

GRADA PUBLISHING



GRADA PUBLISHING

- One of the biggest publishers in the Czech Republic with annual production of around 400 new book titles.
- Since its foundation in 1991, more than 9000 book titles have been published in total print run of 20 million copies.
- The most prominent Czech publishing house in the sector of non-fiction literature.
- 20–25 % of production consists of translated literature.
- Five brands for four key areas – fiction, professional and popular educational titles, children’s literature and personal growth and spirituality.
- Cooperates with printing partners of excellent quality.
- Award recipient for books as well as economic results.

GRADA PUBLISHING

Publishing house staff:

- 80 employees in two Czech and two Slovak branches
- 800 permanent external partners – graphic designers, editors, translators
- Thousands of authors from Czech Republic, Slovakia and abroad



GRADA PUBLISHING

Our five brands:

- GRADA – Non-fiction
- COSMOPOLIS – Fiction
- BAMBOOK – Children's Literature
- ALFERIA – Self-help and Personal Growth
- METAFORA – Fiction, Non-fiction, Hobby and Body-mind-spirit



GRADA PUBLISHING

List of global partners:

- Bloomsbury Publishing
- HarperCollins Publishers
- John Wiley & Sons
- McGraw-Hill Education
- Pearson Education
- Oxford University Press
- Kosmos Verlag
- Georg Thieme Verlag
- Penguin Random House
- Macmillan Publishers
- Hachette Book Group
- GU Verlag
- Langenscheidt
- Haufe-Lexware
- Octopus Publishing Group
- Quarto Publishing Group

And many more

GRADA



- GRADA is the core brand of our publishing house.
- Books with the GRADA logo have been available in bookstores since 1991, when the brand started to expand from the computing sphere to a wider variety of areas of human interest.
- Books published under the GRADA brand are of a professional and popular educational scope.

GRADA



The key areas of professional titles by GRADA:

- Medicine and nursing
- Business, economics and finance
- Law, taxes and accounting
- Languages
- Psychology and pedagogy
- Building and architecture
- Technology, cars, computers
- Cookbooks and gastronomy
- Personal development, body and mind and spirituality
- Parenting
- Sports, health and lifestyle
- History, military, sciences
- Etc.



GRADA – Non-fiction for professionals

Due to our cooperation with the most important and prestigious universities, nearly all professionals in the Czech Republic are studying from our books.

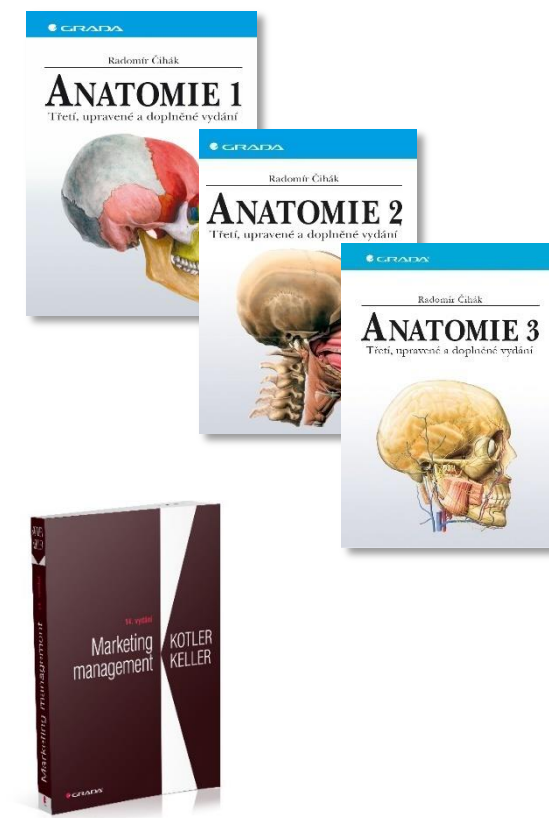
For example:

Medical literature

- Title: *Anatomy* - One of the most complex medical textbooks that has been used by generations of Czech doctors throughout their studies.

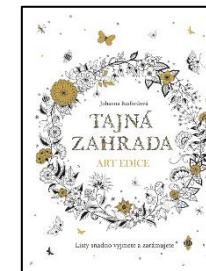
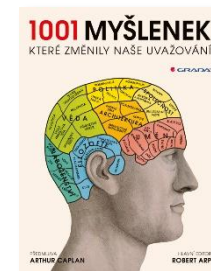
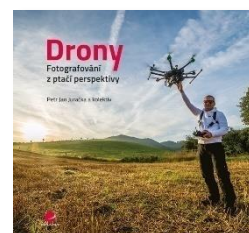
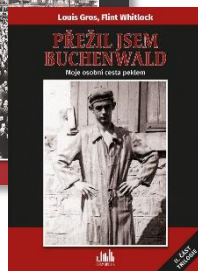
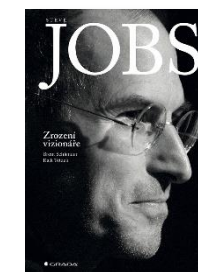
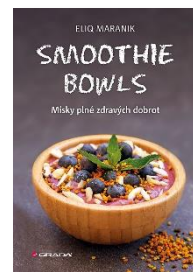
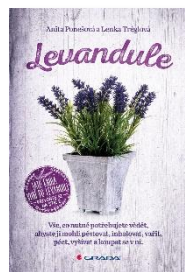
Marketing and management

- Title: *Marketing management* - An essential book for a number of managers and marketing specialists. The 14th edition of the most famous textbook of marketing management, the so-called “bible of marketing“.



GRADA - Popular non-fiction

Several of the most successful books in the Czech Republic:



COSMOPOLIS

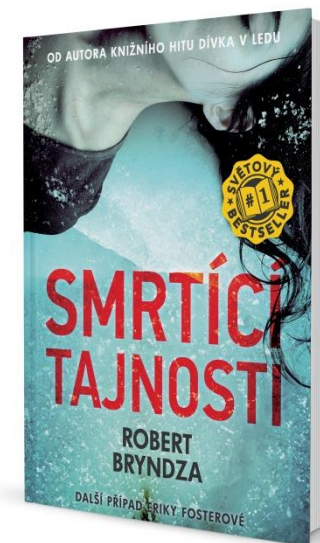
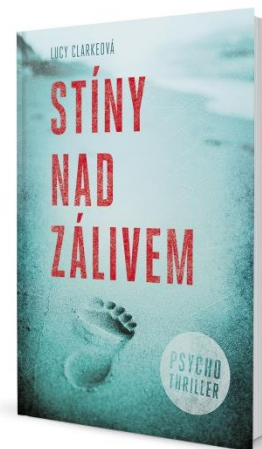
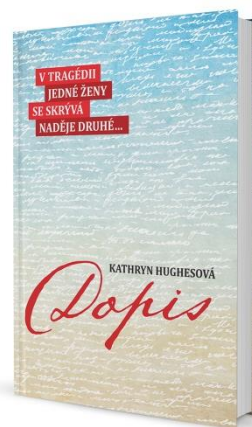


- The COSMOPOLIS brand offers a broad range of quality fiction by Czech and foreign authors.
- Among the COSMOPOLIS titles you can find bestselling books with millions of copies sold worldwide, as well as debut novels by Czech authors.
- Genres – crime fiction, romance novels, erotic novels, humor, memoirs, non-fiction.
- Among others, we publish Robert Bryndza, Zdeněk Svěrák and Pavel Kantorek.

COSMOPOLIS

COSMOPOLIS is the proud publisher of:

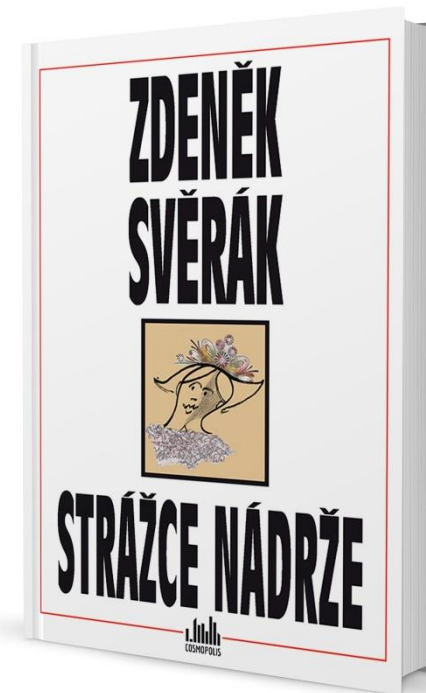
- **Robert Bryndza** – the new literary star with more than 2,000,000 copies of *The Girl in the Ice* sold.
- **Lucy Clarke**
- **Emma Straub**
- **Kathryn Hughes**
- **Piper Kerman**
- **Phillip Margolin**
- or **Alastair Campbell**



COSMOPOLIS

Several Czech authors we cooperate with include:

- **Zdeněk Svěrák** – One of the most famous and popular Czech authors, screenplay writers and actors. Academy Award winner for Best Foreign Language Film (1997, Kolja).
- **Vadim Petrov** – One of the founders of the new post-communist Secret Services (Mr. Clinton met Vadim Petrov during his State Visit in 1994).
- **Milan Syruček** – Respected journalist, Foreign Policy Advisor of former Czech president, Václav Havel.
- **Václav Klaus** – Former Czech president.



BAMBOOK



- GRADA has been publishing books for children of all ages since 2010. This field has become one of the priorities of our publishing house resulting in the creation of the BAMBOOK brand for the growing production of children's titles.
- We offer our customers the best works of Czech authors and illustrators in addition to interesting international titles.
- Our GRADA Children's Book Club has special offers for pre-schools and primary schools.
- Editions are prepared by experts, child psychologists and teachers.

BAMBOOK

We cover ages from pre-school to young adult.

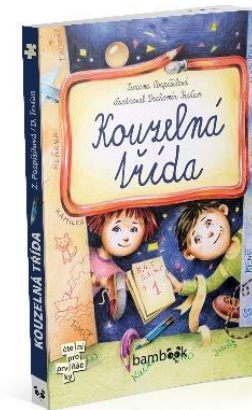
Examples of successful books:

First reading: **Magic Classroom**

- Zuzana Pospíšilová is the most successful author of children's books in the Czech Republic. She has written almost 100 titles.

Children's fiction: **King Charles IV**

- Books by Veronika Válková with the main heroine, Bára, are very popular among children. She helps them learn about and understand Czech history through engaging stories.



ALFERIA



- ALFERIA self-help books bring an alternative approach to human health, personal development, body and mind.
- The ALFERIA brand focuses on careers, relationships, sexuality, healthy lifestyles and nutrition, but also spirituality and alternative religions.

ALFERIA

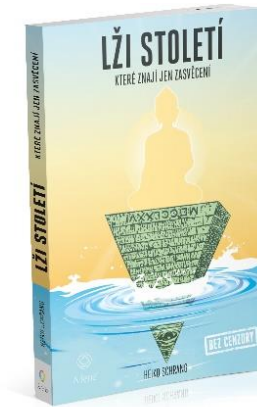
Examples of successful books:

Self development and alternative approach: **Lies of the Century (Die Jahrhundertlüge)**

- A controversial title that gained vast media attention. It reveals lies and myths of our society and is a must-have for all fans of conspiracy theories.

Self development and alternative approach: **Everyday Zen**

- Readers often claim that this is the very first book which really showed them how to live more easily in today's complicated modern world.



METAFORA

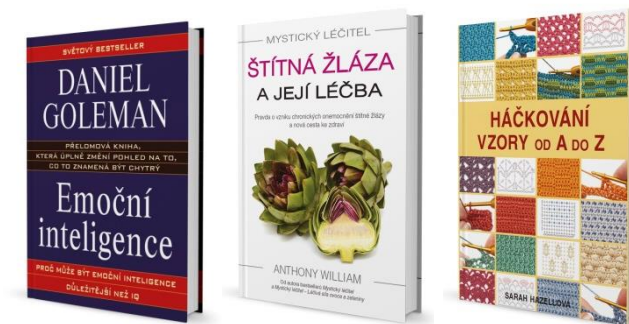


- METAFORA is a new brand that was acquired by the GRADA Publishing house in 2018.
- METAFORA covers a mix of genres including fiction, non-fiction, biographies, hobby and crafts, health and lifestyle, and body-mind-spirit.

METAFORA

Examples of successful authors:

- **Camilla Läckberg** – a popular Swedish crime writer
- **Yrsa Sigurdardóttir** – an author of several popular detective series
- **Daniel Goleman** – science journalist and the author of best-selling *Emotional Intelligence*
- **Sarah Hazell** – author of crafts and DIY titles
- **Anthony William** – Medical Medium and an author of alternative medicine titles
- **Elizabeth Gilbert** – the author of her famous memoir *Eat, Pray, Love*



Distribution

- Customers can purchase titles of the GRADA Publishing house in almost every bookstore in the Czech Republic and Slovakia, or online at www.grada.cz, www.grada.sk and from other partners.
- Thanks to our own distribution network, we are able to build healthy, long-term partnerships with booksellers.
- Additionally, all titles have been converted into e-books. This ensures their availability even when the print copies are sold out. We are currently leaders of the Czech market in the number of published e-books.
- Our customers can become members of the GRADA Book Club where they receive benefits for regular purchases of our titles.
- GRADA releases and distributes a book catalogue, a children's book catalogue (for members of GRADA Children's Book Club) and recently also a new fiction catalogue to its customers.

BOOKPORT



- The BOOKPORT application is a unique project which presents new opportunities for education as well as leisure.
- A modern online library provides access to over four thousand e-books.
- Unlimited access to books for universities, companies and individuals, for research and leisure time.



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