



# SNAP COLLECTIVE

HEAVY. SEXY. EXCLUSIVE.



# WHAT WE OFFER

## **PUBLISHING PROPOSAL:**

- Design and consulting
- Text creation
- ISBN (International Standard Book Number)
- Printing made in Germany
- Worldwide shipping (Shopify)

## **WHAT ARE WE LOOKING FOR?**

- Creative visual artists (Photography, Design, Illustration, Sculpture, Architecture, Styling, Fashion and more)

To publish an art book, we recommend to have at least 250 and no more than 300 images.

# WHY US\_

**Snap Collective** is an innovative and unconventional publishing concept founded by the Müller family. We publish high quality art books without the financial participation of the artist.

**We are dedicated** to supporting artists and helping them realise their dreams by making art book publishing accessible while giving artists complete creative freedom to design their books.

**We offer** access to a streamlined platform with the best printing partners, distribution through Shopify and experts who can edit, design and help market the book.

**Snap Collective  
is a family  
owned and  
operated  
publishing  
house**

## SNAP COLLECTIVE PUBLISHING TEAM

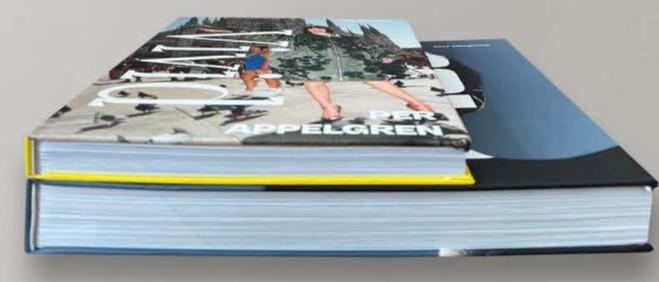


# THE ART BOOK\_

What does the book look like?



- 297×297 mm format (12×12 inches)
- Hard cover; 288, 304 or 320 pages
- Thread stitching and matte paper
- Paper weight 170 gsm (110 lbs)
- Black or white endpapers
- 2 book marks and 2 headbands, colours available: white, grey, black, brown, red, pink, yellow, green, blue, orange





# THE ART BOOK\_

How is the  
book  
printed?



- Individually manufactured
- Digital Offset Printing on HP Indigo 100k and Canon Vario Print – State of the Art
- Registered at the Danish library
- Published in Germany



# OUR CONCEPT\_

## Us, Publishing House

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When considering why you should choose us, it's important to recognise that **our product is not just any ordinary book** — it represents a premium, high-quality publication that will mark a significant milestone in your career. Few individuals reach this level of achievement, making it something truly special. The exceptional quality of our book mirrors the excellence of your work, serving as a testament to your artistic prowess. Publishing a premium coffee table book of this caliber is the ultimate way to distinguish yourself from the crowd.

Prior to the book's publication, we **conduct a thorough market test through a pre-order campaign**. During this 2 to 3 weeks period, the book is available for purchase with a special discount. Once your customers have placed at least 35 copies for 249 EUR or 50 copies for 199 EUR we will move into the layout stage.

# OUR CONCEPT\_

## You, The Artist

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As an artist, you have the **unique opportunity to publish your own book without the burden of financial investment**. By dedicating your time and ideas, you can bring your vision to life. Our platform not only offers you the chance to showcase your work, but also provides you with free copies, royalties, and discounts. And the most important, **you will remain the copyright holder of your art**.

# COLLABORATIONS OPPORTUNITIES\_

Picture collaborating with several artists to create a group exhibition within the pages of a book.



# How you can utilize your QR codes\_



- Record a personal welcome message
- Behind the scenes material
- Interviews
- A Spotify Playlist with music
- A link to our artworks for sale



## PRE-ORDER DISCOUNTS

Goal 35 copies: **249 EUR** + shipping cost

Goal 50 copies: **199 EUR** + shipping cost

Goal 100 copies: **149 EUR** + shipping cost

**Price after pre-order: 269 EUR** + shipping cost

A real coffee table book.

# PRICES\_



# ROYALTIES\_

## Royalties



BRONZE



SILVER



GOLD



PLATINUM



DIAMOND



RUBY



EMERALD

## Book sold

During pre-order

35

50

100

150

200

250

300

## Free Copies

Or you can choose to receive royalties instead

5

10

20

30

40

50

60

(500 EUR)

(1000 EUR)

(1500 EUR)

(2000 EUR)

(2500 EUR)

(3000 EUR)

# DISCOUNTS\_

Off the 269 EUR,  
applied after the pre-sale



5-24 copies → 10% discount

35-99 copies → 20% discount

100-249 copies → 30% discount

250 and more copies → 40% discount

# SHIPPING\_

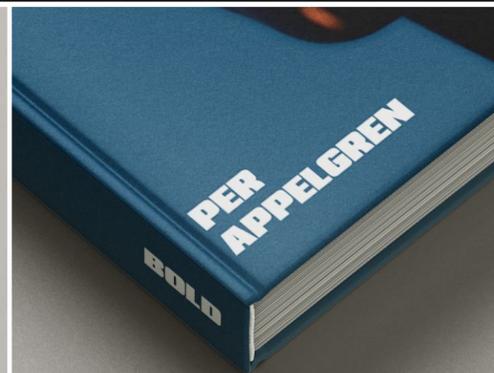
## PERSONAL ART BOOK DISTRIBUTION

All books will be shipped to the artist, providing an opportunity for personalization through prints or signatures. This allows you to personally deliver the book to your customers at a launch event, fostering a strong relationship with your clients.

## OR

## DIRECT TO CUSTOMER SHIPPING

If the artist chooses to have Snap Collective ship the books directly to customers during the preorder campaign, the shipping cost will be added to the book's price for that period.



# WORK FLOW\_

**Pre-Order** – this step includes the promotional (social media marketing) part.

**Once the Pre-order** is successful – we will proceed to the layout design.

- 01.** Idea
- 02.** Cover Design
- 03.** Pre-Order
- 04.** Layout Stage
- 05.** Printing
- 06.** Shipping
- 07.** Permanent availability – your book will never be sold out

# TESTIMONIALS\_

What artists say about us

<p><b>Orion Dahlmann</b> ✓ January 1 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>Very good product and super...</b> Very good product and super professionell Service.</p>	<p><b>Brenda Stevenson</b> ✓ November 24, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>Always answering queries and being...</b> Always answering queries and being friendly</p>	<p><b>Phil Bauer</b> ✓ November 17, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>Excellent quality of ordered books</b> Excellent quality of ordered books. Took longer than expected <a href="#">Read more</a></p>	<p><b>Nancy L.</b> ✓ November 8, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>I ordered the beautiful book "In...</b> I ordered the beautiful book "In Absentia" by Nicola Bertellotti. I was <a href="#">Read more</a></p>	<p><b>Bing Bang</b> ✓ October 5, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>So well printed it's impressive</b> So well printed it's impressive</p>
<p><b>Sarah Welsh</b> ✓ September 15, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>Beautiful photos by AnAka!</b> Beautiful photos by AnAka!</p>	<p><b>Pablo</b> ✓ July 22, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>The quality is fantastic</b> The quality of the book is fantastic. Every detail was taken care of with <a href="#">Read more</a></p>	<p><b>Yordi van Eembergen</b> ✓ July 5, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>The product is amazing</b> The product is amazing, and the opportunity to pre-order <a href="#">Read more</a></p>	<p><b>Adam Bishop</b> ✓ May 5, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>The quality was great and it was...</b> The quality was great and it was shipped and packed well.</p>	<p><b>Alessia Morellini</b> ✓ April 28, 2023 on <a href="#">Trustpilot</a></p> <p>★★★★★</p> <p><b>accurate and reliable publisher</b> I'm a freelance photographer who had the possibility thanks to <a href="#">Read more</a></p>

Photo Credits: Per Appelgren



FOR MORE INFO\_

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**STILL HAVE QUESTIONS?** Talk to our AI Assistant:  
[snap-collective.com/ai-assistant](http://snap-collective.com/ai-assistant)