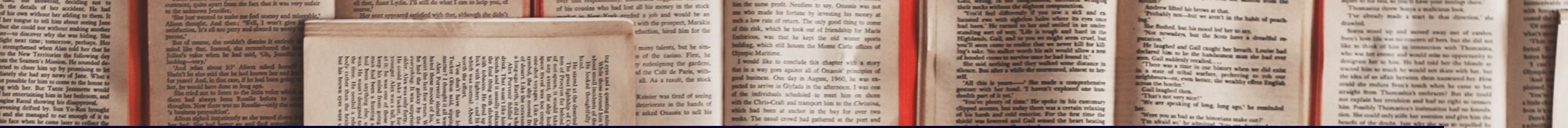


Peanut Publishing

BUSINESS INTELLIGENCE REPORT
FOR A NEW PUBLISHING COMPANY

Maria João Silva
November 2019

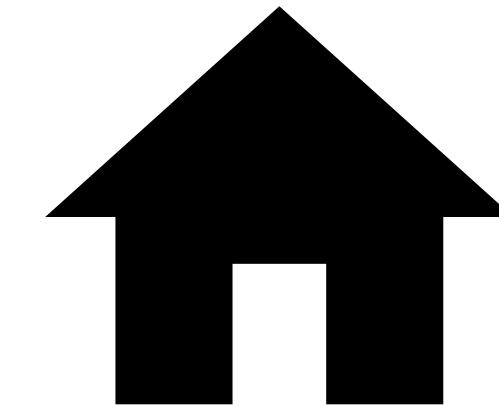
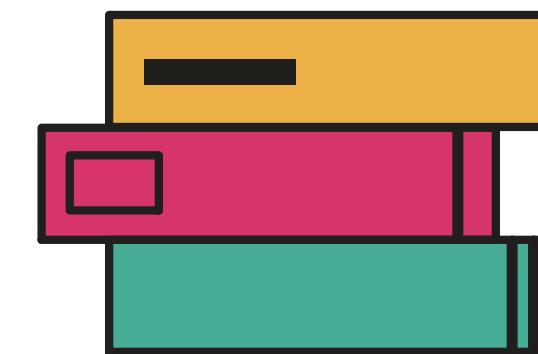
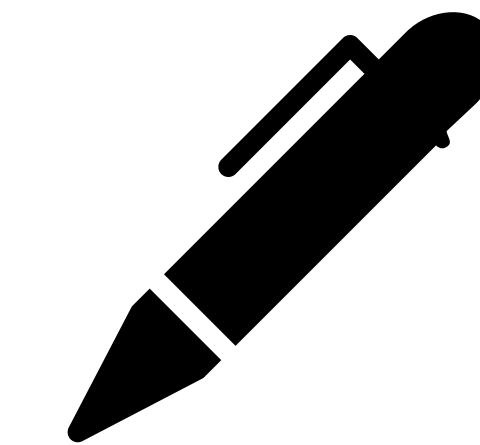


SOURCE: APEL (ASSOCIAÇÃO PORTUGUESA DE EDITORES E LIVREIROS)

1.3 books/year

On average, Portuguese individuals buy

In this report

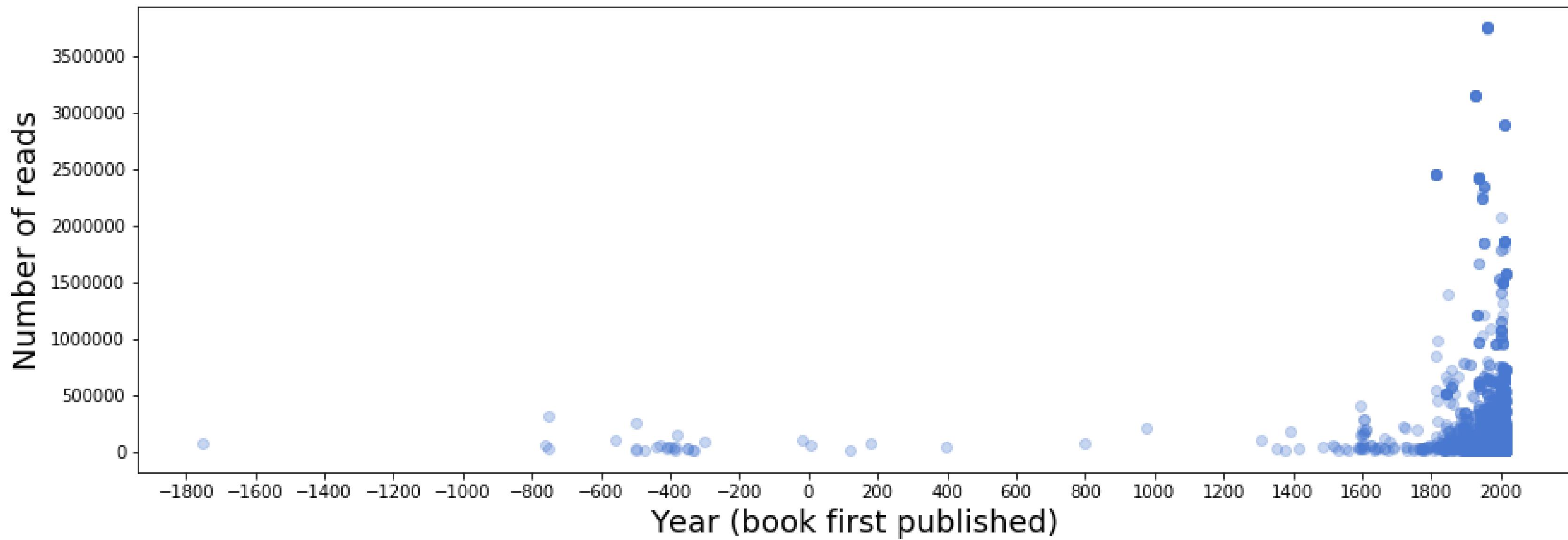


Source

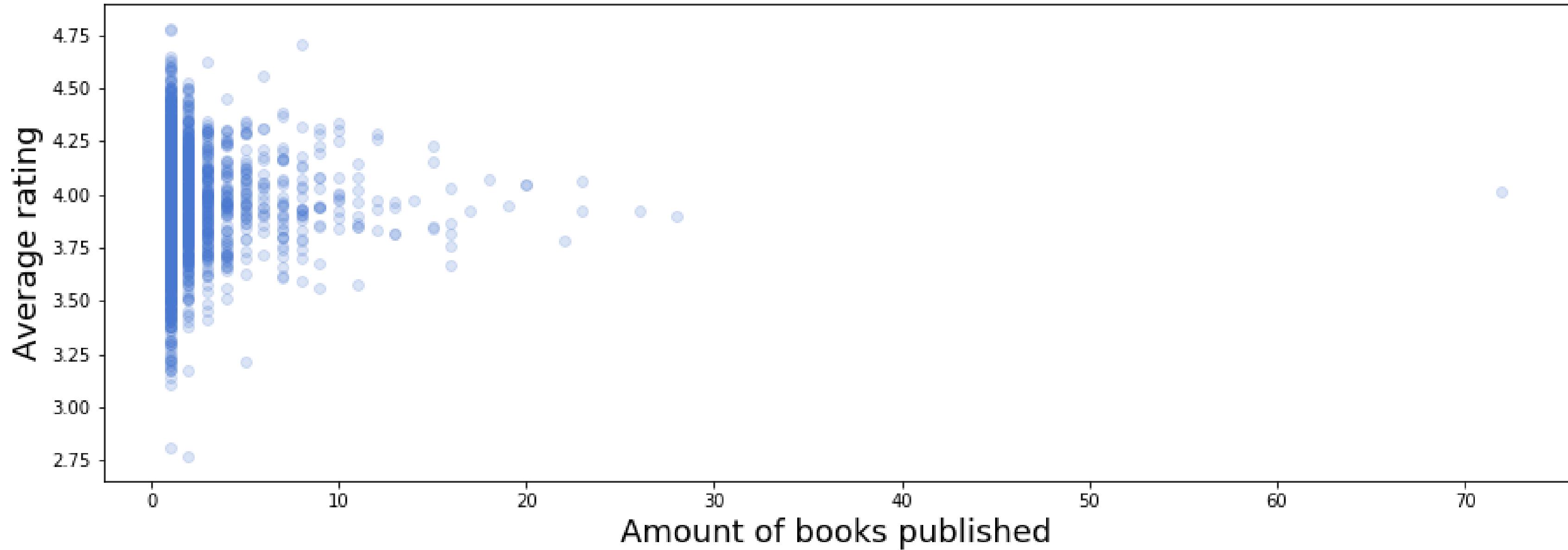
Online platform
owned by Amazon
where each reader
shares their experience.



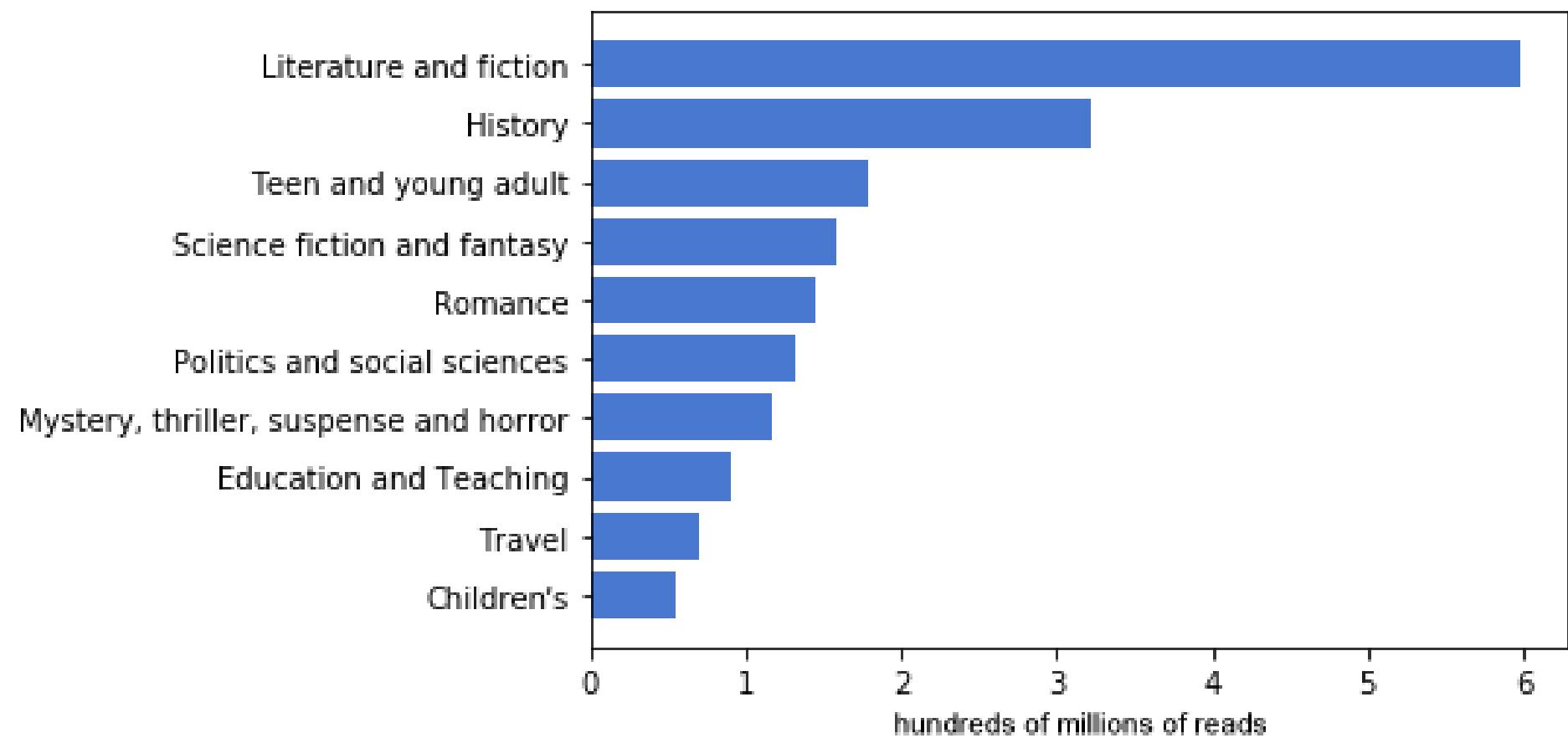
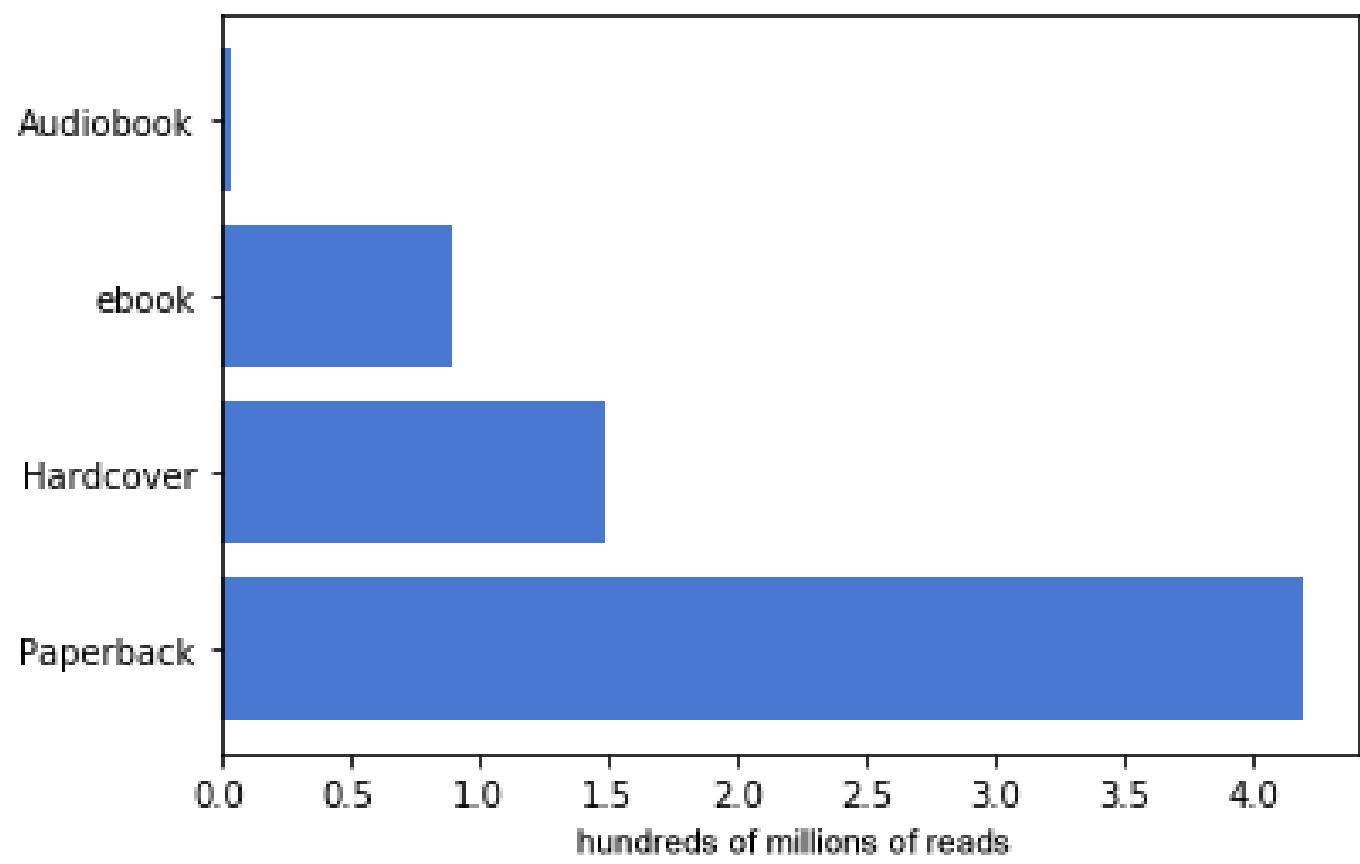
Authors



Authors



Readers



Readers

Favourite genre	2nd fav. genre	3rd fav. genre	4th fav. genre	Number of readers
Literature and fiction	History	Teen and young adult	Romance	2412
Literature and fiction	History	Politics and social sciences	Science fiction and fantasy	1890
Literature and fiction	History	Romance	Teen and young adult	1791
Literature and fiction	History	Science fiction and fantasy	Politics and social sciences	1687
Literature and fiction	History	Science fiction and fantasy	Teen and young adult	1481
Literature and fiction	History	Politics and social sciences	Travel	1403
Literature and fiction	History	Teen and young adult	Science fiction and fantasy	1343
Literature and fiction	History	Mystery, thriller, suspense and horror	Romance	1308
Literature and fiction	History	Politics and social sciences	Mystery, thriller, suspense and horror	1189
Literature and fiction	History	Romance	Mystery, thriller, suspense and horror	1154

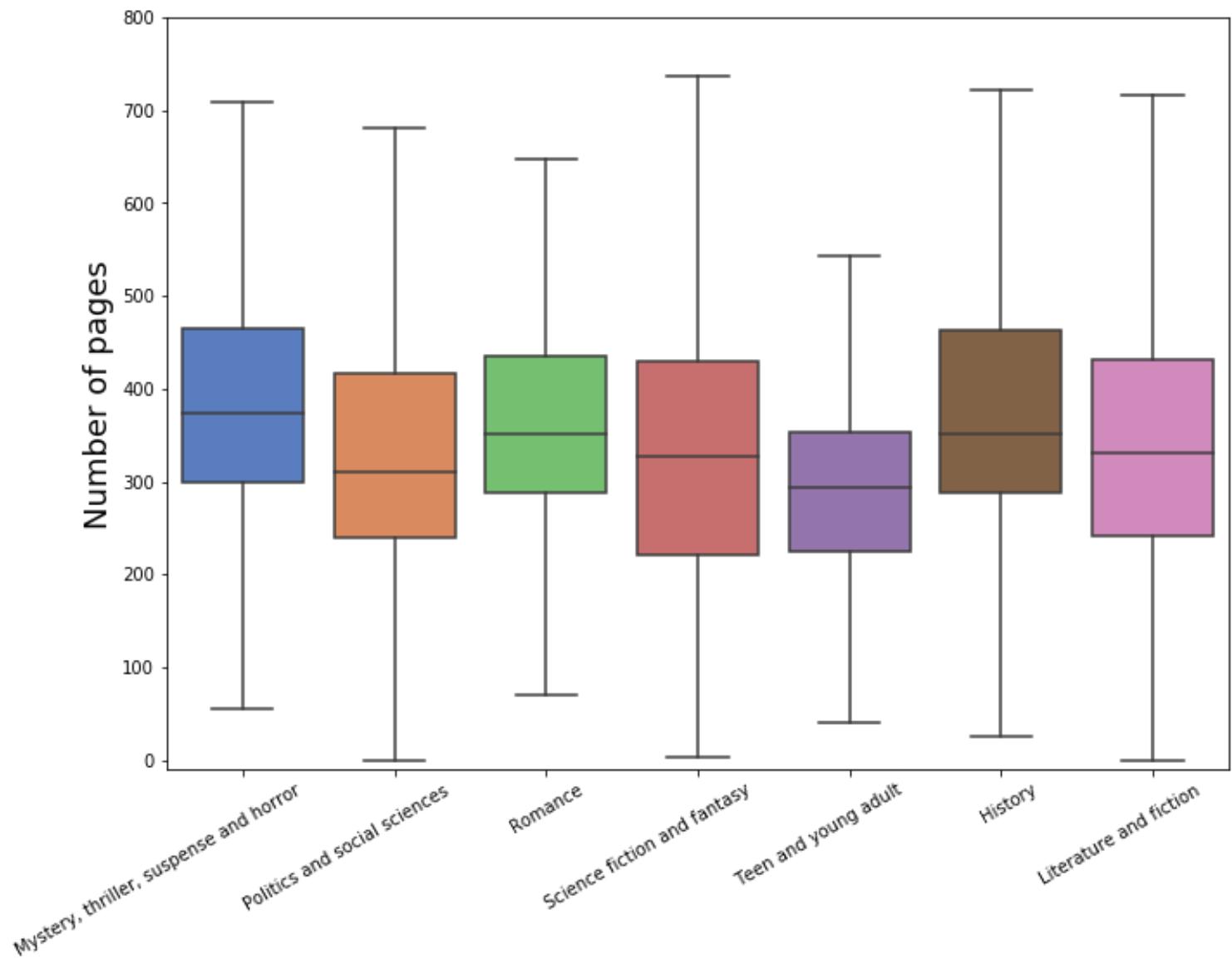
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Books



On average
350 pages/book



Book printing costs

7.5€

PER 350-PAGE BOOK



Author royalties

10%

ACCEPTED RANGE 8-12 %



VAT in Lisbon

6%

5% IN MADEIRA, 4% IN AZORES



Thank you
for listening