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Topic: Children’s Book Publishing

DCI 175

With an abundance of colorful illustrations and stories centered around morals, children’s books are highly unique.[[1]](#footnote-1) For this reason and many more, the children’s book industry is currently thriving. In fact, Publishers Weekly reported that in 2017, the kids’ book market had seen more growth than the overall prints book market and this growth is not expected to stop anytime soon. Publishers Weekly went on to state that looking ahead, they do not except a slow down because parents will always want to buy for their children, even if economic hardships force them to stop buying for themselves.[[2]](#footnote-2) However, it is important to not only look at the thriving industry, but the unique challenges publishers and authors face when trying to penetrate this industry.

To begin with, graphics are extremely important when it comes to children’s books, so having a skillful illustrator is absolutely necessary.[[3]](#footnote-3) Parents rely heavily on reviews when buying books for their children because they want to know if others enjoyed it.[[4]](#footnote-4) Therefore, a book with bad illustrations will most likely garner bad reviews. Children need engaging images that truly bring the book alive so without a qualified illustrator, children may be uninterested and the book will not do as well.

However, another challenge which is very unique to the children’s book industry is marketing. Children’s books are not marketed to their target audience, children, but are instead marketed to parents or adults of the children.[[5]](#footnote-5) This creates difficulty because children’s books must appeal to two audiences: they must fascinate the children reading them but also be a book that parents and relatives want to buy and give to their children.[[6]](#footnote-6) This need to intrigue two very different target markets is one large challenge people face when trying to infiltrate the children’s book industry.

Yet, despite the difficulties discussed, this industry is continually growing. The unique market offered by children is thriving because, as mentioned earlier, parents will always buy for their children and they see the content offered by these books as valuable.

1. https://www.ribbonfish.co.uk/blog/a-short-guide-to-the-different-types-of-publishing/ [↑](#footnote-ref-1)
2. https://www.publishersweekly.com/pw/by-topic/childrens/childrens-industry-news/article/75555-global-kids-connect-2017-sales-stats-and-hot-topics.html [↑](#footnote-ref-2)
3. https://www.millcitypress.net/author-learning-center/top-5-facts-about-self-publishing-a-childrens-book [↑](#footnote-ref-3)
4. https://blog.reedsy.com/how-to-publish-a-childrens-book/ [↑](#footnote-ref-4)
5. https://www.millcitypress.net/author-learning-center/top-5-facts-about-self-publishing-a-childrens-book [↑](#footnote-ref-5)
6. https://www.millcitypress.net/author-learning-center/top-5-facts-about-self-publishing-a-childrens-book [↑](#footnote-ref-6)