

# HUMANITAS



## Market

Imagine a book market that is still young, but developing, with a significant potential for growth, concentrated in the hands of a few large publishers, who have left the communist economy of the past and have begun to behave like commercial enterprises, oriented towards profit and clients; a market with a trend towards the consolidation of publishing groups, acquiring smaller publishers by means of acquisition; a market strongly influenced by bestsellers, with a reading public whose preferences are clearly dominated by fiction, but who has begun nevertheless to specialize - to show an interest, for instance, in career and business books - and which is increasingly open to a new product, the audio book.

This is how the Romanian book market looks right now, and the Humanitas Publishing House is one of the main competitors on this market.

The development of the Humanitas Publishing House on this dynamic market has been made easier by its own distribution company, comprising a bookshops chain under the same brand. While a new generation of Romanian authors is emerging, book sales are predominantly of well known Romanian authors with a high media profile, alongside international bestsellers, such as the books of Paulo Coelho. There has been steady growth in the purchasing power of the middle class and one of the consequences seems to be the diversification of book distribution channels on the Romanian market: hypermarkets selling an ever growing number of books, new bookshop chains and, above all, the internet used as a sales instrument. The Humanitas Book Distribution Company embraces all these new opportunities.

## Achievements

Humanitas is regarded as the number one cultural publisher in Romania, not dissimilar to the French publisher Gallimard. Over the years, it has been given countless awards for particular publications, authors, and cultural contributions. At Gaudeamus, one of the most important book fairs held in Bucharest, Humanitas has consistently been awarded first prize in the Public Vote - the most important thing a publisher could possibly wish for.

From the very outset, the Humanitas name has been lent prestige by the so-called five great inter-war writers with roots in Romania: Lucian Blaga, Emil Cioran, Mircea Eliade, Eugène Ionesco and Constantin Noica. Humanitas also has exclusive rights for the most important living Romanian authors: Ana Blandiana, Lucian Boia, Mircea Cărtărescu, Livius Ciocârlie, Neagu Djuvara, Gabriel Liiceanu, Andrei Pleșu, H.-R. Patapievici, Dan. C. Mihăilescu, Ioana Pârvolescu, Traian Ungureanu, Stelian Tănase. Books by some of these authors have sold more than 200,000 copies and most of them count among the Romanian authors who have been published in translations abroad.

Moreover, Humanitas books have always sold very well. Who said that culture and commercial success cannot meet? In the period between 1990/2003, the company has published 1,133 titles (1,350 if re-published authors are included), a total of more than 10,000,000 copies.

## History

Humanitas is now a brand shared by four companies: a (parent) publisher, a book distribution chain, a (sister) publishing house specialising in schoolbooks, and a multimedia producer. Though the name is not officially established, it's useful to think in terms of a Humanitas Group.

Humanitas was founded as a publishing house on February 1<sup>st</sup> 1990, under the directorship of Gabriel Liiceanu, a well-known cultural personality in Romania. During its beginnings, Humanitas defined itself as a 'humanities publisher' and a 'publisher of recovered memory'. Over the

coming sixteen years, the company did not abandon this definition, in spite of moving into other publishing areas, such as school textbooks and materials (in 1996), practical books (since 1998), literature (since 1999), books for children and teenagers (in 2000), and audio books (since 2003).

In 1991, it became a private company: Humanitas became the first privatised publishing house in post-communist Romania.

The same year, through the restructuring of the publisher's distribution service, the Humanitas Bookshops Company came into being. The chain of bookshops run by this company is the first private attempt to break the state monopoly over book distribution. It currently numbers fourteen outlets, most of them located in large cities with a significant percentage of educated inhabitants (Bucharest, Timișoara, Sibiu, Iași, Cluj etc).

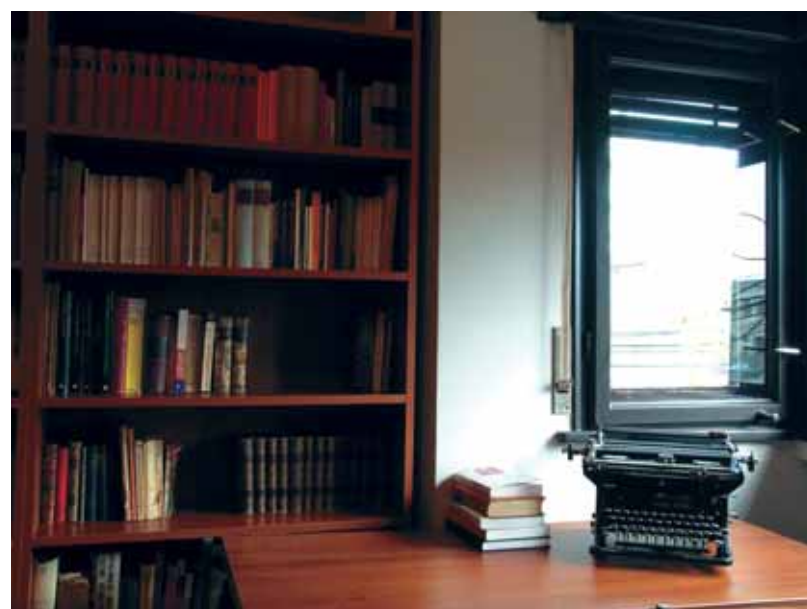
In 2000, the Humanitas Educational Department, formed in 1996, became a private company and built up its portfolio of textbooks and school materials, which in 2006 totalled 100 titles, a combined print run of some six million copies.

In 2003, the Humanitas Multimedia Company was founded; by 2006, its portfolio included more than 100 products, audio books making up some 80% of this figure.

## Product

In time, the original editorial orientation towards the humanities, which lent the Humanitas brand its name, has expanded.

The publisher's current editorial categories range from philosophy, religion, social and political sciences, history (studies, essays, dictionaries/encyclopaedias, treatises and other study tools) to art and literature (novels, short stories, poetry and drama, memoirs and journals, art albums), self-help and practical books, children books, and other diverse publications



(law and economics books, popular science, sports, music, art and photographic albums etc).

By 2005, the Humanitas Publishing House comprised of 44 series, to which the Humanitas Practic (practical and do-it-yourself books) and Humanitas Junior (children's books) series have been added, all of them being further divided into sub-categories.

The number of published books each year is growing constantly - from 30 titles in 1990 to 85 in 1995, 310 in 2005 and 360 in 2006. Between 1990/2006, Humanitas published almost 1,800 titles in 50 series and more than eleven million copies. More importantly, the annual number of copies sold increased steadily from 2002 onwards, closely matching the growth curve in the quality of the books published, and veritable bestsellers made their appearance. The current proportion of translations to original works is approximately 55 to 45, with original works looking set to dominate in the near future.

In 2006, the list of bestselling authors published by Humanitas included Paulo Coelho, Mario Vargas Llosa, Milan Kundera, Mircea Cărtărescu, Gabriel Liiceanu, Andrei Pleșu, Horia-Roman Patapievici, Ioana Pârvolescu, and Traian Ungureanu. The literature series - Cartea de pe noptieră (Bedside-table Books), Raftul Denisei (Denisa's Bookshelf) and Rîsul lumii (Laughing Stock) and the Practical collection themselves include many top sellers.

The range of products available in the Humanitas Bookshops is made up of books, CDs, DVDs, maps, postcards, newspapers and magazines. They are sourced from 200 suppliers from Romania and abroad, the main supplier in terms of books being the Humanitas Publishing House.

## Recent Developments

The Humanitas brand seems to be in continuous ascendancy, something which needs to be made best use of.

One of the brand's main development regards Humanitas Multimedia, which has already begun to grow and occupy the market for audio books and other electronic products. The Humanitas Publishing House has enjoyed remarkable success at the Bookfest Fair in Bucharest (June 2006). The main concern of the publisher is to develop its products on the existing market, with special emphasis on bestselling literature (chick-lit, thrillers) and promising new Romanian authors, and, in the same time, increasing its market share in terms of practical books, career/business titles and art/photographic albums.

The Humanitas Bookshops Company continues to extend the presence of the brand on the internet, anticipating an even bigger growth in sales, to open new outlets, including café-bookshops, and refurbish the old ones.

## Promotion

Humanitas is promoted on the market through the slogan "The Good Taste of Freedom".

Two relatively recent developments have changed Humanitas' attitude and even its policy concerning book promotion: Romanian TV channels and the press are becoming more responsive to books, writers, culture in general etc. Carefully planned promotional campaigns can actually build-up authors and bestsellers, as several market experiments have indicated.

For instance, in 2005, Mario Vargas Llosa visited Romania, and then Paulo Coelho. Both

visits were accompanied by large-scale promotional campaigns for the authors' books, published in translation by Humanitas, and the result was a huge increase in sales. However, a more striking example concerns the publication by Humanitas, in the summer of 2006, of a book with an attractive cover and a puzzling title (A Guide for the Bad-Mannered). The promotion campaign created an unexpected bestseller.

## Brand Values

In Humanitas' vision, the goal of the company over the next ten years is to develop a cultural holding which represents a spiritual component of the Romanian life. In 2003, Humanitas made a gamble on cultural excellence going hand in hand with business success - one which paid off.

Everything the company is involved in comes from the belief that the freedom of a society can be achieved through cultural means. The Humanitas Group offers its readers products and services of highest standards of quality. The company's reputation is based on proven consistency in serving the values of progress and freedom, and its engagement with the greatest challenges posed by history and contemporary society.

The company's mission is to help raise unasked questions in the minds of readers, and arrive at answers never yet considered. Reading is a journey, one which Humanitas invites its readers to set out upon, and, in the process, discover "The Good Taste of Freedom".

People at Humanitas are at all times expected to share the following values: team work, customer orientation, professionalism, creativity, passion, and honesty. And these 'Humanitas Group values' are undoubtedly conveyed to the brand. The reading public knows that Humanitas means culture, good quality, prestige, elegance, refinement, and a melting pot of tradition and modernity... As the slogan puts it, "The Good Taste of Freedom".

[www.humanitas.ro](http://www.humanitas.ro)

[www.librariilehumanitas.ro](http://www.librariilehumanitas.ro)

<http://autori.humanitas.ro>

[www.hed.ro](http://www.hed.ro)

[www.humanitasmultimedia.ro](http://www.humanitasmultimedia.ro)



## THINGS YOU DIDN'T KNOW ABOUT

### HUMANITAS

- › Bestselling authors available in Humanitas include: Emil Cioran (more than 950,000 copies sold), Mircea Eliade (more than 580,000), Paulo Coelho (more than 650,000), Mircea Eliade (more than 580,000), Mircea Cărtărescu (250,000), Gabriel Liiceanu (240,000), Andrei Pleșu (140,000), Horia-Roman Patapievici (120,000)
- › Mircea Cărtărescu is the well-known author of the best-seller "De ce iubim femeile" ("Why we love women"). Since the publication of this wonderful book, Humanitas received at least three proposals for similar titles from different authors, including, of course, "De ce iubim bărbații" ("Why we love men")
- › Humanitas is the first publisher in Romania to have launched an outdoor advertising campaign
- › In 2005, more than 200,000 customers made purchases in the Humanitas bookshops
- › The number one Humanitas bestseller is "The Code of Good Manners", a book written by Aurelia Marinescu, a teacher of Romanian literature (over 220,000 copies have been sold so far - not bad for a population of 22 million), while the "Guide for the Bad-Mannered" (published in June 2006) by Radu Paraschivescu was sold in more than 10,000 copies in its first few months of sales