

Using Back Issue Content to Create a New Book Series

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- *Gems & Gemology* began publishing in 1934
- Many back issues are now long out of print
- We received frequent requests for “everything you’ve published” on certain topics.
- How best to meet this demand?



Identify subjects to be covered

- Commercially viable synthetic diamonds first introduced to the market in 2003
- Colored diamonds have evolved from niche products to highly visible and desirable luxury goods
- Consumers are becoming more aware of treatments to improve diamond appearance



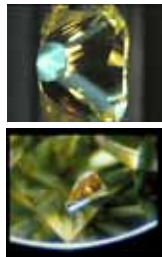
Identify content to be included

- We had 70 years of issues to work from
- Series and volume editors worked together to select appropriate articles—not everything on the subject was used
- *G&G* editorial staff then reviewed and refined selections
- We were shooting for ~300 pages in final form



Obtain usage rights

- Compilations such as this are *new* works under U.S. copyright law—you need new usage rights if you do not own the copyright to the material you’re including.
- **Bad news:** We had to track down all non-GIA authors and negotiate new licenses.
- **Good news:** Authors are almost always happy to be included in these kinds of work if asked.
- New rights for photos too!



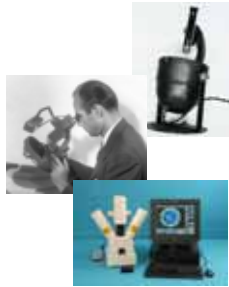
Production begins

- *G&G* went to electronic layout starting in 1996, and we still had those files
- Pre-1996 articles had to be laid out again from scratch
- Scan and proof, proof, proof
- Old photos had to be scanned from print versions, cleaned up and color-corrected
- Critical color + 300 pages = A lot of work



Editorial review

- Gemological science did not stand still for 70 years
- Editorial commentary in introductions
- Footnotes where warranted
- Correct errors we missed the first time



Bonus elements

- Reprints of synthetic diamond identification charts



- Colored diamonds color grading booklet



Front and back matter

- Preface by volume editor
- Commentary from industry leaders
- Consolidated references
- About the Authors
- Index



Marketing and roll-out

- Press releases
- Book review solicitations
- **Web ads on the GIA corporate home page**
- Promotion at trade shows
- Envelope stuffers in other GIA mailings



Marketing and roll-out

- Advertisements in G&G



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- Advertisements in G&G



Marketing and roll-out

- Amazon.com



So how did we do?

Book Sales:

Synthetic Diamonds (since 5/05)	~1500/3000
Colored Diamonds (since 8/06)	~1000/3000

- Sales of the first book picked up significantly when second one came out.
- A number of book buyers were *not* familiar with G&G and the book convinced them to buy subscriptions!



So how did we do?

Reader comments

- *It is a beautiful book, beautifully presented, beautiful photographs and interesting useful information.*
- *In one splash GIA and G&G are again in front of everyone else... It also makes me realize that there is still so much that I do not know or only partially know.*



Future plans

- Third volume (*Diamond Treatments*) in production for early 2008 release.
- Further volumes to cover other gemstones such as ruby and sapphire.
- Multiple volumes will give us the option to market books as a set.



Lessons learned

- Be realistic about your production schedule
- Honor your "brand identity"
- Keep it useable
- Update content as necessary
- Consider adding a bonus element



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Questions?

