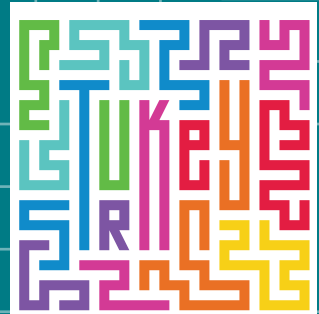


# THE BOOK MARKET IN TURKEY

2013

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**TURKEY,**  
HAS BEEN CHOSEN AS THE MARKET  
FOCUS COUNTRY FOR THE  
LONDON BOOK FAIR (2013),  
THE BEIJING BOOK FAIR (2014),  
AND LIBER/MADRID BOOK FAIR (2015)

# GENERAL OVERVIEW\*

## Statistics

### Publisher Associations:

- \* The Turkish Publishers Association,
- \* Association of Press and Publishing,



### Bookselling Associations:

- \* Association of Booksellers and Stationery Stores,
- \* Association of Book Wholesalers,

### Copyright Associations:

- \* YAY-FED/ Federation of Professional Associations of Publishers,
- \* YAY-BİR/ Professional Association of Publishers,
- \* BAS-YAY-BİR/ Professional Press and Media Association,
- \* EĞİTİM-YAY-BİR/ Professional Association of Educational Publishers.

### What are the Figures for the Overall Book Market in Turkey?

Number of bookstores	6,000
Number of distribution companies	150
Number of titles according to ISBN data (2012)	42.626
Number of books produced	293.257.824
Number of school textbooks distributed free of charge	187.000.000
TOTAL number of books produced in 2012	480.257.824
VAT charged for books	%8 (Standart %18)

\* All data presented in this brochure are from 2012.

## TOTAL BOOK MARKET IN TURKEY-2012

SEGMENTS	Current size (million \$)		Market %
<b>A. Education</b>		1295	58
a. Textbooks	210		
b. Supplementary textbooks	250		
c. Exam preparation books	835		
<b>B. Cultural Publications</b>		750	34
<b>C. Academic Publications</b>		70	3
<b>D. Imported Books</b>		110	5
a. ELT and other publications	70		
b. Purchasing for Libraries and Academic Purposes	40		
<b>TOTAL</b>		<b>2225</b>	<b>100</b>

### Average prices

Textbooks	1.2 USD
Culture books	10 USD
Academic books	10 USD

## ISBN SYSTEMS



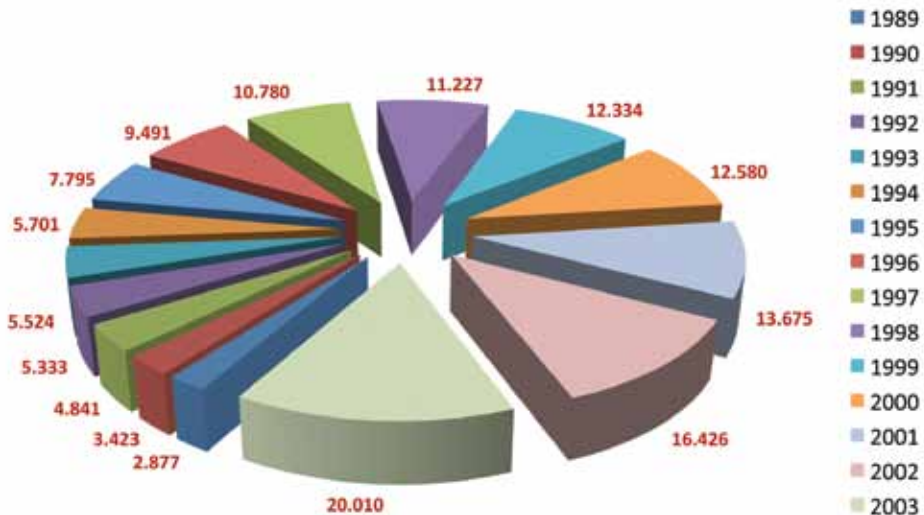
The ISBN Turkey Agency carries out its services in our countries with means provided by the Public sector and these services are realized by the Ministry of Culture and Tourism's General Directorate of Libraries and Publications. The most correct data regarding the current status of the publishing sector in Turkey are presented by this center.

Similarly, the ISSN Turkey Center, which is under the General Directorate of Libraries and Publications, provides the most correct data for periodicals. While ISBN numbers were allocated to 43,190 books in 2011, the number of books for which ISBN numbers were allocated in 2012 was 42.626.

### **What is the applied tax rate for books?**

In our country, VAT (Value Added Tax) rate for books is 8 % and 18 % for e-books and it is the sole tax applied for books.

## NUMBER OF PUBLICATIONS ASSIGNED ISBN (1989-2003)



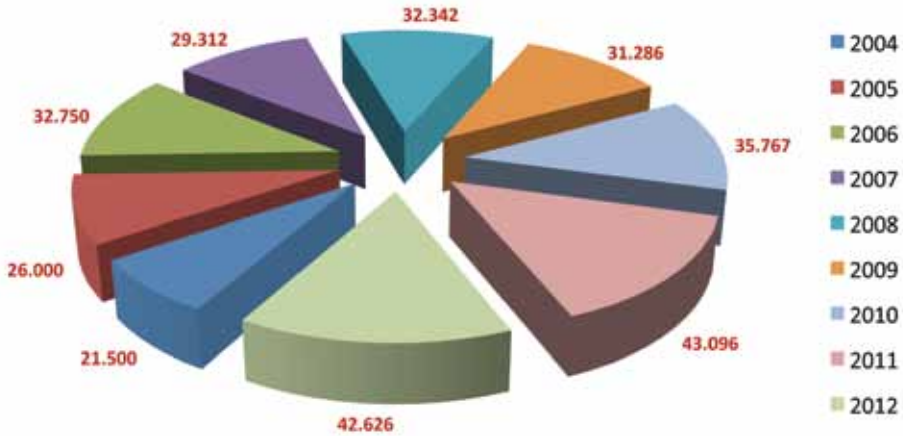
### Data Systems, Databases, Websites, and E-portal Lists for Published Books

The databases and online services in this field should be considered in terms of two separate categories, those of the Private and the Public sectors. The public sector's data for publishing consist of the ISBN Turkey Agency data and Hologram (Bandrol) data compiled by the Ministry of Culture and Tourism. In addition to the public sector, there are also publisher databases prepared by the private sector Publishers Associations too.

### Number of Publishers, Overall and Active

While the number of publishers to whom ISBN number were allocated in 2011 was 1,676, the number for 2012 was 1,795. The total number of publishers to whom ISBN numbers have been allocated since 2007, when the online system began to be used, is 9,945. Of these, the number of publishers still active is 8,133.

## NUMBER OF PUBLICATIONS ASSIGNED ISBN (2004-2012)



### Number of Libraries

The total number of libraries that have served under the General Directorate of Libraries and Publications is 1,112. Of those libraries, 1,007 are presently open for service. The number of libraries presently closed due to restructuring is 105. Of the total number of libraries, 1,066 are Public Libraries (Halk Kütüphanesi), and 46 are Children's Libraries.

### What Are the Major Centers for Publishing? In Which Cities is Publishing Concentrated?

In terms of quantity and economic volume, the major centers of the publishing sector are Istanbul (%80), Ankara (% 17), and Izmir (%3).

# BOOK PRODUCTION

## How Many Titles in Total Are Produced in a Year?

The number of titles produced in our country in 2012 is 42.626, and they can be categorized as follows: **General Topics**: 901; **Philosophy and Psychology**: 1,933; **Religion**: 2,826; **Social Sciences**: 14,542; **Language and Linguistics**: 651; **Natural Sciences and Mathematics**: 656; **Technology and Applied Sciences**: 2,104; **Fine Arts**: 1,420; **Literature and Rhetoric**: 14,726; **Geography and History**: 2,867.

The number of banderols given in 2012 by General Directorate for Copyright in coordination with YAYFED is **293.257.824**.

Number of text books distributed for free	187.000.000
<b>Total</b> number of books produced	<b>480.257.824</b>

## The Most Dynamic Categories

The most dynamic categories in the publishing sector are: Literature, technology, applied sciences, history, education and religion.

## The Status of Electronic Publishing

The electronic publishing sector is only now beginning to develop in our country. It presently accounts for only around 0,3 % of the entire publishing sector. However, although it is a new field, it is already undergoing significant growth in volume. There has been over **100%** growth in e-book sales from the year 2010 to 2011 alone, and this growth continues at the same rate. While the number of e-books published in 2011 was 1,314, the number for 2012 was 2,928.

E-books and online magazines published on the Web account for the majority of electronically published materials. The current trend in the sector reveals a predominance of e-books that can be read by means of various devices.



# NATIONAL AND INTERNATIONAL SUPPORTS

## Our Support Programs for Translation, Copyright, and International Trade

### TEDA

Turkish Ministry of Culture and Tourism, Directorate General for Libraries has launched and has been carrying out important projects in these fields.

Within the scope of the programme entitled “Promotion of Turkish Literature Abroad” (TEDA), many works of Turkish literature were supported between 2005 and 2012. Among the **1351** sponsored works, 880 titles have been published in 57 countries and in 54 languages and have met their readers. Within the context of the TEDA programme, **794** literary works, **367** authors and **358** publishers have been supported so far.

In addition to the TEDA, “Grant Programme for Supporting Literary Translation Projects of Publishers” is another project that is carried out as part of the European Culture Programme. This project aims to enable the translation of European literary works into the languages of European countries and popularize them among European citizens.



**teda**

**Translation Subvention Programme of  
Turkey**

## **Translation Workshops in Turkey**

Turkish Ministry of Culture and Tourism, International Translation Funds, LAF, Translation Centres, ÇEV-BİR and Translation Association, Boğaziçi University, and Hacettepe University have been co-organizing bilingual translation workshops. The first workshop was held in English, in Cunda in 2006, under the title of “Translators of Turkish Literature, Cunda Workshop/TEÇÇA). In the workshops that have been held in Büyükada, İstanbul since 2011, translators have done translations from Turkish into the target language and vice versa, having the opportunity to discuss with their colleagues the texts in-depth they have been working on. Literary Translation Workshops aim at strengthening the position of Turkish translators in the international arena and encouraging the translators of literature.

After the first translation workshop in English (Translators of Turkish Literature, Cunda Workshop/TEÇÇA) in 2006, workshops in German (TAÇAT) and in French (TÜFÇAT) were organized in 2011. Following the positive feedback both from the translators and from the workshop moderators, who are experts in translation, workshops in Spanish (TİSÇAT), Russian (TÜRUSÇAT), Arabic (TÜRAPÇAT), and Chinese (TÜÇÇAT) were included into the programme in 2012, and 6 translation workshops were held successfully and contemporaneously with the 31st İstanbul International Book Fair. The number of translation workshops has reached 10 in 2013 with the inclusion of workshops in Italian (TİTÇAT), Polish (TÜLEHÇAT), and the field of Young Adult-Children’s Literature.



## **Promotion of the Turkish Copyright Agencies**

After the launching of TEDA programme in 2005, there has been a four-fold increase in the number of literary agents/copyright agencies which deal with the copyright issues concerning the publication of Turkish writers in foreign languages. Furthermore, with the onset of TEDA programme, almost all agencies have started creating portfolios, and they have begun marketing the copyrights of Turkish writers worldwide instead of only purchasing copyrights for the use of Turkish publishers. Ministry of Culture and Tourism has been supporting the participation of the agencies in the international book fairs by allocating stands and space to them in the professional area and providing them with transportation.

## **Project on the Promotion of Literary Works**

Within the context of efforts to promote Turkish literature, a project has been prepared and implemented in 2013 by the Ministry of Culture and Tourism with the purpose of providing financial incentive to the writers for their original literary projects. Launched with a view to enable the writers to work comfortably and encourage their productivity, the project has drawn close attention of the literary circles.

# COPYRIGHT AGENCIES

COPYRIGHT AGENCIES	ADDRESS	PHONE FAX	E-MAIL
AKÇALI	Bahariye Cad. 8/9-10 81300 Kadıköy / İSTANBUL	+90 216 348 51 60 +90 216 414 22 65	kezban@akcalicopyright.com
ANATOLIALIT	Caferağa Mah. Leylek Sok. Tekirdağlı Apt. No 18/1 34710 Kadıköy / İSTANBUL	+90 216 338 70 93 +90 216 338 70 93	dilek@anatolialit.com
ASLI KARASUİL	Daruşşafak Mah. Çağdaş Sok. Karikatü- ristler Sitesi A Blok No:15 34457 İstinye / İSTANBUL	+90 212 528 57 97 +90 212 528 57 91	asli@aslikarasuilagency.com
BENGÜ	Hacettepe Mah. Hamamönü Sok. No:24 Altındağ / ANKARA	+90 312 311 70 52 +90 312 311 70 52	yakupomeroglu@gmail.com
İSTANBUL	Akyol Caddesi No: 29/13 34427 Cihangir / İSTANBUL	+90 212 292 67 54 +90 212 213 18 41	barbarosaltug@gmail.com
KALEM	Ensiz Sok. No:2 Daire 3 Tünel Beyoğlu / İSTANBUL	+90 212 245 44 06 +90 212 245 44 19	info@kalemagency.com
KAYI	737. sok. No:4C Ege Botanik Sitesi. B2/10 Yıldızevler-Çankaya / ANKARA	+90 312 439 40 16	dilek@nkliteraryagency.com
KAYNAK LICENSING	Baran İş Merkezi Cumhuriyet Mah. Haminne Çeşme Sok. No:13 34696 Üsküdar / İSTANBUL	+90 216 524 22 10 +90 216 520 24 90	hakan@kaynak.com.tr
LIR	Havyar Sokak, Sakarya Apt., 50-3 Cihangir / İSTANBUL	+90 533 245 39 51	ayserali@gmail.com
LITERA	Güneşli Yolu Caddesi İkebana Evleri B-3/10 Yenibosna/ İSTANBUL	0 542 542 07 64	zeynepsevdepaksu@gmail.com
NURCIHAN	Esentepe Mah Milangaz Cad. No: 77, Dumankaya Vizyon A1 K: 23 D: 128 Kartal/ İSTANBUL	+90 216 511 56 86	filiz@nurcihankesim.net
ONK	Cumhuriyet Cad. No: 30, Pak Apt. K. 4, D.9, Elmadağ-Şişli İSTANBUL	+90 212 241 77 00 +90 212 241 77 31	info@onkagency.com
YELKOVAN	Sümer 2 Sok. No. 30/11 06430 Kızılay / ANKARA	+90 312 229 88 84 +90 312 229 88 24	yazarans@gmail.com
ZNN	Bağdat Cad.Tepegöz Sokak, No: 14/7 Göztepe, 34 730 İSTANBUL	+90 216 478 60 52 +90 216 478 59 84	nurgul.senefe@znn.com.tr

# BOOK FAIRS IN TURKEY

Along with the growth of the publishing sector in Turkey, there have been progress and changes in the area of book fairs. Setting out to become one of the biggest fairs in its region, Istanbul Book Fair has been through a significant growth period over the last 3-4 years, thanks to the cooperative projects of the Ministry of Culture and Tourism, and National Organizing Committee for International Book Fairs. In 2012 Istanbul Book Fair attracted the close attention of publishers, writers, copyright agencies, translators and other professionals, including 250 international participants.

- International Istanbul Book Fair
- Istanbul Sultanahmet Book Fair
- Ankara Book Fair
- Ankara Kocatepe Book Fair
- Izmir Book Fair
- Bursa Book Fair
- Adana Çukurova Book Fair
- Diyarbakır Book Fair
- Antalya Book Fair
- Antalya-Konyaaltı Book Fair
- Ordu Book Fair
- Malatya Book Fair
- Kocaeli Book Fair

# PUBLISHERS, TRANSLATORS, BOOKSELLERS, AND WRITERS PROFESSIONAL ASSOCIATIONS

ASSOCIATIONS	ADDRESS	PHONE FAX	E-MAIL
YAYFED/ FEDERATION OF PUBLISHERS PROFESSIONAL ASSOCIATIONS	Binbirdirek Meydanı Sok. İletişim Han. Kat:2 No:7/11 34122 Cağaloğlu/ İSTANBUL	+90 212 518 00 02 +90 212 518 00 41	bilgi@yayfed.org
YAYBİR/TURKISH PUBLISHERS ASSOCIATION	Gümüşsuyu Mah. İnönü Cd. Opera Palas Apt. No: 55 D: 2 Gümüşsuyu 34437 Beyoğlu-Taksim /İSTANBUL	+90 212 512 42 14 +90 212 512 42 15	bilgi@yaybir.org.tr
BASYAYBİR/ TURKISH PRESS ASSOCIATION	Bindirbirek Mah. Dostluk Yurdu Sok. No:1/1 D:3 Sultanahmet Fatih/ İSTANBUL	+90 212 514 07 37 +90 212 310 59 06	bilgi@bymb.org.tr
TURKISH PUBLISHERS ASSOCIATION	Gümüşsuyu Mah. İnönü Cd. Opera Palas Apt. No: 55 D: 2 Gümüşsuyu 34437 Beyoğlu-Taksim /İSTANBUL	+90 212 512 56 02 +90 212 511 77 94	info@turkyaybir.org.tr
PRESS ASSOCIATION	Binbirdirek Mah. Dostluk Yurdu Sok. Yeşil Apt. No:1 Kat:1 D:3 Sultanhamet/Fatih/İSTANBUL	+90 212 512 0497 +90 212 526 70 37	bilgi@basyaybir.org
TURKISH ASSOCIATION OF EDUCATIONAL PUBLISHERS	GMK Bulvarı No: 122/2 06575 Maltepe/ ANKARA	+90 312 419 04 04 +90 312 419 40 44	bilgi@egitimyayincilari.org
ÇEVBİR/ LITERARY TRANSLATORS' SOCIETY OF TURKEY	Rasim Paşa Cad. Nemlizade Sok. No:11 Urluoğlu İşhanı, Kat 1, D: 2., Kadıköy/İSTANBUL	+90 216 337 16 99 +90 216 337 68 36	turanparlak@gmail.com
TÜCED/ TRANSLATORS ASSOCIATION OF TURKEY	Halaskargazi Cad. Koza Apt. No.113 K: 3 D: 5 34363 Osmanbey -Şişli/ İSTANBUL	+90 212 230 00 02 +90 212 231 98 21	info@tuced.org.tr
TRANSLATION SO- CIETY	Büyükdere Cad. Cemal Sahir Sok. Deniz Apt. No:5 Kat:1 D: 3 34387 Mecidiyeköy Şişli/İSTANBUL	+90 212 212 02 40	posta@ceviridernegi.org
ASSOCIATION OF BOOK DISTRIBUTORS	Cağaloğlu yokuşu. Evren Apt. Kat:3 No:56 Cağaloğlu/İSTANBUL	+90 212 511 30 27 +90 212 512 63 29	zeynepsevdepaksu@gmail.com
ASSOCIATION OF BOOKSTORES	Beştelsiz Mah. Şehitler Faruk Sevim Sokak No.77 Kat 1 D:2 Zeytinburnu/İSTANBUL	+90 212 416 33 54 +90 212 415 33 53	kitap.kirtasiye@hotmail.com yavuztekce@hotmail.com

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EDİSAM/ COPY- RIGHT HOLDERS ASSOCIATION OF LITERARY AND SCIENTIFIC WORKS	Gümüşsuyu Mah. İnönü Cd. Opera Palas Apt. No: 55 D: 2 Gümüşsuyu 34437 Beyoğlu-Taksim / İSTANBUL	+90 212 520 09 75 +90 212 511 77 94	---
BESAM/ COPYRIGHT HOLDERS ASSOCIATION OF SCIENTIFIC AND LITERARY WORKS	Sahne Sokak, Ali Han No: 307 Galatasaray/İSTANBUL	+90.212.251 95 25 +90.212.251 95 23	---
TURKISH AUTHORS ASSOCIATION	Milli Müdafaa Cad. Müdafaa Apt. No: 10/13 Kızılay/ ANKARA	+90 312 417 34 72 +90 312 417 45 70	tyb@tyb.org.tr
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INTERNATIONAL PEN TURKISH CENTRE	Beyoğlu İş Merkezi İstiklal Cad. B Blok Kat: 2 No: 143 Beyoğlu/ İSTANBUL	+90 212 292 00 26	pen@pen.org.tr
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ESKADER/ LITERATURE, ART, AND CULTURE RESEARCH ASSOCIATION	Çatalçeşme Sok. No:4/8 İmamoğlu İşhanı Cağaloğlu/ İSTANBUL	+90 212 511 23 23 +90 212 511 23 24	sanatalemi@gmail.com
EUROASIAN WRITERS ASSOCIATION	Hacettepe Mahallesi Hamamönü Sokak No: 24 Altındağ /ANKARA	+90 312 311 70 52 +90 312 311 70 32	bilgi@ayb.org.tr
LANGUAGE AND LITERATURE ASSOCIATION OF TURKEY	Nişanca Mahallesi Feshane Caddesi No:3 Eyüp/İstanbul	+90 212 581 61 72 +90 212 581 12 54	bilgi@tded.org.tr

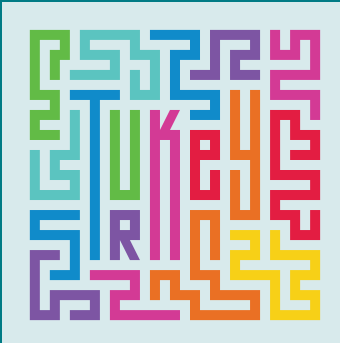
Turkish National Organizing  
Committee for International  
Book Fairs

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