



# Discover. Inspire. Give.

Books and Gifts for Every  
Occasion and Season

Penguin  
Random  
House

Special Markets

# What Do Books Do?

## Books Bring People In

A gorgeous cover and a flash of color are all you need to bring energy and design to your windows, tables, and shelves.

## Books Tell Your Story

Great retailers know how to tell a story, and books are the perfect introduction to any new theme, holiday, or initiative. They also tell a story about your brand, and let customers know what's important to you.

## Books Create An Experience

Customers engage with books longer than they do with other products, so books create a deeper retail experience and allow people to feel connected to their purchases.

## Books Sell Themselves

They get extraordinary publicity and reviews that drive sales. At Penguin Random House, we publish books of the moment in every category and for every age. We believe we have the right book (or 20!) for every retailer and every customer.

## Books Build Community

People feel connected to books, and in turn, are more likely to connect with one another. Books create an opportunity for you to build a community of cooks, crafters, and more.

## Books Sell Other Products

Books cross-merchandised around the store offer visual context for the products alongside them. A cookbook next to an Instant Pot sells the device too, offering a clear image of how it will be used—and even answering the age-old question, “What’s for dinner?”

## Books Keep People Coming Back

A book on crafting will inspire customers to return to buy more supplies, tools, and accessories. Whether books offer instruction or inspiration, education or entertainment, they generate new ideas, delights, and hobbies.

## Books Make Great Gifts

(... our own favorite reason). Books bring joy to any occasion and every season. With a wide range of price points and formats, books are the ideal present or the very best add-on gift.



# Books Boost Business!

**W**e publish hundreds of exciting new books on a weekly basis, covering everything from craft, cookery, and Americana to sports, style, and stationery. We want to help you tell your story and make money in the process! With our easy ordering process and efficient delivery times you can bring in books all year round, ensuring that you'll never be out of stock and your customers will have new books to flip through every time they visit your shop.

In this kit, you'll find everything you need to get started.

We look forward to working with you,

Penguin  
Random  
House

Special Markets

[specialmarkets@penguinrandomhouse.com](mailto:specialmarkets@penguinrandomhouse.com)



# How do I open an account?

**P**lease fill out the account application form and sign at the bottom. Once complete please send to your sales representative or to [specialmarkets@penguinrandomhouse.com](mailto:specialmarkets@penguinrandomhouse.com)

A sales representative will follow up with confirmation, they will answer any questions you have about our titles and help you pull together your initial order. Once your order is ready, your sales representative will send it through with your completed form to set up your account.



## Is there an order minimum?

\$250 net for opening accounts and \$100 net on reorders.

## What are the terms of my account?

60 days end of month pending credit approval from invoice date. If you don't want to establish net terms we also accept Visa, MasterCard, Discover, and American Express at the time an order is placed.

## Do you offer free shipping?

All formats will ship free freight on outgoing orders to established accounts. Initial shipments do not combine with reorders. Customers requesting expedited freight will be responsible for any additional charges.

## How do I pay?

If you have terms, payments- in the form of checks, money orders, or funds transfers- are due at the Penguin Random House bank by the last banking day of the month (excludes Sat & Sun). In the event of the non-payment, the account is responsible for any late fees, finance charges, collection fees, and/or legal fees incurred. We also accept Visa, MasterCard, Discover, and American Express at the time an order is placed.

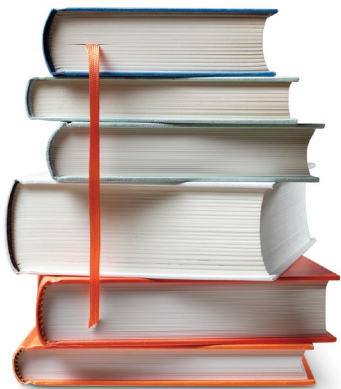
## How do I reorder?

You can call customer service at 800-733-3000 or email [csorders@penguinrandomhouse.com](mailto:csorders@penguinrandomhouse.com). Include your account number, shipping address, and the titles/ ISBNs/quantities you wish to order.

## Self-service portal?

You can also utilize our online "BIZ" Business Self-Service site, a 24/7 gateway to real-time customer service and reporting tools. There you can process orders, track orders, and request invoices. To register please go to [www.penguinrandomhouse.biz](http://www.penguinrandomhouse.biz)





## How do I discover new books?

Please contact [specialmarkets@penguinrandomhouse.com](mailto:specialmarkets@penguinrandomhouse.com) or your sales representative to receive a custom list of title recommendations and to sign up for our newsletters.

You can also find more information about all of our books at [penguinrandomhouseretail.com](http://penguinrandomhouseretail.com)

## Are there any digital assets for me to use?

We have a variety of social media assets available by request. If you are looking for marketing materials, including cover images, recipes, posters, and more, please speak to your sales representative for more information.

## How can I contact customer service?

The best way to reach customer service or the credit department, is by phone at 800-733-3000, or by email at [customerservice@penguinrandomhouse.com](mailto:customerservice@penguinrandomhouse.com).

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and gardening to puzzles,  
we have the perfect gifts for  
you and your customers!**

**Discover more at**

[PenguinRandomHouseRetail.com](http://PenguinRandomHouseRetail.com)

