



World Book Day Contributing Publishers Policy

World Book Day invites and gratefully accepts contributions from publishers who wish to support the charity's work to champion reading for fun for children in the UK through the annual World Book Day campaign and £1/€1.50 tokens / book exchange.

UK publishers who contribute are invited annually to submit concepts to be considered as £1/€1.50 books for the following year. Contributing publishers are also invited to secure other promotional opportunities available through World Book Day such as including advertising materials in the World Book Day school token packs, presenting content on the World Book Day website or via its newsletters.

The value of contributions is agreed between publishers and World Book Day in relation to the size of the publisher's UK business.

World Book Day books created specifically for the Republic of Ireland, Wales and Scotland (in English, Irish, Welsh and Scots Gaelic) follow a different process, which is separate from contributing publishers.

World Book Day contributing publisher criteria: -

- A bona fide UK publisher of books, educational material, comics, audiobooks or e-books.
- World Book Day doesn't work with self-publishers. Self-publication is defined as being where an author has sole control of the content without the collaboration of a publisher to provide editorial processes. We include, under the umbrella of self-publishing, where a company charges the author for the actual printing or production costs of the book, or for some other part of the publishing process. This includes Hybrid Publishing, Co-Publishing and Partner Publishing, Joint Venture Publishing, Subsidy Publishing and Shared Responsibility Publishing. Our position does not imply any value judgement on the quality of self-published books which may equal, meet or exceed the quality of those published through established routes. However, the World Book Day charity is reliant on publishers to undertake editorial review and legal checks to help eliminate factual error and content that may be viewed as libellous or counter to law. There is an inherent risk in the absence of such review. Editorial processes also ensure that the level of grammar, language, description etc which are used in children's books is appropriate and relevant for the targeted age level.
- World Book Day normally shall not grant contributing publisher status to any applicant which does not satisfy each of the above criteria. The board of Trustees shall have ultimate discretion to grant or refuse contributing publisher status.