

# The Japan Times On Sunday

## The 2014 New York Book Expo America Features Small Press Entries

By Alan Canton and Mayapriya Long

With the global book publishing industry being consolidated through mergers and buyouts, as well as a centralization of the distribution channel, there is one sector of the industry that is thriving and that's the small press.

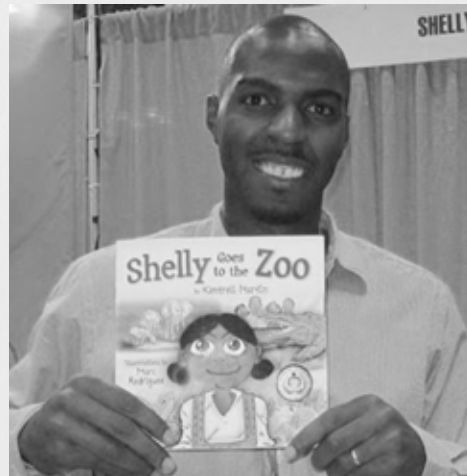
This year's BEA recognized this with one official saying "We've seen the ascent of small publishers in what is now a more level playing field. You don't have to be huge to publish a book anymore as the costs have come way down with print-on-demand services."

And this year the BEA took steps to attract more small publishers and to integrate them into the fabric of the show by not putting their booths way off to the side of the hall.



It has been many years since Arcadia Publishing was at BEA. This is a really interesting publisher. Arcadia Publishing is the leading local history publisher in the United States, with a catalog of more than 8,500 titles in print and hundreds of new titles released every year. Talk about a profitable niche? They have it. Many travelers when in a new town or city want to learn more about it for one of their tomes, often sold at gift shops.

Everyone loves books that actually HELP the world in some way and Kentrell Martin, the owner and author of Shelly's Adventures is the author of one of them. The book was created to provide children and their parents with reading material that teaches American Sign Language. Everyone who visited their booth was touched by their mission.



There is an old joke about Beverly Hills. Two women have lunch... and a new boutique is started! No one is sure sure if this is how Peek-a-Bear Press started but they have a terrific children's book and toy. Peek-a-Bear is an adventure/ discovery peek-and-play book following the journey of Peek-a-Bear. The child follows Peek-a-Bear under water, through the zoo and across the sky. Along the way he introduces the reader to interesting characters and themes. The book provides an interactive element to supplement the story line.



While the large publishers are fighting distribution and pricing wars with Amazon, the small press is growing and often publishing to niches long neglected by their larger cousins. While being large and having deep pockets has its advantages, as was seen at this year's BEA, creativity is not limited to the large houses alone.