

## THE POLISH BOOK MARKET

By Łukasz Gołębiewski and Maciej Lipko

© Biblioteka Analiz Sp. z o.o.

There are more than 20,000 publishers registered in Poland. However, the market is highly concentrated. The 200 largest publishing firms hold almost 98 per cent of it. Approximately 350 firms publish more than ten books per annum, and almost 200 achieved a turnover of over 1 million zlotys (€ 300,000) in 2004.

### Market share in 2004 by size of publishing firm

	Number in group	Sales income within group	€ million	Market share in %
<b>Large publishers</b> Annual income > € 4 millions	32	1,495	330.0	67.6
<b>Medium-sized publishers</b> Annual income from € 200,000 to € 4 millions	~190	680	150.1	30.8
<b>Small publishers</b> Annual income < € 200,000, publishing at least two titles pa	~2,000	30	6.6	1.4
<b>Irregular publishers</b> producing occasional publications	6,000 – 8,000.	5	1.1	0.2

*Rynek książki w Polsce 2005*

### TOP TEN PUBLISHERS IN 2004

- Wydawnictwa Szkolne i Pedagogiczne
- Reader's Digest
- Świat Książki
- Polskie Wydawnictwa Profesjonalne
- Nowa Era
- Wydawnictwo Naukowe PWN
- Mediasat/Agora
- Pearson Education
- MAC Edukacja
- Wiedza i Praktyka

### TOP TEN LITERARY PUBLISHERS

- **Świat Książki (565 titles)** – This company owns the biggest mail-order book club as well as a chain of bookshops. It publishes books by the most popular Polish authors, but its entire list covers a broad range of titles. It has published 3,000 titles since 1994, producing some 50 million copies.
- **Znak (192 titles)** – Until 1989 this company mainly produced religious books by Catholic authors, but now it also publishes a number of leading literary writers. In 2004 nine of its titles each sold more than 10,000 copies. In 2005 it published the bestseller of the year, *Memory and Identity* by Pope John Paul II, which sold over one million copies.
- **Prószyński i S-ka (357 titles)** – This firm has been active since 1990 and has successfully launched a large number of new authors of popular Polish literature. It also publishes some of the best-known science fiction and crime writers.
- **Amber (459 titles)** – Founded in 1989, this was one of Poland's first private publishing companies. It achieved instant success by bringing world best-selling thrillers and science-fiction novels onto the Polish market. It owns the Polish rights to many US authors, and also publishes books that tie in with major film premieres.
- **Muza (305 titles)** – Founded in June 1989, this firm publishes fiction and essays, and is a major buyer of foreign rights. It includes two other imprints, Warszawskie Wydawnictwo Literackie ("Warsaw Literary Publisher") and Sport i Turystyka ("Sport and Tourism"), with their own editorial offices. In 1998 Muza was floated on the Warsaw Stock Exchange.
- **Wydawnictwo Literackie (181 titles)** – This firm publishes many leading Polish authors and promotes new titles by Polish and foreign writers. As well as serious literature it also publishes thrillers, crime novels and women's romantic fiction.

- **Rebis (232 titles)** – This publishing firm has achieved success by continuously broadening its range. Fiction accounts for about 50 per cent of its output, but in recent years it has published an increasing amount of non-fiction, self-help books and popular science. Like the other publishers of fiction, it produces most of its books in extensive series.
- **Zysk i S-ka (267 titles)** – Most of this company’s income is from fiction for adults. It promotes Polish writers with an annual competition for the best Polish novel. It is also one of the leading publishers of fantasy on the Polish market.
- **W.A.B. (112 titles)** – This is one of the fastest growing publishing firms. Although its list includes many well-known foreign authors, it mainly publishes Polish writers. It has promoted most of the new names in Polish literature. It sells a lot of translation rights, mostly to the German, French and Russian markets, and has also sold the Polish rights for dozens of film and theatre adaptations.
- **Państwowy Instytut Wydawniczy (45 titles)** – In 2006 this firm is celebrating its sixtieth anniversary. It publishes several prestigious series and maintains its traditional literary profile. Unfortunately its total number of new publications has been steadily falling, although in the mid-1990s it used to publish more than 100 new books each year. The company runs a mail-order service through its Klub Dobrej Książki (“Good Book Club”).

### **FREE MARKET**

Before 1989 the entire book market was centrally controlled. Sixteen years on, free economic activity has finally taken over. In May 2005 the Polish Book Chamber (Polska Izba Książki) announced that it was not in favour of statutory regulation of the market. This means that book prices and the differences in reductions granted by publishers are free. Wholesale discounts average approximately 45 per cent. Bookshops work at a discount of 25-28 per cent in the case of so-called colour books, and 21-22 per cent for textbooks. Booksellers supplied directly by the publishers buy at a discount of up to 35 per cent.

### **Book production**

	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Published titles	24,000	24,500	25,700	24,420	22,960	22,430	20,830
First editions	13,500	14,500	15,300	14,100	13,230	12,390	11,650
Print-runs (in millions of copies)	150	156	158.5	153.2	141.6	133.6	138.5
Average print-run (no of copies)	6,250	6,367	6,167	6,274	6,165	5,956	6,649

*Rynek książki w Polsce 2005*

### **Belles-lettres, annual averages**

	<b>1991-1995</b>		<b>1996-2000</b>		<b>2001-2004</b>	
	Adult	Children’s	Adult	Children’s	Adult	Children’s
Published titles	2,006	482	2,694	742	3,229	828
Number of copies	34,258	9,174	20,142	5,188	20,744	6,026
Average print-run	17,100	19,000	7,400	7,000	6,400	7,300

*Publishing Activity in Figures, National Library*

### **Income from book sales by category, %**

	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Mainstream literature	20.3	19.3	18.0	17.9	18.8
Children’s books	8.2	8.8	6.7	6.9	7.9
School set books	2.6	2.6	2.9	2.9	2.9
School textbooks	28.7	29.5	31.0	31.1	29.0
Academic and professional books	22.8	23.3	25.0	25.1	25.3
Illustrated books	8.7	8.1	7.9	6.9	6.8
Religious books	3.8	3.8	4.3	4.5	5.0
Other (including musical scores and maps)	4.9	4.5	4.1	4.5	4.3

### Income from book sales per annum 1990-2003

Year	Zlotys millions	€ millions	€ rate	Inflation rate %
1999	1730	409	4,2	7,4
2000	1950	484	4,0	10,4
2001	2100	575	3,7	5,5
2002	2080	540	3,9	1,9
2003	2090	475	4,4	1,9
2004	2210	487	4,5	3,5

	2000	2001	2002	2003	2004
Number of copies sold (millions)	124.2	140.7	124.5	119.6	125.3

### Average book price

Over the past few years book prices have only risen minimally, yet many readers think of books as expensive. At the same time, the supply of so-called cheap books is immense (copies sold at a reduced price by the publishers or wholesalers). In the past few years the market for cheap publications has been increased by titles supplied as supplements with newspapers.

<b>Retail price</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Zlotys	19.5	23.8	26.6	27.1	28.8	29.1	29.2
€	4.6	5.6	6.6	7.4	7.5	6.6	6.4
<b>Average monthly income</b>	<b>1998</b>	<b>1999</b>	<b>2000</b>	<b>2001</b>	<b>2002</b>	<b>2003</b>	<b>2004</b>
Zlotys	1,239	1,706	1,923	2,061	2,133	2,201	2,289
€	295	404	477	565	553	501	505

### TAX REFORM

In the near future the market is expecting a major change. By the end of 2007 the zero per cent rate for VAT on books will end. In Poland the standard rate will be 22 per cent. However, publishers are hoping for a preferential rate, which is most likely to be 7 per cent.

### READERSHIP

The number of book readers has remained at a stable level for many years, except in the early 1990s, when some previously unknown American bestsellers appeared on the market. At present, 58 per cent of Poles read at least one book per annum.

	% of readers	% of buyers
1992	71	56
1994	56	37
1996	58	47
2000	54	41
2002	56	37
2004	58	40

National Library

### WHAT SORT OF BOOKS DO POLES BUY MOST?

Category	% of buyers
Encyclopedias and textbooks	25
School books	18
Books for children and young people	13

Professional books	11
Crime fiction	9
Religious books	7
Essays	6
Fantasy	4
Esoteric books	1

National Library

### **POLISH READING PREFERENCES**

Category	% of buyers
Novels	59.7
Novellas and short stories	4.3
Drama	0.4
Poetry	4.7
Satire, bons mots and anecdotes	0.16
Letters and memoirs	1.5
Youth literature	3.7
Children's books	17.5
Mixed content	7.8

National Library

### **FOREIGN LITERATURE**

Foreign publications account for a very large share of the market. In 2004, of a total of 20,830 published titles, translated books accounted for more than 26 per cent. These figures appear even more impressive when we compare the number of books published that were written in Polish and that have been translated into Polish. The former exceed the latter by only just over 19 per cent.

#### **Translations published in 2004**

Original language	Titles	Including belles-lettres
Czech and Slovak	40	21
English	3,180	1,602
French	450	247
German	577	116
Hungarian	15	10
Italian	261	51
Russian	106	49
Spanish	137	79

*Publishing Activity in Figures, National Library*

### **TRANSLATED BESTSELLERS 2005**

	Author	Title	Translator	Publisher	No of copies sold
1	<b>Dan Brown</b>	<i>The Da Vinci Code</i>	Krzysztof Mazurek	Wydawnictwo Albatros Andrzej Kuryłowicz/Sonia Draga, Świat Książki	363,000 (Świat Książki mail order sales – 39,000)
2	<b>Dan Brown</b>	<i>Angels and Demons</i>	Bożena Józwiak	Wydawnictwo Albatros Andrzej Kuryłowicz/Sonia Draga	167,000
3	<b>Dan Brown</b>	<i>Deception Point</i>	Maria & Cezary Frąc	Wydawnictwo Albatros Andrzej Kuryłowicz/Sonia Draga	166,750
4	<b>René Goscinny &amp; Jean-Jacques Sempé</b>	<i>Nicholas Again</i>	Barbara Grzegorzewska	Znak	155,000
5	<b>Paulho Coelho</b>	<i>Zahir</i>	Zuzanna Bułat Silva	Drzewo Babel	149,345
6	<b>Carlos Ruiz Zafón</b>	<i>The Shadow of the Wind</i>	Beata Fabjańska-Potapczuk &	MUZA	109,952

			Carlos Marrodán Casas		
7	<b>Dan Brown</b>	<i>Digital Fortress</i>	Piotr Amsterdamski	Wydawnictwo Albatros Andrzej Kuryłowicz/Sonia Draga	83,500
8	<b>Lisa See</b>	<i>Snow Flower and the Secret Fan</i>	Anna Dobrzańska-Gadowska	Świat Książki	75,100
9	<b>Eric-Emmanuel Schmitt</b>	<i>Oscar and the Lady in Pink</i>	Barbara Grzegorzewska	Znak	73,000
10	<b>Matthew Pearl</b>	<i>The Dante Club</i>	Andrzej Wojtasik	Wydawnictwo Literackie	70,258

Andrzej Rostocki, *Rzeczpospolita*.

## TRANSLATIONS OF POLISH LITERATURE

The tradition for translation of Polish literature into foreign languages goes back to the sixteenth century. In that era the works of Poland's Renaissance poets were translated. In the seventeenth and eighteenth centuries some classic Polish novels enjoyed popular success abroad. Of the modern authors, the most frequently translated include Stanisław Lem (612 translations of whole books and 37 stories in anthologies), Witold Gombrowicz (245 and 26 respectively), Czesław Miłosz (233 and 14 respectively), Ryszard Kapuściński (191), Sławomir Mrożek (149 and 44 respectively), Wisława Szymborska (125 and 87 respectively), Zbigniew Herbert (87 and 62 respectively), Tadeusz Różewicz (67 and 89 respectively), and Bruno Schulz (67 and 18 respectively). The satirical crime novels of Joanna Chmielewska (297 whole books and 2 stories in anthologies) are extremely popular in Russia, where they achieve high sales figures.

Translations from classic Polish literature include the works of Henryk Sienkiewicz (449 whole books and 39 stories in anthologies), Adam Mickiewicz (95 and 81 respectively), Bolesław Prus (81 and 27 respectively), Józef Ignacy Krasiński (58 and 22 respectively), Stanisław Witkiewicz (52 and 15 respectively) and Władysław Reymont (48 and 27 respectively)

The most popular authors by the number of languages into which their works have been translated are Stanisław Lem and Wisława Szymborska (35 languages), Czesław Miłosz (33), Tadeusz Różewicz (32), the Polish pope Karol Wojtyła (29), Ryszard Kapuściński (29), Witold Gombrowicz (26), Sławomir Mrożek (25), Antoni Libera (21), Olga Tokarczuk (19) and Andrzej Stasiuk (13)

In the past 25 years most translations of Polish literature have been into German (1,407) and Russian (1,071), then English (568), French (561), Czech (376), Hungarian (260), Serbian (212), Dutch (199), Lithuanian (191), Slovak (181), Bulgarian (181), Romanian (144) and Swedish (120)

## POLISH-LANGUAGE BESTSELLERS 2005

	Title	Author	Genre	Publisher	No of copies sold
1	<i>Osobowość Ćmy</i> ("The Personality of the Moth")	Katarzyna Grochola	Romantic fiction	Wydawnictwo Autorskie	142,100
2	<i>Żaba</i> (The Frog)	Małgorzata Musierowicz	Youth fiction	Akapit Press	68,124
3	<i>Mnie zabić</i> ("To Kill Me")	Joanna Chmielewska	Crime fiction	Kobra Media sp. z o.o.	65,000
4	<i>Jadąc do Babadag</i> ("Driving to Babadag")	Andrzej Stasiuk	Non-fiction/travel	Wydawnictwo Czarne	60,000
5	<i>Ostatnia kohorta</i> ("The Final Cohort")	Waldemar Łysiak	Historical fiction	Wydawnictwo Nobilis	49,000
6	<i>Operacja Talos</i> ("Operation Talos")	Bogusław Wołoszański	Spy thriller	Wydawnictwo Wołoszański	48,600
7	<i>Podróże z Herodotem</i> ("Journeys with Herodotus")	Ryszard Kapuściński	Biography/reportage	Znak	46,000
8	<i>Dwukropek</i> ("Colon")	Wisława Szymborska	Poetry	Wydawnictwo a5	40,000
9	<i>Opowieści wigilijne</i> ("Stories for Christmas Eve")	Various	Short stories	Prószyński i S-ka	38,592
10	<i>Twierdza szyfrów</i> ("Cipher Fortress")	Bogusław Wołoszański	Spy thriller	Wydawnictwo Wołoszański	38,000

Andrzej Rostocki, *Rzeczpospolita*

## LITERARY AWARDS

**The NIKE Literary Award** is a prestigious prize for the best Polish book of the year. It involves a three-stage competition, where at the first stage the jury nominates 20 titles in May, at the second a shortlist of seven finalists is announced in September, and then the winner is chosen from this group. The prize is usually awarded in October. The author of the winning book is given a NIKE statuette sculpted by Gustaw Zemła and a prize of 100,000 zlotys. First awarded 1997, the NIKE has mainly been won by novels. It is only given to living authors.

### Winners:

[2005](#) – *Driving to Babadag* (“Jadąc do Babadag”) by Andrzej Stasiuk

[2004](#) – *Muck* (“Gnój”) by Wojciech Kuczok

[2003](#) – *Sunset in Milanówek* (“Zachód słońca w Milanówku”) by Jarosław Marek Rymkiewicz

[2002](#) – *In the Garden of Memory* (“W ogrodzie pamięci”) by Joanna Olczak-Ronikier

[2001](#) – *At the Sign of the Mighty Angel* (“Pod Mocnym Aniołem”) by Jerzy Pilch

[2000](#) – *Mother Leaves* (“Matka odchodzi”) by Tadeusz Różewicz

[1999](#) – *Surgical Precision* (“Chirurgiczna precyzja”) by Stanisław Barańczak

[1998](#) – *Road-side Dog* (“Piesek przydrożny”) by Czesław Miłosz

[1997](#) – *The Horizon* (“Widnokrąg”) by Wiesław Myśliwski

**The ANGELUS Central European Literary Award** – this prize is given to the author of the best Central European work of fiction to be published in Polish each year. At 150,000 zlotys, it is Poland’s biggest literary award.

**The Kościelski Foundation Prize** has been awarded annually since 1962. Based in Geneva, the Kościelski Foundation is one of the oldest institutes of Polish culture. It was established through a bequest made by Monika Kościelska, widow of patron of the arts Władysław August Kościelski, who died in July 1959. The prize is given to writers under the age of 40, who are selected by a voluntary jury appointed by the Foundation’s Council. Each writer is judged on his entire output to date, with special focus on his or her most recent prose, poetry, and essays. Known as the “young writers’ Nobel prize”, the award is worth 7,500 Swiss francs. Recent winners: Jacek Dehnel (2005), Tomasz Różycki (2004), Dawid Bieńkowski (2003)

**The Polityka Passport** is a prize established in 1993 by the weekly newspaper *Polityka* for performers in six categories: literature, film, theatre, classical music, popular music and the plastic arts. Since 2002 there has also been a special prize for achievements in disseminating Polish culture. Recent winners in the literature category: Marek Krajewski (2005), Sławomir Shuty (2004), Wojciech Kuczok (2003)

**The Janusz A. Zajdel Polish Fandom Prize** is an annual award for fantasy literature. The prize is awarded by fans of fantasy to the authors of the best Polish titles, in two categories, novels and short stories. Recent winners: Jacek Dukaj, Anna Brzezińska (2004), Jacek Dukaj, Andrzej Ziemiański (2003), Andrzej Sapkowski, Andrzej Pilipiuk (2002)

**The Przekrój Phenomena** – awarded by the weekly magazine *Przekrój* on the basis of a readers’ opinion poll, these prizes are given to the most outstanding people and events of the past year. The poll was run for the first time in 2005 to mark the magazine’s sixtieth anniversary. On 12 April a special “Phenomenon” prize was awarded to Sławomir Mrozek, and the literature category was won by Eustachy Ryłski.

**The IBBY Polish Section “Book of the Year” Competition** is awarded to the best Polish children’s books, for both their literary and artistic qualities. There are three categories, best writer, best illustrator and best promoter of children’s literature.

## BOOK FAIRS

**The Warsaw International Book Fair** – For the first few years Poland’s leading book fair was held in Poznań, but since 1958 it has been held in the capital. Nowadays it ranks as the foremost meeting place for publishers, writers and readers in Central and Eastern Europe. Traditionally held in May, each year the book fair features a “special guest”, focusing on the literature of a particular country. Russia featured for two years, then in 2005 the

focus was on Switzerland, and in 2006 Germany was the guest country. In 2005 the event attracted 580 exhibitors from 27 countries.

**Kraków Book Fair** – The 2005 event confirmed the growing status of this book fair, which is gradually becoming an important fixture in the autumn schedule for all Poland’s major publishers. In October 2006 the tenth anniversary event will be held. The organisers have an ambitious plan to invite the world’s ten most popular authors to attend. Three hundred and sixty-eight exhibitors from all over Poland took part in the 2005 event.

## **DISTRIBUTION**

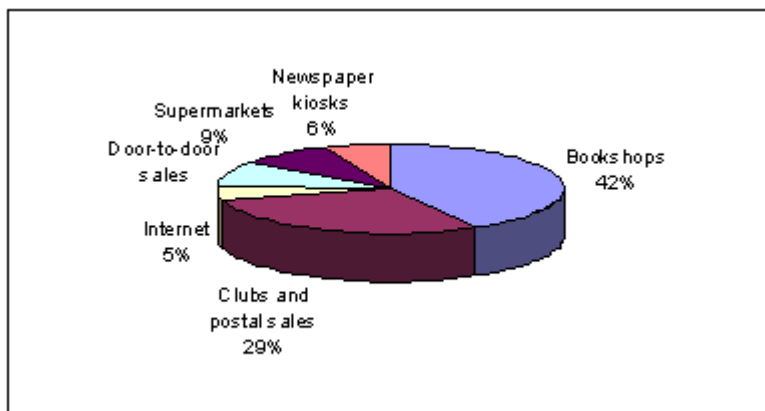
Wholesalers have a large, 43 per cent share of the market. In 2004 they achieved an 11.1 per cent growth in sales. In Poland there are four sales networks that function nationwide – Azymut, FK Jacek Olesiejuk, Wkra and Matras. The total number of wholesale book outlets is decreasing, and after a number of major bankruptcies, approximately 365 firms are still active on the market.

The estimated total number of bookselling outlets is 2,520, selling almost 42 per cent of all books.

### **Main bookselling chains**

- **Empik:** Poland’s largest bookselling chain, consisting of 64 shops in the biggest cities. It offers about 40,000 titles. In 2005 Empik resumed Internet sales through a site called empik.com.
- **Matras:** This chain is involved in wholesale as well as retail sales. By the end of 2004 it owned 116 bookshops in 74 cities throughout the country.
- **Dom Książki:** Virtually the only retail book distributor in the period from 1950 to 1989. At present it owns 42 bookshops with a total turnover comparable to that of Matras.
- **Książnica Polska:** This firm operates in north-eastern Poland where it runs wholesale and retail operations and owns 23 bookshops.
- **HDS:** This firm’s 148 outlets operate under various trading names, mainly at railway stations. Most of them offer from 200 to 500 titles.

### **Distribution market share**



## **INTERNET**

About 30 per cent of households now have access to the Internet, and as a result Internet sales are growing. In 2006 Poland’s largest Internet bookshop, Merlin.pl, was joined by two competitors, Empik and the US firm Amazon.

## **LIBRARIES**

There are 8,700 public libraries in Poland. Although their total number has been decreasing since the beginning of the 1990s, lately the number of readers has been increasing.

Poland’s higher education institutions are justly proud of the fact that they have developed a network of computerized libraries. Not long from now over a dozen “virtual” libraries will be in operation in Poland, using the Polish dLibra programming system.

### Public library readers per 1,000 of the population

1990	1995	1997	1998	1999	2000	2001	2002	2003
195	182	187	189	190	193	194	196	198

### Internet bookshops offering mail-order services abroad

- merlin.pl
- empik.com
- mareno.pl
- vivid.pl
- wysylkowa.pl
- traffic-club.pl
- inbook.pl

## **THE BOOK INSTITUTE**

**The Book Institute** is a national institution established by the Polish Ministry of Culture. It has been up and running in Kraków since January 2004.

The Institute's basic aims are to influence the reading public and to popularise books and reading within Poland, as well as to promote Polish literature worldwide. These aims are accomplished by:

- popularising the best Polish books and their authors;
- educational activities designed to highlight the advantages to be gained from regular book reading;
- introducing Polish literature abroad;
- organising study visits for translators;
- increasing the number of translations from Polish into foreign languages, with the help of the © POLAND Translation Programme;
- making information on Polish books and the Polish publishing market accessible to foreign consumers.

The Book Institute organises literary programmes to promote Polish books at national and international book fairs, appearances by Polish writers at literary festivals, and within the scope of programmes designed to promote Polish culture worldwide, it publishes catalogues of "New Books from Poland", runs study and educational activities, organises meetings and seminars for translators of Polish literature and keeps in touch with translators.

### Selected Book Institute programmes:

#### 1. "Kolegium Tłumaczy" Translators' Programme

Based in Kraków, this programme provides study visits for translators of Polish literature and is run jointly with the Jagiellonian University and the Villa Decius. During three- or one-month stays, the translators are provided with suitable conditions for their work and assistance with their translations. They also conduct some classes for students at the Jagiellonian University. Eight candidates are accepted each year, from March to May and from September to November.

#### 2. The Transatlantic Prize

The Transatlantic prize is awarded by the Book Institute to outstanding ambassadors of Polish literature abroad. Its aim is to promote Polish literature on the world market and to provide a focal point for translators of Polish literature and its promoters (literary critics, scholars and organisers of cultural events). The prize is awarded annually and is worth € 10,000. The winner is chosen by a special committee including leading literary scholars, organisers of cultural events, translators and the head of the Book Institute. The prize was awarded for the first time on 13 May 2005 at the Słowacki Theatre in Kraków during the Polish Literature Translators' Congress. The winner was Henryk Bereska.

### Four Seasons Book Festival



The Book Institute organises an annual international literary festival, which takes place in several cities simultaneously. It is divided into four parts:

- POETRY SEASON (February)
- POPLIT Popular Literature Festival (April): fantasy, horror, women's books, children's and youth literature, cartoons
- PROSE SEASON (October): world literature, Polish classic authors, new Polish publications and literary debuts
- FESTIVAL OF CRIME (November; jointly organised with the "Corpse in the Closet" Society): crime novels and thrillers, the High Calibre Prize for the best crime novel of the past year.

### ©POLAND Translation Programme

The Programme was established in 1999 and was modelled on similar programmes in other countries. Its aim is to increase the number of foreign translations of Polish literature by providing financial support to foreign publishers to pay for translation costs. The Programme is administered by the Book Institute.

In the period from 1999 to 2006, the ©POLAND Translation Programme has provided **482 grants worth a total of 3,908,876 zlotys (approx € 1 million), for translations into 38 different languages. The average grant was worth 8,200 zlotys (approx € 2,000).**

Preference is given to works of fiction and non-fiction that fall within the humanities category.

The Programme may cover:

1. Up to 100 % of the costs of a translation from Polish into a foreign language
2. Up to 100 % of the costs of purchasing the publishing rights

To apply for these grants, foreign publishers need to present five copies of each of the following:

- a completed application form
- the rights purchase contract (or provisional contract)
- the translation contract (or provisional contract)
- current publishing agenda and details of the firm's activities
- translator's bibliography
- a brief note on reasons for choosing the title in question
- a precise costing and financing plan for the publication and information on how it is to be marketed

#### **Please address applications to the Book Institute as follows:**

Instytut Książki (Book Institute)

ul. Szczepańska 1

PL 31-011 Kraków

E-mail: [j.czudec@bookinstitute.pl](mailto:j.czudec@bookinstitute.pl)

Tel: (+48-12) 426 79 12, 433 70 40

Fax: (+48-12) 429 38 29

Full information on the ©POLAND Translation Programme, including a list of grants awarded to date and a funding application form can be found on the Book Institute's website, [www.bookinstitute.pl](http://www.bookinstitute.pl)

### **USEFUL LINKS**

#### **Biblioteka Narodowa**

The National Library

[www.bn.org.pl](http://www.bn.org.pl)

The main state library provides access to many large databases. An electronic national bibliography arranged in five sections is under preparation. About 35 per cent of the entire collection is now catalogued on-line, including all library acquisitions since 1994.

The ISBN database includes information on all the registered publishing companies in Poland. A database of "Polish Material Abroad" is currently being updated, which includes bibliographical details of Polish books published outside Poland.

**Narodowy Uniwersalny Katalog Centralny**

The National Universal Central Catalogue – “NUKAT”

[www.nukat.edu.pl/](http://www.nukat.edu.pl/)

“NUKAT” is the central catalogue for Poland’s academic and scientific libraries. It aims to provide information on documents and where they are kept. More than 900 librarians from 58 libraries contribute to this extensive database.

**Polska Izba Książki**

The Polish Book Chamber

[pik.org.pl](http://pik.org.pl)

This organisation covers publishers, bookshops, book wholesalers, printers and all kinds of enterprise involved in the book market. At present it has 240 associated members.

**Instytut Książki**

The Book Institute

[bookinstitute.pl](http://bookinstitute.pl)

A source of information on current events in Polish literature and more, presenting new and forthcoming publications and providing up-to-date reviews. It also includes short biographies of more than 100 contemporary Polish authors and information on more than 500 titles, including extracts, critical comment and publishers’ contact details. Everything you need to know about Polish books, in Polish, English and German.

**Portal Culture.pl**

culture.pl

The Polish culture website, including information on major events in literature, music, film, theatre and other genres.

**Elektroniczna Biblioteka**

Electronic Library

[ebib.info](http://ebib.info)

The Polish Libraries’ Association website – first stop for any librarian.

**Narodowe Centrum Kultury**

National Cultural Centre

[nck.pl](http://nck.pl)

This institution exists to promote Poland’s national heritage, to provide cultural education and to encourage interest in culture and the arts.