

# NYU Center for Publishing and ForeWord Magazine Plan Independent Publishing Survey

TRAVERSE CITY, MI and NEW YORK CITY, NY /Send2Press Newswire/ – New York University's (NYU) Center for Publishing and ForeWord Magazine ([www.forewordmagazine.com](http://www.forewordmagazine.com)) announced today a collaborative project to launch a new publishing industry survey of small presses. The goal of the first annual survey is to discover current and coming trends in marketing, distribution, and sales, which will be usable to these publishers in their own planning strategies.

Results and full analysis will be announced at NYU's Third Annual Management Forum for Independent Publishers in New York on April 15-16, 2005.

According to Robert E. Baensch, director of the NYU Center for the Publishing, the survey will differ from others that have addressed this important market segment in that it will focus on qualitative, rather than quantitative, information that tracks growth and developments among small and independent publishers across the U.S.

"With the launch of this new survey, we aim to create an annual benchmark for small and independent publishers nationally that provides data both useful and applicable to their businesses," Baensch remarked. "As a leader in educating professionals in the field, the NYU Center for Publishing is proud to unite with ForeWord, the industry's 'paper of record,' to create information of the highest quality and widest breadth."

As publisher of ForeWord, the bimonthly review journal dedicated to increasing awareness of the literary achievements of independent publishers and their authors, Victoria Sutherland says that the joint venture with NYU confirms ForeWord's commitment of showcasing important industry voices while also supplying them with tangible means to reach a wider audience.

"We take very seriously our role as a major influence for the people who help determine the reading habits of millions," said Sutherland. "Our mission and responsibility includes much more than giving deserving books and publishing houses reviews and editorial coverage. It also involves constantly creating tools to help them market their books and plan for future growth."

The survey questions are a joint effort by NYU and ForeWord, and will be created for and disseminated to ForeWord's database of more than 7,000 active small press publishers. Responses will be gathered via email and compiled by NYU. Those participating in the survey will have the opportunity to be entered into a drawing for a four-color ad in an upcoming edition of ForeWord or a complimentary entry to the Management Forum in April. The drawing winner will be announced on March 28th.

The NYU Center for Publishing is part of the University's School of Continuing and Professional Studies, which enrolls over 50,000 annually and has been a leader in adult education for over 70 years. Located in the heart of New York City the country's publishing and media capital the Center offers a full range of professional certificate programs and non-degree courses in the areas of book and magazine publishing as well as the highly-regarded Master of Science degree in Publishing. For information on the programs visit [www.scps.nyu.edu](http://www.scps.nyu.edu).

ForeWord has been showcasing the works of independent publishers with reviews and award-winning editorial since 1998. An annual awards program, overseas rights representation, and first to market with a commissioned review service, they continue to set the pace covering the state of publishing from this dynamic sector of the trade. A full-text version of the latest edition along with eWord can be found online at [www.forewordmagazine.com](http://www.forewordmagazine.com)

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