

**Book market overview**  
**# Romania**

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# Context

- # **population**: 19,76 mln rezidents (January 1, 2016)
- # **average wage**: 467, - Euro (July 2016)
- # **inflation**: - 0,2 % (August 2016)

# Book market

Unfortunately, there are no recent Romanian book market statistic. Our estimates, using the information delivered by the various professionals on the book market, such as: distributors, book-sellers, marketing specialists, managers etc.

- 1990, the book market was one of the first economic segments which became private
- VAT for books decreased to 5% starting January 2016
- With an estimated number of 15.000 titles/year, Romania outpasses Switzerland, The Netherlands, Finland or Denmark. This might be an optimistic point of view were not the average print run of 1.500 copies - according to the representatives of some big publishing houses.

# The net value of the book market is estimated at ca. 60.000.000 €/year

# Book average price: around 7,00 Euro

# There is no fixed price law. Recently, a debate on the issue started among the book specialists.

# After 2008, sales went down heavily. There are signs of recovery starting 2015.

# Specialists speak of 1.500 average print runs for translations and up to 1.000 copies for Romanian authors.

# Publishing houses

# Around 6.000 registered publishing houses, out of which ca. 500 are active and less than 100 have their own publishing strategy and portfolio. All of them are private. One of the unusual characteristics of the publishing houses in Romania is that they manage their own distribution. Some of these publishing houses have also bookshops, in Bucharest and in the big cities – Humanitas, Nemira, Litera, Herald etc.

## Profile of main publishing houses

More than 80% of the active publishing houses adopted a general profile, that includes fiction, non fiction, children and youth literature, guides, school-books etc. Quite a few are still specialized and they survive due to a certain specialised readership: medicine, law, theatre, children. There are also some active university publishing houses.

# What sells

- # Translations still represent more than 50% of the whole book production and they include both fiction and non-fiction. The Anglo-American authors are the leaders.
- # Central and East European literatures represent a small amount – usually depending on the respective translations support programmes. Exceptions: the best-selling authors, regardless of their origin.
- # An increased interest in children and youth literature became visible in the last year, mostly translations and it seems that the trend will be the same for the next years. The number of Romanian authors in this area is still small, despite some publishers' attempt of encouraging authors to write for children.

# Distribution

Before 1989, each county had its own Regional Book Distribution Center, under the coordination of the National Book Distribution Center in Bucharest. During the first post revolutionary decade, the regional centers disappeared – with few notable exceptions like Iasi and the Bucharest Book Distribution Center (45 bookshops in Bucharest).

Currently, there are several private bookshop chains which run bookshops in the main cities of Romania but a large part of the country, including small and medium towns do not have a single bookshop, not to mention the rural regions. The online selling increased during the last years significantly.

Biggest bookshop chains: Carturesti and Humanitas. Less than 15 bookshops for each of them.



# Book Fairs

## National Book-Fairs: Bookfest and Gaudeamus

# The national and local book-fairs in Romania are selling books – that is obviously a symptom caused by the inefficient distribution system. Usually the discount is between 10% to 25% or even more. The two main book-fairs – Gaudeamus and Bookfest – play a decisive role, growing consistently the sales of the publishing houses.

# During the last years these book fairs have become quite a vivid scene regarding the literary events – the visitors are no longer coming exclusively for buying books but also for attending all sorts of readings, book launchings, round tables, events for children etc.

# Both book-fairs gather around 100 exhibitors which are more or less the most active publishers in Romania – excepted are the Hungarian publishing houses which gather usually at the Tirgu Mures Book Fair organized in November by Breasla Cartii Maghiare din Romania.

Gaudeamus and Bookfest organize also smaller book-fairs in important province towns: Gaudeamus – in Oradea, Cluj-Napoca, Mangalia, Craiova and Bookfest – Timisoara, Tirgu Mures, Cluj-Napoca, Chisinau, Brasov.

# Book Fairs

## International Book-Fairs

# National stand in major international book fairs are organized by two Government institutions: Ministry of Culture (in Frankfurt, Goteborg, Leipzig, Bologna, Belgrade, Sofia, Istanbul etc.) and Romanian Cultural Institute (in London, Paris, Beijing etc.)

# Publishers are superficially consulted as accounts for the display of the books, stand architecture, guests list and other details.

# Romanian Publishers Association has joined a Creative Europe project that aims at fostering a network of European book fairs – ALDUS – and we hope to be able to change the current situation soon.

# Literary Agencies

## **Simona Kessler Copyright International Agency**

founded 1995, represents the most important foreign publishers among which Random House, Bertelsmann, Penguin, S.Fischer, KiWi and many others.

Managing director: Simona Kessler

## **Livia Stoia Literary Agency**

founded 2003, represents Western and Eastern European publishing houses and authors and some Romanian authors.

Managing director: Livia Stoia

## **Marilena Iovu Literary Agency**

founded 2014, the agency represents already some important German and East European publishing houses. Focused on children and youth fiction.

Managing director: Marilena Iovu