

**SNAP COLLECTIVE**

# ABOUT US

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Snap Collective is an innovative and unconventional publishing concept founded by the Müller Family. We publish high quality art books without financial contribution from the artist.

Snap Collective is dedicated to supporting artists in accomplishing their dreams by making art book publishing accessible. We offer access to a streamlined platform with the best printing partners, distribution through Shopify, and experts in design and marketing.

# WHAT WE OFFER

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## PUBLISHING PROPOSAL:

- Consulting and Design
- ISBN
- Printing
- Distribution through Shopify
- Worldwide Shipping
- Retaining Copyrights for Artists
- Availability at the Danish Royal Library in Copenhagen

## WHAT ARE WE LOOKING FOR?

We collaborate with creative visual artists (photography, design, painting, illustration, fine art, sculpture, architecture, styling, fashion, murals, and more).

# TECHNICAL PARAMETERS

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## BOOK DETAILS:

- Size/Measurement – 21 cm × 29.7 cm (8.3 × 11.7 inches)
- Landscape and Portrait Formats
- 128-192 Pages
- Good Quality Images of Minimum 300 dpi
- Hard Cover with Thread Stitching
- Matte Paper – 170 gsm (110 lbs)



## PRINTING:

- Individually manufactured
- Digital Offset Printing on HP Indigo 100k and Canon Vario Print – State of the Art
- Ink on Water Based Technology
- Made in Germany

# PRE-ORDER CONCEPT

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## PUBLISHING HOUSE

Publishing a book is the ultimate way to stand out from the crowd and showcase the artist's work in their own community, art galleries, and agencies both locally and internationally.

Before publishing a book, it is important to test the market. The process starts with designing the book cover, then presenting it to the audience in the form of a pre-order campaign.

During the 14 days, the book is ordered at a special price. You have 2 options, based on your expectations:

### OPTION 1:

GOAL: **25** books = pre-order price **119 EUR**

### OPTION 2:

GOAL: **35+** books = pre-order price **99 EUR**

After the pre-order campaign, the book will be available for individual single-unit production at a price of **129 EUR**.

After the pre-order campaign, Artists also have an exclusive discount of **10%** per orders of **3+** books.



## THE ARTIST

Artists are given the opportunity to publish their own book by investing their time and creativity.

**Artists receive free books, royalties and bulk discounts.**

The artists bind the customers to their work through the book publishing. For this reason, we are offering the artists to receive all the copies sold during the pre-order campaign once the work has been printed, so they would be the first to see the excellent print quality.

The artist then personalize their book with refinements such as autographs, dedications, signed prints, sweets, T-Shirts, or other merchandising articles of choice. The artists pass them on to their customers as part of an event, personal handovers, or postal dispatch.

Alternatively, the publisher would take over the shipping directly to the customers without refinements etc with an added shipping cost, with the understanding that they may receive the books before the artist does in some cases.

Be a part of reinventing the publishing industry!

# FREE BOOKS AND DISCOUNTS

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**BRONZE**



**SILVER**



**GOLD**



**PLATINUM**



**DIAMOND**

**BOOKS SOLD**  
During Pre-order

**25**

**35**

**50**

**100**

**200**

**FREE BOOKS**  
or choose to receive  
commission instead

**4**

**8**

**15**

**30**  
or  
500 EUR

**50**  
or  
1000 EUR

Starting from the **PLATINUM LEVEL**, you have an option to get 500 € instead of 30 printed books.

## **BULK DISCOUNTS AFTER PRE-ORDER:**

25-99 copies → 20% discount

100-249 copies → 30% discount

250 and more copies → 40% discount

# WORKFLOW



- 1** Idea
- 2** Cover Design
- 3** **Pre-Order**  
*This step includes the promotional (social media marketing) part. Once 25 orders are placed – we proceed to the layout design.*
- 4** Print file Approved
- 5** Printing
- 6** Free Shipping of all the pre-ordered copies to the Artist with individual Finishing of the Books and forwarding to the Customers by the Artist if that options is selected.
- 7** Or individual paid shipping directly to customers without refinements.
- 8** Permanent Availability – Your Book will ‘Never be Sold-out’



# FOR MORE INFO



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## STILL HAVE QUESTIONS?

TALK TO OUR AI ASSISTANT:

[snap-collective.com/ai-assistant](https://snap-collective.com/ai-assistant)

**Madara AI**

Publishing Assistant

