

**LITTLEFOX at 8/35 High Street Fremantle**

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### **About LITTLEFOX PRESS**

The founding of Littlefox in December 2006 rests on two notions: that it is increasingly difficult for writers of literary fiction, short fiction and poetry to publish their work with trade and larger publishing houses and that there is a very real need for on-demand publishing, seed publishing and community publishing. The press also desires to promote publishing that is environmentally responsible.

#### **Trade publishing works on economies of scale:**

Large printing productions and large distribution networks require trade publishers to invest significant sums to publish any book. This means that publishers must weigh the commercial appeal of any book against the literary value of any manuscript. Beyond the difficulties of getting published in the first place, most fiction writers also find that they have a relatively small window of opportunity to sell their work: a few weeks or months to make the best of the flurry of media attention (if the work has received any media attention) until bookshops return the books to publishers for pulping. There is no doubting the waste and environmental problems which are created by the book industry: from the destruction of land and forests, to the pollution of water and air, paper milling is one of the dirtiest industries currently assaulting the planet and this is especially so where little government control exists.

#### **Littlefox: on demand printing, small scale publishing**

Because Littlefox has in-house printing facilities, it can publish very small editions as well as any small number of books on demand with the capacity of keeping any book in print indefinitely. This small scale publishing means that Littlefox can offer many writers if not the means to live by their art, at least the means or the chance to make their art live. Because Littlefox does not have to print and sell large numbers of books per author, its criteria for publication are much less concerned with commercial opportunity as with literary quality, community interest, and small readership interest.

### **Seed publishing**

Littlefox sees itself as an author's press. It is not interested in growing its business into a larger publishing house but it certainly wishes authors to be successful. Should demand for a book or sales of a book exceed the capacity of the press, Littlefox will then approach trade publishers to contract its authors.

### **Distribution**

Littlefox is currently building a small direct distribution network with quality bookshops throughout Australia. The press is thankful and grateful to all Bookshop Owners and Managers who are currently supporting the project. Littlefox also intends to promote authors' works through public readings and performances as well as through conventional media activity, including local and community media.

### **Academic publishing**

Littlefox can print small editions to be distributed at conferences, or sold in university bookshops. It will publish works reviewed by three independent academic reviewers.

### **Littlefox and environmentally responsible publishing**

For inside pages, Littlefox uses 100 % recycled and Australian produced paper that is not chlorine bleached. It binds its books with non-toxic glue. Waste is minimised by print on demand.

### **Littlefox books:**

*Goodbye from Vanilla*, by Christine Mathieu

*A Frog in the Billabong, A French Woman in Tasmania*, by Marie-Paule Leroux (non-fiction – translated from the French)

*I cry Mostly*, by Deneu Bizel (poetry)