between 1,000 and 1,500 copies; however, it reached 5,000 copies in the 1970s. Bestsellers and self-help books have the largest print runs.

During the 1990s, several independent publishers emerged but they must compete with large media groups that have extended their activities to publishing. For example, the Egmont Group (Denmark) bought back 50% of shares of Doğan Egmont in 2005.

Another fact specific to Turkey is that several banks have historically been active in the publishing industry and are selling at fairly low prices. To survive against these competitors, independent publishers have needed to adapt and find their place between the publishing structures held by banks and those of large media groups that have all possible means for advertising and promotion. Largely thanks to a younger readership, independent publishing has been able to distinguish itself and occupy a prominent place in the book market.

The vast majority of books published in 2013 were for a school-age audience. The most notable titles published for adult readers were in the nonfiction category: essays, biographies, and self-help books, which are traditionally bestsellers in Turkey. Some major players have begun publishing books for children, which is a growing segment.

As mentioned in the introduction, in 2013, the ISBN Agency identified 1,732 publishers in Turkey, with a high concentration in Istanbul (80%)—a fabulous city located halfway between European and Asian cultures—Ankara (17%), and Izmir (3%).

The average price for a book is TRY ₺30 or about CAD \$15 for hardcovers and TRY ₺15 or about CAD \$7.50 CAD for paperbacks.

Translation

Approximately 45–55% of titles published in Turkey are translations. The vast majority are works translated from English, followed by German, French, Arabic, and Italian. These languages represent 89% of all translations.

Most publishers from large publishing houses are bilingual (Turkish / English). Very few speak French; hence the need for French publishers to translate catalogues, sales brochures, and excerpts from these books into English.

The Scholarly Perspective

John Yates, University of Toronto Press

Economic Climate

The Turkish Scholarly Publishing Market: Key Information

Sales of academic titles: USD \$65 million in 2013

Number of academic titles published in 2013: 7,003

Ebooks published as a percentage of all books: 4.8% (ePub3 is often used)

Ebook price as a percentage of print title average: 50%

Ebook revenues as a percentage of total print revenue: <1%

Average price of an academic book: USD \$10

Typical trade discount: 40–45%

Typical print run for a scholarly press: 1,000–2,000 copies for three years of sales

Major retail bookstores: NT (140 stores in Turkey and 18 stores abroad), and D&R (approximately 100 stores in Turkey)

Number of public universities: 123

Tuition at public universities: The no-cost entrance to universities is based on entrance exam results.

Number of private universities: 73

Tuition at private university (undergrad): USD \$7,500–\$25,000 per year

Number of university students: 5.5 million

Number of years for an undergrad degree: 4

Number of libraries that purchase scholarly books: 15–20

Market

Two of the traditional markets for scholarly presses in North America are the academic library market and the course book market. Neither of these is significant for scholarly publishers in Turkey.

Although there are a reasonable number of public and private universities, many of these institutions have modest, if any, libraries, and consequently sales into the library market are very limited. A sale of 15 to 20 copies of a scholarly work was typical.

Copyright is not widely respected in the academic market. Faculty often make available to students a copy of a book to facilitate photocopying. Reportedly, 95% of students use such illegal copies. Price is the driving factor behind the copying, as the price of a soft-bound photocopied book is reduced by approximately 50% to TRY ₺5 (approximately \$2.50 CAD).

Given that two of the three traditional markets (university libraries and university course books) for scholarly publishers are not economically attractive, publishers focus on the educated reader. The competition in this market is significant, as there are many (more than 1,000) Turkish publishers that also focus on the adult trade non-fiction market.



Photo credit: John Yates

In addition, very little financial support is provided to any publishers by the government, making a difficult environment that much more challenging. The government support that is provided is limited to some funding to attend book fairs. Due to the challenging climate for publishers of all types, it is apparently quite common for publishers to go bankrupt. At the same time, new publishers are frequently launched.

Translations of previously published works in English, French, German, and Spanish were quite important to all the publishers that we met. In many cases, translations accounted for more than 50% of the publishers' lists. In some cases, all of their lists were made up of translated titles.

Turkish-language titles comprise the vast majority of the market. Therefore, sales of English-language titles are limited. Most foreign publishers focus on selling rights to Turkish publishers. It is unclear whether Turkish publishers generally have a good track record of paying royalties for rights deals. One advantage of working through agents (see below) is that they would have a good sense of the credibility of the publishers; therefore, the risk of non-payment may be reduced.

One of the Turkish practices is that all titles are printed with the imprint on the cover.

Scholarly Publishers

We met one university press: Boğaziçi University Press

Boğaziçi University Press is sponsored by Boğaziçi University Foundation and has been publishing books since 1995. It publishes approximately 20 books per year. Its mission is to contribute to the scientific culture in Turkey by publishing original works and translations of pioneering authors. BU Press publishes in a wide range of subjects including genetics, philosophy, evolution, linguistics, neuroscience, cultural history, engineering, and education. Performing arts have a special emphasis, with works focusing on music, drama, and film studies. All manuscripts go through the peer review process. A ten-person editorial board, nine members of which are professors in different fields, decides which books will be published.

Other scholarly publishers include:

[Ankara University Press](#)

Founded in 2010, Ankara University Press has published 19 titles so far, ranging from Anatolian geology to a Korean-language teaching book. No titles in translation.

[Bilgi University Press](#)

Founded in 2000, Istanbul Bilgi University Press publishes academic works, and has published about 300 titles so far. Bilgi University Press' field of activity is translations and original works in the fields of the social sciences, political science, philosophy, economics, arts, history, and literary theory. Bilgi University Press aims to publish books on subjects that could be seen as controversial in Turkish society.

[Koç University Press](#)

Koç University Press aims to contribute to the advancement of society through its publications in sciences and technology, the social sciences, law, humanities, arts, and literature. The press reflects Koç University's commitment to excellence in research, interdisciplinary inquiry, creative work, and education within and outside the classroom. Through English-language publications, the press addresses a global audience in order to disseminate research and scholarship in various disciplines and across borders. By publishing original works in Turkish, KUP aims to contribute to knowledge as well as to promote and enhance the use of Turkish in a scientific and scholarly context. The Turkish-language publications also introduce the most recent scholarship produced in foreign languages to a local audience. The audience that KUP hopes to reach includes not only university students and academics but also professionals from various fields and the general public interested in scholarly work.

[Libra Books](#)

Libra publishes mostly MA and PhD dissertations in English, Turkish, and occasionally French, all in their original languages. They apparently do not have a rigorous editorial process.

[Odtu Yayıncılık](#) (METU Press)

Started in 1996, METU Press has since published nearly 150 titles in various genres, such as academic and bestselling general fiction and non-fiction works. METU Press aims to make Turkish-language scholarly books accessible to general readers as well as academic readers and also publishes quality translations.

[Oxford University Press](#) (in Turkey)

Oxford Yayıncılık Limited, a foreign investment enterprise, was founded in 1994. Oxford is committed to providing quality materials for English-language teaching and reliable service to schools, including educational support to teachers.

[Sabancı University Press](#)

SUP has published 25 titles, most in translation, and all in the early 2000s.

Translation Rights

Meetings were held with over 40 children's, adult trade, and academic publishers of which quite a number had interest in acquiring Turkish rights to scholarly books. Given the nature of the Turkish

market, there was little interest in acquiring the rights for monographs or course books. Interest was mainly limited to books that had potential appeal to the general reader. Given the level of interest in acquiring Turkish-language rights, working through an agency can be a good alternative for securing deals.

Appendix 1: Contacts in Turkey

PUBLISHERS

Academic

Alef

www.alefyayinevi.com

Publisher: Sinan Kilic, sinan@alefyayinevi.com

Alfa

www.alfakitap.com

Foreign Rights: Chantal Hamelinck, copyrights@alfakitap.com

Ayrıntı

www.ayrintiyayinlari.com.tr

Rights Director: Gökçe Alper, gokce@ayrintiyayinlari.com.tr

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Büyülfener Publishing House

www.buyulufener.com

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Everest

www.everestyayinlari.com

Editor: Başak Güntekin, basak@everestyayinlari.com

İletişim Publishing

www.iletisim.com.tr

Foreign Rights: Bahar Siber, bsiber@iletisim.com.tr

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www.alakarga.com.tr

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Alef

(literary fiction)

www.alefyayinevi.com

Publisher: Sinan Kilic, sinan@alefyayinevi.com

Alfa

www.alfakitap.com

Foreign Rights: Chantal Hamelinck, copyrights@alfakitap.com

Altın

www.altinkitaplar.com.tr

Editor & Foreign Rights Director: Oya Alpar, oyaalpar@altinkitaplar.com.tr

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www.aprilyayincilik.com

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(literary fiction)

www.ayrintiyayinlari.com.tr

Rights Director: Gökçe Alper, gokce@ayrintiyayinlari.com.tr

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www.buyulufener.com

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(literary fiction)

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İletişim

(literary fiction)

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İnkılap

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İş Türkiye Bankisi Kültür

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İthaki

www.ithaki.com.tr

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Jaguar

(literary fiction)

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BOOKSELLERS/ DISTRIBUTORS/ WHOLESALERS

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www.babil.com

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Appendix 2: Annotated Contact List Organized by Meeting

Publisher name, contact, and time in business	Annual Output	Categories	% Licensed	Comments
<p>Alef www.alefyayinevi.com</p> <p>Sinan Kilic, Publisher sinan@alefyayinevi.com</p> <p>8-year-old company</p>	12 books/year	<p>Mostly adult literary (contemporary fiction, very literary, e.g., John Updike) but does publish children’s books with a literary bent.</p> <p>Also publishes philosophy.</p>		
<p>Alfa www.alfakitap.com</p> <p>Chantal Hamelinck, Foreign Rights copyrights@alfakitap.com</p> <p>Basak Güntekin basak@everestyayinlari.com</p> <p>Buyulu Fener (Children’s imprint)</p> <p>Zarife Biliz zarifebiliz@buyulufener.com</p>	80–100 books/year, 6,000 titles in print	<p>Independent group with five imprints. It is a printer and a distributor.</p> <p>Alfa nonfiction, self-help, science, and philosophy.</p> <p>Kope: Islamic studies.</p> <p>Artemis: YA and children’s books.</p> <p>Children’s imprint is relatively new and being built from pre-school and up.</p>	50%	Has both printing and distribution operations in addition to the publishing one.
<p>Altin www.altinkitaplar.com.tr</p> <p>Oya Alpar, Editor and Foreign Rights (he is not the Children’s Books editor) oyaalpar@altinkitaplar.com.tr</p>		<p>Trade publisher.</p> <p>Picture books, middle grade fiction, and nonfiction.</p>		
<p>April www.aprilyayincilik.com</p>		Adult fiction and nonfiction. Publishes		

<p>Nazli Berivan, Editor nazli@aprilyayincilik.com</p> <p>5-year-old company</p>		<p>bestsellers (e.g., Jodi Picoult, Emily Giffin).</p> <p>Publishes literary, communications, cultural, and philosophy.</p>		
<p>Ayrinti www.ayrintiyayinlari.com.tr</p> <p>Gökçe Alper, Rights Director gokce@ayrintiyayinlari.com.tr</p> <p>27-year-old company</p>	<p>850 books in print 75–80 books/year</p>	<p>Adult fiction and nonfiction, literary (e.g., Nelly Arcan, Northrop Frye, Charles Taylor).</p> <p>Publishes sociology, psychology, film studies, and art.</p> <p>Has just started a children’s list, Ayrinti Cocuk, and has 32 books in print in the category (including Tove Jansson’s Moomin books), and are looking for picture books and fiction.</p>	80%	
<p>Bilgi www.bilgiyayinevi.com.tr</p> <p>Yasemin Yener, Translation Coordinator yasemin@bilgiyayinevi.com.tr</p> <p>50-year-old company</p>	<p>1,100 titles in print</p>	<p>Literary fiction and nonfiction, no YA, crime and historical fiction, children’s books (mostly fiction, character-based, some pre-school).</p>	50%	Has its own distribution company and bookstores.
<p>Boğaziçi Üniversitesi Yayınevi www.bupress.org</p> <p>Ergun Kocabiyik ergunkocabiyik@gmail.com</p> <p>Berna Akkiyal bernak1@gmail.com</p>	<p>20 books/year</p>	<p>Philosophy, literary, cultural, communications, sociology, and political science.</p>		
<p>Can www.canyayinlari.com</p>	<p>100 books/year</p>	<p>Sees itself as the FSG of Turkey; very literary and the home of many Nobel</p>	50%	Family-owned business.

<p>Canan Sipahi, Rights and Acquisitions canansipahi@canyayinlari.com</p> <p>Can Öz, Publisher canoz@canyayinlari.com</p> <p>Sirma Köksal, Editor-in-Chief sirmakoksal@canyayinlari.com</p> <p>33-year-old company</p>		<p>Prize winners, but its children’s list emphasizes fun and kid-appeal—not at all serious.</p> <p>Publisher of Gaétan Soucy.</p>		
<p>Doğan Egmont www.dogankitap.com.tr</p> <p>Kerem Efendioğlu, Rights Editor and Special Projects kefendioglu@dogankitap.com.tr</p> <p>Sevi Sönmez, Rights and Acquisitions ssonmez@dogankitap.com.tr</p>	<p>60 books/year</p>	<p>Licensed characters and brands such as Disney, Mattel, Animal Planet, and Fisher-Price but also does series fiction (e.g., Rick Riordan, Enid Blyton). Age divisions: 3–8 years, 8–12 years, 12+, and New Adult, mostly in fiction series.</p>	<p>60%</p>	<p>Very commercial children’s list. Egmont publishes children’s books; Doğan publishes adult fiction and nonfiction.</p>
<p>Domingo www.domingo.com.tr</p> <p>Murat Arayıcı murat.arayici@domingo.com.tr</p>	<p>20 books/year</p>	<p>Publishes only translated books. Middle grade fiction and adult nonfiction, i.e., David Gilmour, Patrick deWitt, Andrew Kaufman.</p> <p>Publishes philosophy, literary studies, and general interest.</p>		
<p>Günişiği www.gunisigikitapligi.com</p> <p>Tuğçe Keleş, Assistant Editor tkeles@gunisigikitapligi.com</p>		<p>Fiction, realistic picture book stories, coming-of-age stories; less focused on series.</p>		<p>Has two different imprints.</p>

<p>İletişim www.iletisim.com.tr</p> <p>Bahar Siber, Foreign Rights bsiber@iletsim.com.tr</p> <p>30-year-old company</p>	<p>150 books/year</p>	<p>Turkish literary classics, literary fiction in translation, very little commercial fiction, some academic.</p> <p>Publishes social sciences, psychology, philosophy, and sociology.</p> <p>Children’s fiction and nonfiction suitable for the school market.</p>		
<p>Inkilap www.inkilap.com</p> <p>Cemil Uzen cemil@inkilap.com</p>	<p>120 books/year</p>	<p>Reference books and children’s books.</p> <p>Mandolin is the children’s list; looking for pop-up books and novelty books.</p>		<p>Wants to receive sample in English language.</p>
<p>İş Turkiye Bankisi Kültür www.iskulturyayinlari.com.tr</p> <p>Ahmet Salcan, General Manager ahmet.salcam@iskultur.com.tr</p> <p>Nevin Avan Özdemir, Children’s Books Editor nevin.avan@iskultur.com.tr</p>	<p>250–300 books/ year</p>	<p>A broad range of children’s categories; seeking content quite aggressively.</p> <p>Publishes philosophy and social sciences.</p>		<p>Owned by a Turkish bank; has its own branded stores (15 locations).</p>
<p>Ithaki www.ithaki.com.tr</p> <p>Yanki Enki, Editor yanki@ithaki.com.tr</p> <p>18-year-old company</p>	<p>80–85 books/year; will publish their 1,000th title in 2015.</p>	<p>Has three imprints; publishes fiction and nonfiction, sci-fi and fantasy (e.g., Tolkien, Gaiman, Pratchett) as well as women’s fiction. Small children’s list with some picture books and fiction for middle grades.</p> <p>Publishes philosophy.</p>	<p>80%</p>	

<p>Kelime www.kelimeyayinlari.com</p> <p>Ahu Ayan, Editor ahu.ayan@kelimeyayinlari.com</p> <p>10-year-old company</p>	<p>25 books/year</p>	<p>80% - Children's fiction, with established names such as <i>Frog & Toad</i> and <i>Mary Poppins</i>. Looking for very realistic books.</p>	<p>80%</p>	<p>Works mostly with schools.</p>
<p>Kirmizi Ked www.kirmizikedikitap.com</p> <p>Alkim Ozalp, Editor alkimozalp@kirmizikedikitap.com</p> <p>Ilknur Özdemir ilknurozdemir@kirmizikedikitap.com</p> <p>6-year-old company</p>	<p>400 titles in print; 80 of them are children's; 120 books/year</p>	<p>Literary fiction (e.g., Lessing, Saramago) and nonfiction, some genre fiction (e.g., Karin Slaughter), poetry, children's books suitable for schools (both individual and series books).</p> <p>Publishes Turkish history and political science.</p>		<p>Has a slight political bent.</p>
<p>Kolektif www.kolektifkitap.com</p> <p>Evrim Öncül, Editor evrim@kolektifkitap.com</p> <p>2-year-old company</p>	<p>60 books in print 30 books/year</p>	<p>Adult and children's books; mostly nonfiction (e.g., Atwood's nonfiction) in history, science, philosophy, and Turkish history.</p> <p>Publisher of House of Anansi's Massey Lectures.</p>		<p>Have a very strong design esthetic.</p>
<p>Koridor www.koridoryayincilik.com.tr</p> <p>Zübeyde Abat, Editor zubeybe.abat@koridoryayincilik.com.tr</p>		<p>Trade publisher; thrillers.</p>		
<p>Koton Kitap www.kotonkitap.com</p> <p>Isil Ölmez, Editor-in-Chief isil@kotonkitap.com</p>		<p>Trade fiction and nonfiction.</p>		

<p>Metis www.metiskitap.com</p> <p>Müge Gursoy Sökmen mugesokmen@metiskitap.com</p> <p>33-year-old company</p>	40 books/year	Mostly adult (social sciences, philosophy, and fiction) but will do higher level children's books (late middle grade and secondary.	40–45%	A publisher with a liberal, leftist political bent and an independent spirit. The editor reads French language.
<p>Nemesis www.nemesiskitap.com</p> <p>Hasret Parlak hparlak@nemesiskitap.com</p> <p>5-year-old company</p>	220 titles in print	Mostly children's: picture books with good illustrations, chapter book series, nonfiction series, bestsellers.		
<p>Pegasus www.pegasusyayinlari.com</p> <p>Yusuf Tan, Editorial Director yusuf@pegasusyayinlari.com</p> <p>Berna Serman (YA Editor) berna@pegasusyayinlari.com</p> <p>9-year-old company</p>	120 books/year; 2,000 titles in print	Publishes a lot of YA/middle grade fiction such as RJ Palacio, John Green, Rick Yancey, Gayle Forman) but is expanding its younger children's offerings, too. Publishes business.	All translations, with 80% coming from the English-language market	
<p>Pena www.penayayinlari.com</p> <p>Öskan Ödzem, Editor ozkam.odzem@penayayinlari.com</p> <p>35-year-old company</p>	50 books/year	Series picture books, best-sellers (James Frey), middle grade and YA fiction.		
<p>Redhouse Books www.redhouse.com.tr</p> <p>Burcu Unsal, Editor bunsul@redhouse.com.tr</p>	30 books/year	Picture books, middle grade nonfiction, and fiction.		

<p>Sel www.selyayincilik.com</p> <p>Bilge Sancı, Editor bilgesanci@selyayincilik.com</p> <p>25-year-old company</p>	<p>65 books/year</p>	<p>Adult fiction and nonfiction, literary (Steinbeck, James Joyce).</p> <p>Publishes women’s studies, gender studies, philosophy, and sociology.</p>	<p>65%</p>	
<p>Siren www.sirenyayinlari.com</p> <p>Sanem Sirer, Editor-in-Chief sanemsirer@sirenyayinlari.com</p> <p>8-year-old company</p>		<p>Adult fiction: 15–40-year-old readers. Upmarket literature.</p>		<p>Prefers to receive English samples.</p>
<p>Timaş www.timas.com.tr www.firsatkitaplari.com www.kitapsiparis.com</p> <p>Ayşe Tuba Ayman, Editor aysetuba@timas.com.tr</p> <p>Ihsan Sönmez, Editor ihsansonmez@timas.com.tr</p> <p>Tuğçe Inceoğlu, Editor tugceinceoglu@timas.com.tr</p> <p>32-year-old company</p>	<p>300 books/year; 3,000 titles in print; 1,000 of those are children’s books.</p>	<p>Religious publisher. Has nine different imprints; 60% of their children’s list is focused on 14–25 (YA/New Adult).</p>		<p>A slightly conservative publisher that will not consider racy content.</p>
<p>Tudem www.tudem.com</p> <p>Sinan Çam, General Manager cam@tudem.com</p> <p>Ilke Aykanat Cam ilke@tudem.com</p> <p>30-year-old company</p>	<p>120 books/year</p>	<p>Broad range of categories of books (contemporary literature to graphic novels); also publishes magazines.</p>		<p>Has a distribution business as well and is heavily focused on the school market.</p>

<p>Yapi Kredi www.ykykultur.com.tr</p> <p>Güven Turan, Consultant Editor guren@ykykultur.com.tr</p> <p>Yasemin Kiliç, Foreign Affairs and Acquisitions Manager yasemin.kilinc@ykykultur.com.tr</p> <p>First established in the late '40s and then revived in the late '80s.</p>	<p>over 4,000 titles in print; 250 books/year</p>	<p>YA fiction, other fiction, science books.</p> <p>Sees itself as the Turkish equivalent of Gallimard.</p>	<p>50%</p>	<p>Owned by a Turkish bank of the same name. Has two brand-specific bookstores, both in Istanbul.</p>
<p>LITERARY AGENCIES</p>				
<p>Akcali Agency www.akcalicopyright.com</p> <p>Atila Izgi Turgut, Rights Director atilla@akcalicopyright.com</p> <p>Bengü Ayfer, Children's Rights Director bengu@akcalicopyright.com</p> <p>Özgür Emir, Rights Manager ozgur@akcalicopyright.com</p>	<p>Founded in 1975.</p>	<p>Works with Scholastic Canada, Westwood Creative, and HarperCollins Canada, and represents only foreign writers in Turkey (no Turkish writers).</p>		

<p>AnatoliaLit Agency www.anatolialit.com</p> <p>Amy Spangler amy@anatolialit.com</p> <p>Dilek Akdemir, Children’s Book Agent dilek@anatolialit.com</p> <p>Seçil Kivrak, Fiction’s Book Agent secil@anatolialit.com</p> <p>Eda Çaçı eda@anatolialit.com</p>	<p>Founded in 2005.</p>	<p>Represents many UK/US publishers, some with a leftist political bent or an indie feel to them (e.g., Quirk Books), as well as major publishers.</p>		<p>Organized the scouting mission as a consultant.</p>
<p>Kalem Agency www.kalemagency.com</p> <p>Sedef Ilgic, Literary Agent rights@kalemagency.com</p> <p>Tugce Ozdeniz, Children’s Books foreignrights@kalemagency.com</p>		<p>Represents Turkish writers as well as foreign publishers in the Turkish market. Organizes a literary event (ITEF Istanbul Tanpınar Literature Festival).</p>		
<p>ASSOCIATION</p>				
<p>Turkish Publishers Association www.turkyaybir.org.tr</p> <p>Kenan Kocatürk, General Secretary kenan@literatur.com.tr</p> <p>Yonca Cingöz, Foreign Relations Coordinator ycingoz@turkyaybir.org.tr</p> <p>Metin Celâl Zeynioğlu, President info@turkyaybir.org.tr</p> <p>Merge Okçuoğlu, Corporate Coordinator merge@turkyaybir.org.tr</p>		<p>300 active members, including book and magazine publishers and publication distributors.</p>		