

Press Release – 22nd March 2010

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Earthscan Wins Independent Publisher of the Year Award

Earthscan (London) [Earthscan](#) has won the title of ‘Independent Publisher of the Year’ at the 2010 Independent Publishing Awards.

As well as the prestigious overall award, Earthscan also won the *Lightning Source Academic & Professional Publisher of the Year* and the *International Achievement of the Year* awards, and had been shortlisted for digital and innovation awards.

Earthscan was noted for building a reputation for authority and integrity over two decades of publishing, and for publishing award-winning, market-leading, policy-changing books on the issues that matter most.

Edward Milford, Executive Chairman, commented “This is a very gratifying acknowledgment of a lot of hard work by a lot of people over many years. I’m really pleased for everybody who has contributed to this.”

IPG INDEPENDENT PUBLISHER OF THE YEAR

Earthscan was recognized for its sound business sense, passionate commitment to environmental publishing and its ‘bold but carefully calculated international ambitions’. The judges noted Earthscan’s striking increase in sales and profits in 2009, while some other publishers struggled. “Earthscan is a solid, reliable and consistently successful publisher—a yardstick by which all independents might measure themselves.”

LIGHTNING SOURCE ACADEMIC & PROFESSIONAL PUBLISHER OF THE YEAR

Earthscan was congratulated by the judges on its agility and expansion in 2009, both through organic growth and acquisition, and on its new schemes to improve its online sales and marketing. “Earthscan is a very well run company that is doing everything a publisher should be doing to be part of the digital age,” said the judges.

INTERNATIONAL ACHIEVEMENT OF THE YEAR

It was rewarded for a year in which it expanded in the US, both organically and via what the judges called an “inspired” company acquisition, and targeted new territories with ambitious but well researched strategies. Judges liked in particular its use of conferences and marketing campaigns to identify and reach its buyers around the world, and found ample evidence of its international success. “Earthscan is clearly passionate about its work, and what it has achieved internationally is hugely impressive.”

Earthscan was also shortlisted for the Digital Award and the Nielsen Innovation of the Year Award for web and email-based marketing initiatives including new 'Earthcasts' broadcasting its authors to an online audience.

Selected by a panel of industry experts, the Independent Publishing Awards is in its fourth year. Bridget Shine, Executive Director of the IPG explains, "The winners represent the very best of independent publishing, and show just varied, dynamic and successful independents can be."

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