

About us

In the 21st Century, we need a new kind of publisher to exploit new publishing possibilities. Mercury is an innovative web publishing imprint, offering an end-to-end service to put your work online.

We specialise in publishing eBooks on Amazon.com for existing authors and promising newcomers in the UK and North America. However, we also create websites, syndicate articles and build blogs.

We keep overheads to a minimum, which means great value for you.

Our authors

We are seeking established authors, with books in print, or new authors with a high quality, finished manuscript. If you're serious, so are we!

If you already have a book in print (included in the Amazon.com catalogue) and that book has an Amazon SalesRank of 850,000 or better then will almost certainly accept your new title for publication. We will consider, by exception, fine manuscripts from in-print authors selling outside the top 850,000.

If you are a new author and have a finished manuscript then we will consider your work. If it is in a category likely to sell well (see below) then there is a strong chance we will accept your title for publication. We do not accept unsolicited pitches or proposals from new authors.

Avoid rejection letters, get to market **12 times faster** and make **11 times the income** per book than you would in the traditional publishing model.



What are the Benefits?

Whilst starting from a low base, the eBook market grows by 20-30% per year and Amazon continue to make acquisitions, including Mobipocket and Booksurge, to grow their eBook sales. If your book has an Amazon SalesRank of 100,000 or better, based on our experience, you could sell over 550 eBooks per year.

In the traditional publishing model, the odds are stacked against an author making a decent living from their work.

Get to market 12 times faster

Assuming your manuscript is accepted by a publishing house, it can take up to two years to get your book to market! The publisher manages a huge, inefficient supply chain of printers, shippers, wholesalers, distributors, marketers and booksellers! Mercury, by contrast, can get your book up on Amazon and other sites in less than 10 weeks.

Make 11 times the income

If the list price of your book is \$20, the new author share (a 10% royalty on a discounted "net" price) would be: \$20 x 50% discount x 10% = \$1 per book! If you sold 2,000 copies (a pretty good sales figure) you would receive \$2,000 for all your hard work! You'll also have to wait! Typically, you get your cut up to 120 days after the actual book sale! Many publishers will also withhold up to 20% of your cash as insurance against unsold books. If the retailer returns say half of their copies, you will then have to refund 100% of their value (deducted from your account)! Mercury, by contrast, will remunerate you after 90 days with nothing withheld! Settlement is instantaneous, by PayPal, from where you can move the money quickly to your own bank account.

Which sites do we publish to?

Our standard or premium service will see your book distributed via Ingrams and up for sale on Amazon.com, Diesel-Ebooks.com, eBookmall.com and Powells.com.

Through our extended distribution service, your eBook can be additionally distributed (through Content Reserve) to WHSmith, Fictionwise, eFollett.com, and eBooks.com. We also arrange for sales via Mobipocket and Lulu.com.

Whilst there are other eBook sites, the traffic such sites receive is generally so low that there is (in our experience) little value to be had for further extension to your distribution.

Our Services

We have a range of eBook publishing options and services to help you get your new work online as quickly and effectively as possible:

Standard Service - \$199 set-up + 45% on list*
We provide you with templates to prepare your final eBook manuscript and metadata. We then assign an ISBN, add a bar-code and a full-colour cover (you provide the image). We then convert the master for you into fully bookmarked Adobe PDF and Microsoft Reader formats (most popular on the web) and put on Amazon.com, Diesel-Ebooks, Powells and eBookmall. We then add the cover image and metadata you have provided to the online Amazon record.

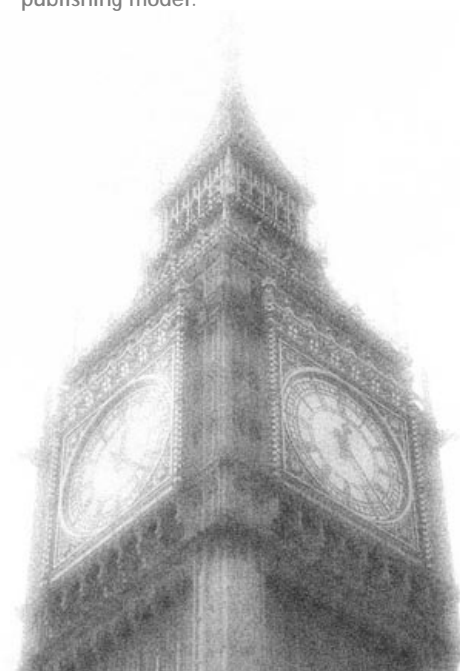
* We charge 55% on the list price of each of your books sold up to 200 copies, then 45% on sales over 200 copies. You will receive a monthly sales statement by email and your royalty payments are sent to you by PayPal.

Premium Service - \$369 set-up + 45% on list*
Includes all of the standard service offering items above. In addition, we convert your manuscript for you, design a cover (using royalty free images) and write compelling and professional marketing copy for your back page and Amazon book record. Finally, we will liaise with Amazon for you to set-up "search-inside-the-book" functionality.

Extended Distribution - \$69 + 55% on list*
As an optional add-on to either standard or premium services, we can additionally distribute your eBook via Content Reserve (for WHSmith, Fictionwise, eFollett.com, and eBooks.com), Lulu.com and Mobipocket.com. As most of these services charge storage costs and/or higher distribution royalties, we hold our charges at 55% (even if sales go over 200 copies) to cover our costs.

Proofreading Editorial Service - \$389
For books of up to 100,000 words, we offer a basic proofreading program for authors interested in having their work evaluated on a technical level (sold separately to the above). For this charge, a professional editor will proof your manuscript for spelling, grammar and structure.

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Our Services (contd.)

Article Promotion - \$49*

The charge (payable via PayPal) gives you free advice by email for one week, a copy of our best-practice article template (in RTF format), a list by of 20 suitable submission sites (complete with traffic and PageRanks) and submission to 5 of the most popular article mailing-list groups (used by thousands of webmasters worldwide)

Enhanced Article Service - \$89

Our enhanced service includes all the elements in our standard service, plus (a) basic proofreading on up to three articles of 2,000 words, (b) submission of two articles each to three of the top article repositories on the web (along with your author profile and a picture provided by you). To do so, we will need your help in setting you up with a user log-in and password for these sites.

Web Design - £29.99 per page

We partner with Sitewiz - one of the most cost effective web design companies in the UK - to give Mercury customers great rates. Top for authors wanting to create an elegant web space you can then maintain yourself.

Web Blogs - \$129 for 5 page site

Choose from five different blog templates, which we will then turn into an author blog for you. Standard pages include biography, bibliography, musings, contact & home. Includes a guide so you can then maintain yourself through any web-browser.

Do-it-yourself eBook Publishing - £8.99

We'd rather you use us to do it all for you, but if you are set on self-publishing, this 153 PDF guide contains an illustrated, step-by-step guide for UK-based authors wishing to sell their eBooks in both the UK and US.

Special Offer for Amazon Connect authors

Until 31 May 2006, we are running a special introductory offer for authors up and running on the Amazon Connect Blogging service.

Qualifying Amazon Connect authors (with at least one book in print with an Amazon SalesRank of 850,000 or better) will receive a 50% discount on our normal set-up fees for the standard or premium eBook publishing service.

Refer-a-Friend Offer

Authors will receive a \$60 credit to their account for each additional author they successfully refer to Mercury. The referral commission is payable (through your next statement) once the referred author has signed up with Mercury.

Receipts via PayPal

We operate internationally and wish to keep transaction and banking costs to a minimum (so we can go on offering you keen prices). PayPal means instant remuneration for you and reduced banking & postage costs for us.

PayPal is used by over 71 million people worldwide to make purchases (mainly via eBay) and take receipts. It takes 10 minutes to set up an account of your own, using your email address and a credit or debit card. Once set-up you can link your PayPal account to your US or UK bank account.

If you operate a personal PayPal account, you will not be charged for receipts. If you operate a business account, the UK charges are £0.20 per transaction plus 1.9% - 3.4% of receipt value. Similar charges apply to US-based customers.

When you do business with us, we will help you set up your PayPal account and guide you through the whole process.

Monthly Statements

We provide you with a monthly statement by email between the sixth and tenth working day of the month following the reporting month. Payment of royalties is made three months (approx. 90 days) in arrears at the same time statementing takes place.

As an illustration, you would receive your August 2006 compensation report between the 8th and the 14th September. At the same time, payment would be made in respect of your May 2006 earnings (the statement for which you would have received in June).

Your monthly statements analyse where you sold each book, how many copies you sold at each site, your royalty percentage and your total remuneration.

Contact Us

My name is David Viney and I am the Managing Director of Mercury Web Publishing. You can contact me using the details below.

Call us by telephone

Although UK-based, we also operate a US telephone number for the convenience of our US authors:

 (020) 8255.3459

 (214) 55.65.9.75

Skype me

If you are a Skype user, why not call me right now? My Skype ID is davidviney.

Email, Voice-over-IP and Web

Email: info@web-publishing-london.com
Skype: [davidviney](https://www.skype.com/user/davidviney)
Web: <http://www.web-publishing-london.com>

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Our Business Hours

Tuesday - Saturday (excl. public holidays)
US Opening Hours: 08:00 - 15:00 CST
UK Opening Hours: 14:00 - 21:00 GMT
Messaging Service out of hours

