

Penguin
Random
House

Publisher
Services



Direct Market Information Kit

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Marvel





To our partners in the Direct Market retailer community,

Over the past year, your resilience has kept our industry moving forward in the face of extraordinary uncertainty and change. Comics are here to stay, and we are ready to start a new path for the industry to grow and evolve.

Earlier today, we announced **Penguin Random House Publisher Services (PRHPS)** will be the exclusive worldwide distributor for **Marvel's** newly published and backlist comic books, trade collections, and graphic novels to comic shops, beginning with books going on sale starting October 1. We are confident this new partnership with PRHPS will create more strategic opportunities for your businesses, grow the Direct Market, and bring you more flexibility, reliability, and efficiency in ordering Marvel books.

To give you enough time to manage any transitions to their systems, please look through PRHPS's materials to learn more about their resources and benefits. Marvel and PRHPS will be sharing more information over the coming weeks, but for any questions, we encourage you to reach out to PRHPS customer service directly.

Marvel's goal will always be to tell the best stories we can to inspire, entertain, and help drive fans to your stores. Like us, PRHPS believes in great stories and the brick-and-mortar shops that carry them. We thank Diamond for their many years of support and partnership, and we look forward to continuing our relationship with Diamond in other areas.

In the next few weeks, Marvel and PRHPS will host a virtual session to update you all on what this change will mean. We will share more details on this event soon.

We are excited to begin this new chapter, and we are confident Penguin Random House will be a powerful resource and partner for you and your businesses.

Please continue to stay safe, and thank you for everything you do.

Dan Buckley

President, Marvel Entertainment



1290 6th Avenue, New York, NY 10104

March 25, 2021

Dear customers:

Marvel Entertainment will be distributed in the Direct Market by Penguin Random House Publisher Services beginning October 1, 2021 and will be part of the Random House ONIX feed.

Please change your vendor of record for orders, returns, and payments to reflect this change.

We hereby give you permission to release point of sales and inventory information for Marvel Entertainment to Penguin Random House.

The imprints included in this change are:

Marvel Universe	Max	Middle Grade Readers
Marvel Knights	Ultimate Universe	Catalogs
Marvel Rising Readers	Marvel Illustrated	Licensed Publishing
Marvel Select	Outreach/New Reader	

The ISBN prefixes included in this change are:

978-0-785

978-1-302

Thank you in advance for changing your vendor of record details to reflect our change in distribution.

If you have any questions, please work with your Penguin Random House LLC representative or Customer Service (1-800-733-3000).

Sincerely,
Marvel Entertainment

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Penguin
Random House



Penguin Random House Direct Market FAQ

General Information

1. What is Penguin Random House?

Penguin Random House is the global home to adult and children's publishing across more than 300 core publishing imprints and more than 50 distributed clients. Headquartered in New York City with operations in 20 countries across six continents, Penguin Random House has distribution centers in Indiana, Maryland, and Nevada.

2. Which publishers are you currently distributing?

Penguin Random House currently provides sales and distribution services to 50+ independent publishers including DC Comics, Kodansha, and Seven Seas. See a full list of our clients here: [https://Penguin Random Housepublisherservices.com/our-clients/](https://PenguinRandomHousepublisherservices.com/our-clients/)

3. Why should I order from Penguin Random House?

Penguin Random House aims to be the best distribution partner for the Direct Market. You are the epicenter for pop culture in your communities, and we want to better support all areas of your business. We will provide you with a top-notch supply chain, customer service support, and increase your access to our books, marketing & promotion campaigns, and publishers. The goal is to work together to grow your business and legacy.

Account Setup and Ordering

4. What is the first date I can order Marvel product from Penguin Random House?

May 26, 2021 for early solicited titles going on sale after October 1st.

5. When will Penguin Random House begin shipping Marvel titles?

We will begin shipping Marvel books on October 1st, 2021.

6. Will I receive a printed catalog from Marvel?

Yes, the first Marvel Previews catalog that Penguin Random House will distribute, the August catalog for product shipping in October, will deliver to retailers by July 28th. Retailers will also be able to access all catalog information digitally via our [self-service.BIZ](#) ordering website.

7. Will I be able to continue ordering Marvel titles from Diamond?

Yes, Direct Market retailers will have the option of continuing to order Marvel products from Diamond, acting as a wholesaler, or Penguin Random House.

8. I've already placed orders for Marvel titles through Diamond's ordering system. Will I still receive those orders?

Please follow up with Diamond directly to discuss any open orders.

9. What is the timeline for the ordering transition?

Any order placed for product shipping to arrive after 10/1/2021 will be shipped via Penguin Random House or through a wholesaler, depending on how you have elected to order product.

10. Who should I contact at Penguin Random House?

All comic market accounts are assigned a dedicated Sales Rep and a Customer Service Rep for all sales and ordering queries. If you do not have an account with us, please reach out to the [New Accounts](#) team to submit an application. Once your account has been setup, you will be assigned a Sales Rep and a Customer Service Rep.

11. When should I have my Penguin Random House account setup?

We recommend that you set up your account as soon as possible. An account must be setup by Friday, May 7th to place orders for early solicited titles shipping in October. For help setting up your account please contact the [New Accounts](#) team.

12. How do I start ordering from Penguin Random House?

Once you have set up an account you can start ordering either through our self-service ordering website, [self-service.BIZ](#), which will be expanded to accommodate Direct Market ordering practices, or through [Customer Service](#).

13. I already have an account with Penguin Random House, how do I access your online ordering portal?

Please visit [self-service.BIZ](#) to initiate registration. In order register, you will need an email address, your account number, and your SAN. If you need any assistance, please email bizcs@penguinrandomhouse.com.

14. How do I use your online ordering system?

After you have been set up as an account you will be able to register for [self-service.BIZ](#). Once registered, you will have full access to search items, place and track orders, print invoices and so much more. For help with using the features on the site please visit the [retailer FAQ](#) or contact [Customer Service](#).

15. How will the Final Order Cutoff (FOC) process work at Penguin Random House?

We are enhancing the [self-service.BIZ](#) site to support entering orders for each FOC date. FOC dates will continue to be regularly scheduled on Mondays ahead of on sale dates as expected.

16. Will you still offer promo items and variants?

Promotional items (posters, postcards, etc.) and variants from Marvel will continue to be offered through PRH. Variant eligibility will be displayed on the [self-service.BIZ](#) site.

17. Will you still offer retailer exclusive variants?

Yes, retailer exclusive opportunities will continue and expand for Marvel titles.

18. If I have additional questions, who should I contact?

Open an Account: newaccount@penguinrandomhouse.com

Customer Service: customerservice@penguinrandomhouse.com

Sales: comicmarketus@penguinrandomhouse.com

International Sales: internationalsales@penguinrandomhouse.com

Canada Sales: specialmarketscanada@penguinrandomhouse.com

Shipping

19. From which location will you be shipping?

Comics will ship from our new warehouse in Hampstead, MD. All other product (publisher depending) will ship from our other warehouses in Maryland and Indiana.

20. When will I receive my orders?

Orders placed by the FOC date will ship to deliver no later than the day before the on-sale date. Reorders and promotional product will ship on a regular basis pending availability.

21. Will my orders combine?

Initial shipments will not combine with reorders. Reorders will combine within each warehouse. To minimize damages, we will not be shipping comics with graphic novels.

22. In which territories will you distribute Marvel?

We will distribute Marvel worldwide for the Direct Market. Customers outside North America should refer to the International section in this document for further details..

23. What are your shipping rates?

Sales through Penguin Random House are freight inclusive within the United States and Canada.

24. Can I pick up my shipment from your warehouse to avoid shipping?

No.

25. If I have multiple locations, can I get direct shipments to each of them?

Yes, you will set up your payer account and then can set up each of your locations as a ship-to account connected to that payer account.

26. Who do I contact about tracking my shipment?

Our [self-service site](#) gives our retail partners the ability to place orders, track shipments, print invoices, etc. [Customer Service](#) is also available to answer any of your questions or needs.

27. Do you ship to Canada and overseas? How do I setup an account?

Shipping is available to Canada and overseas. To set up an account, please contact our [New Account](#) team to complete an application.

28. How do I reorder titles?

Reordering items is available on the [self-service.BIZ](#) site and through [Customer Service](#).

29. Will comic books be handled differently than graphic novels and other book product?

Yes. Because of the delicate and collectible nature of comics we will be using our warehouse in Hampstead, Maryland to process comic book orders. In order to minimize damages, comics will not ship with graphic novels or other book product.

30. What if I receive product that is damaged or an incorrect quantity?

Claims for damaged or defective product must be submitted within ten calendar days of receipt of product. Claims can be processed on the [self-service.BIZ](#) site and can also be placed via [Customer Service](#).

Terms and Payment

31. What will my discount be for Marvel titles?

The off-invoice standard discount for comic shops will be 50% non-returnable (NR), freight inclusive inside the US and Canada. Please contact your sales representative for more information.

32. Are there other incentives/terms?

Promotional terms or other benefits may be available. Please contact your sales representative for more information.

33. What form of payment will you accept?

Payments can be made with a credit card (Visa, Mastercard, American Express, Discover) at the time an order is placed. Those who apply and qualify for Credit can pay in the form of checks, money orders, or funds transfers.

34. What are my payment terms?

For retailers that qualify for credit, payment terms are 60 days End of Month (EOM) from the invoice date.

35. Will you accept returns?

All Marvel product is sold non-returnable. However, if replacement copies are needed due to damage or shortage, please contact Penguin Random House [Customer Service](#) within ten (10) calendar days of receipt of product to discuss the claim.

36. How will I receive invoices?

Those stores with credit terms have the option to receive invoices sent via email or mailed to them. They are also able to download invoices on the Penguin Random House [self-service.BIZ](#) site.

37. Who should I contact if I have more questions?

For any other questions, please contact comicmarketus@penguinrandomhouse.com.

International and Canadian Accounts

38. What is my discount for Marvel titles?

The off-invoice standard discount for comic shops is 50% non-returnable, freight inclusive inside the US and Canada. Please contact your sales representative for more information.

39. What are my credit and payment terms?

Credit terms are available for qualified international customers and will be determined upon account opening.

40. What are your shipping rates?

Sales through Penguin Random House are freight inclusive to Canada or to your freight forwarder based within the US.

41. Who should I contact if I have more questions?

International: internationalsales@penguinrandomhouse.com

Canada: specialmarketscanada@penguinrandomhouse.com

Title Information

42. How do I find out title information?

We will be expanding the [self-service.BIZ](#) site to include access to a monthly catalog of upcoming comics, graphic novels, and manga that can be purchased through Penguin Random House. The website and accompanying catalog will include information on new and upcoming features, sneak peeks, a listing of top-selling titles, and more. More information about the launch of the expanded features will be available at a later date.

43. How will title changes be communicated to me?

Penguin Random House will continue the weekly Marvel Mailer distributed each Thursday to communicate top title information and data changes. We are also considering how title changes can be identified and easily reportable in the [self-service.BIZ](#) site.

44. Will the item numbers for titles change?

Yes, Marvel and Penguin Random House will utilize standard UPC identifiers for all comic book product and ISBNs for all trade graphic novels. All orders will be placed using either UPCs or ISBNs for relevant products. This means the item numbers for product still available for purchase as of the transition date will change, and this will be communicated in advance via the Penguin Random House sales and operations teams.

45. Will we get updated series code data?

Yes, Penguin Random House will continue to supply series codes, but these codes will change for existing series. A guide is being developed to help retailers map existing series codes to their new code.

46. What will the on-sale date be for Marvel titles?

Marvel titles will continue to go on-sale weekly, every Wednesday.

47. How do I find out about inventory?

Inventory information will be available via Penguin Random House's [Self-Service.BIZ](#) site.

48. I am currently using a different platform to drive my consumer online site. Will they continue to get title information from Penguin Random House?

Penguin Random House strives to ensure that all retailers, data aggregators, and POS vendors have the title information they need to conduct business smoothly. If you'd like to request that a specific company or vendor continue receiving Marvel data, please contact your Penguin Random House sales representative.

Outreach, Communication, & Marketing

49. Will you participate in Free Comic Book Day?

Penguin Random House is dedicated to help bring new readers into specialty comic shops across North America and around the world. We recognize the importance of Free Comic Book Day as a valuable initiative to support new comic book readers and will continue to support the publishers who want to participate in it. More details on how Penguin Random House will participate in FCBD will be shared when available.

50. Will Marvel still participate in Free Comic Book Day?

Marvel plans to participate in this year's Free Comic Book Day through Diamond.

51. Will you have a site like Previews World?

We will expand the [self-service.BIZ](#) site to include access to a monthly catalog of upcoming comics, graphic novels, and manga that can be purchased through Penguin Random House. The website and accompanying catalog will include information on new and upcoming titles, sneak peeks, a listing of top-selling titles, and more. As a retailer, you will also be able to preorder, reorder, and check the status of existing orders for comics, graphic novels, and manga from Penguin Random House.

52. How will you update us on new releases, publicity, and marketing information?

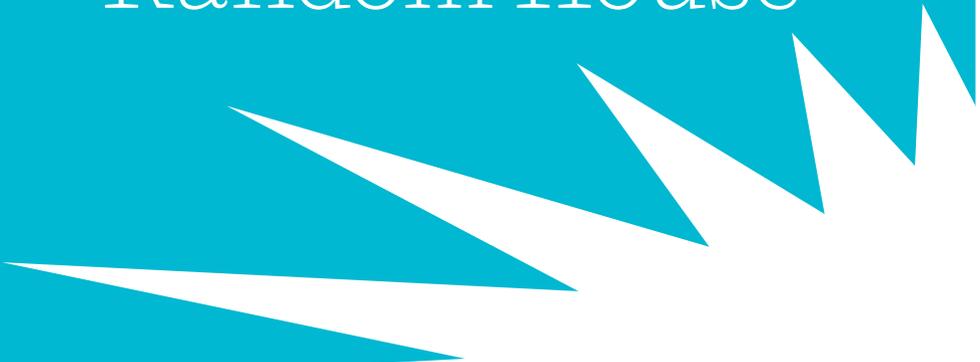
The Penguin Random House [self-service.BIZ](#) site will serve as a one-stop shop for all available information for new releases and publisher announcements for upcoming titles and media tie-ins. Updates and announcements will also be shared through weekly newsletters that you can sign up for by contacting the comic market sales team or once you've set up an account.

53. How do I request an author event?

Please reach out to your sales rep with a proposal for an in-store or virtual event.

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Ordering with
Penguin
Random House



Ordering with Penguin Random House

Penguin Random House aims to be the best distribution partner for the comic book market. You, as a comic book retailer, are the epicenter for pop culture in your community and PRH wants to better support all areas of your business. In addition to giving you access to an industry-leading supply chain and dedicated customer service support, PRH will increase your access to their books, publishers, and marketing and promotion campaigns.

PRH believes in the power of brick-and-mortar retailers and knows they are a vital part of a healthy retail ecosystem. At a time when many publishers divested their commitment to physical supply chain, PRH has doubled down on investment. There will be a designated warehouse for comic book distribution and new shipping cartons specifically designed for comic books. PRH is also creating an online retailer site with access to a monthly catalog of upcoming comics, graphic novels, and manga that can be purchased through the portal. The website and accompanying catalog will include information on new and upcoming features, sneak peeks, a listing of top-selling titles, and more.

PRH is committed to not just maintaining a presence in brick-and-mortar retailers, but to driving continued growth to your stores. The ongoing mission is to partner with you to grow your business and legacy.

When you open an account with Penguin Random House, you are getting:

- + Access to all Marvel comics and graphic novels
- + Free ground shipping on all outgoing orders
- + No opening order required—for a limited time only
- + Online ordering through our business website:
 - Improved search functionality—pull information by key words, title search, or identifier (ISBN, UPC)
 - Real-time stock availability
 - Ability to see and filter by all promotions you are eligible for, and add those promotions to your cart
 - Estimated arrival dates for orders, available at the title and order level
 - Tracking information
- + A dedicated customer service rep assigned to your account
- + The most advanced supply chain in the book industry
- + Low reorder minimums and no reorder or restocking fees
- + Merchandising options, including displays and spinner racks that ship free when you order the fill
- + Access to more than 15,000 newly published titles annually across 70+ core publishers and imprints, and several dozen distributed publishers. Publishers served include:
 - DC Comics (graphic novels)
 - Random House Children's Books
 - Del Rey
 - Pantheon
 - Kodansha Comics
 - Vertical Comics
 - Square Enix
 - Seven Seas (as of July 1st, 2021)
 - Ten Speed Press

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Penguin Random
House New Account
Application



If you would like to set up an account, please complete the new account application on the following page and send it to NewAccount@penguinrandomhouse.com. If you have any additional questions please send those to New Accounts as well.



NEWSPECIAL MARKETS ACCOUNT APPLICATION

Billing Address

Shipping Address

LEGAL BUSINESS NAME:	BUSINESS NAME:
D.B.A.:	
STREET:	STREET:
CITY:	CITY:
STATE: ZIP:	STATE: ZIP:
COUNTRY:	COUNTRY:
PHONE:	PHONE:
EMAIL:	EMAIL:
ACCOUNTS PAYABLE CONTACT PERSON:	AP PHONE: AP EMAIL:

Are either of the above addresses a residence? Yes ___ No ___ If yes, which? Billing___ Shipping___

SECTION ONE complete one of the following:

Federal Employee Identification Number (*US accounts only*) FEIN can be found on Federal Tax Documents: _____

Sole Proprietorship, (*US accounts only*) (only last 4 digits of SS#) _____

Government Issued ID# (*International accounts only*): _____

SECTION TWO

Type of Business: (*Check one*)

Wholesale: ___ (Affidavit must be attached, identifying businesses selling to)	College Bookstore: ___	Amazon Reseller: Yes ___ No ___
Retail Bookstore: ___	Specialty (Gift/Boutique): ___	Website: _____
	Subscription Box: ___	Other: _____

SECTION THREE

Date (*year*) Business Established: _____ State of Incorporation: _____ Length of Present Ownership: _____

ANY PRIOR ACCOUNTS WITH PENGUIN and/or RANDOM HOUSE? Yes ___ No ___

If YES, under what name/ account #? _____

Would you like to receive electronic invoices and statements? Yes ___ No ___ Email: _____

NAME and ADDRESS OF OWNERS, PRINCIPALS and/or OFFICERS: _____

PAYMENT TERMS SECTION

If PREPAYING with Credit Card check here ___ and skip to next section [We will contact you for CC info – do not include it in this paperwork.]

BANK _____ ADDRESS _____

PHONE _____ OFFICER _____ EMAIL _____

TRADE CREDIT REFERENCES: (*Need 3 references when applying for terms*)

NAME	ACCOUNT #	PHONE #	EMAIL

*****IF YOUR BUSINESS IS LESS THAN A YEAR OLD, OR IF YOU EXPECT CREDIT IN EXCESS OF \$10,000 FINANCIAL STATEMENTS ARE REQUIRED. PLEASE FORWARD DOCUMENTS ALONG WITH THIS APPLICATION***.**

(END OF TERMS SECTION)



Legal Business Name: (Must match page 1): _____

WE WILL NOT BE ABLE TO OPEN YOUR ACCOUNT UNLESS YOUR OPENING ORDER IS ATTACHED TO THIS APPLICATION

SIGNATURE SECTION

- You agree to be bound by all of Penguin Random House LLC’s published Terms of Sale (the “Terms of Sale”) posted on <http://www.penguinrandomhouse.biz/booksellers/termsofsale> (“the Website”). From time to time, Penguin Random House LLC may, in its sole discretion, change, update, amend or modify the Terms of Sale by posting them on the Website at any time and without notice to you (“the Modifications”). Your signature below constitutes your acceptance of such Modifications as set forth on the Website. You further agree that by completing this credit application, you are affirming financial responsibility, ability and willingness to pay invoices according to their terms and the Terms of Sale. In the event of non-payment, you are responsible for all late fees, finance charges, collection fees and/or legal fees incurred.
- You understand you are required to report any change of name or ownership of business.
- Applicant certifies that all information contained herein is true and correct. Applicant grants permission to Penguin Random House LLC to obtain independent credit reports or credit reports and other information from its references and bank, and authorizes the credit references to release information to Penguin Random House LLC that may be used to determine credit worthiness.

SIGNATURE (We are unable to accept without a signature)

Date

Please type or sign your first and last name to verify that the information you have provided is accurate and that you consent to the terms outlined in this application. Note that typing your name is considered the equivalent of a signature

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US ACCOUNTS (only)

The federal equal credit opportunity act prohibits creditors from discriminating against credit applicants on the basis of race, color, religion, national origin, sex, marital status, age (provided the applicant has the capacity to enter into a binding contract); because all or part of the applicant’s income derives from any public assistance program; or because the applicant has in good faith exercised any right under the consumer credit protection act. The federal agency that administers compliance with this law concerning this creditor is federal trade commission, equal credit opportunity; Washington, DC 20580.

If your application for business credit is denied, you have the right to a written statement of the specific reasons for the denial. To obtain the statement, please contact the penguin random house credit manager by calling 1-800-726-0600 or by sending correspondence to 400 Hahn road, Westminster, MD 21157 within 60 days from the date you are notified of our decision. We will send you a written statement of reasons for the denial within 30 days of receiving your request for the statement.

Please send New Account application, order and applicable tax doc to newaccount@penguinrandomhouse.com or fax to 1-866-924-1396.
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