

Article AB-213  
242 words  
[DanPoynter@ParaPublishing.com](mailto:DanPoynter@ParaPublishing.com)  
1-800-PARAPUB

## Selecting Type Size for Your Book

by Dan Poynter

It is ironic. Since we figured out a quick, easy and cheap way to convert books to LARGE print (see Document 642 at <http://parapublishing.com/sites/para/resources/allproducts.cfm>) more and more publishers are offering titles for the vision-impaired and the reading-challenged.

Now Robert Howard (<http://www.BookGraphics.com>), the famed cover artist, is referring to books as the “large-print and small-print” editions.

In fact, most of the large (New York) publishers are making the type in their books smaller and smaller. They are saving money by reducing the size of the type, reducing the margins, by printing in China, and printing on crummy pulp paper. They are making great-writing look terrible; they are lowering the bar on production values.

While the New York-based “Gang of Six” publish just 22% of the titles and 45% of the dollar-volume, their titles take up most of the space on the shelves in bookstores. Consequently, they set the standard for perceived quality.

Stores want lower cover-prices on the theory they will sell more books.

Self-publishers should realize that their books reflect on them and that their books will be around a long time. They should spend 10 to 20 cents more for good paper and reasonable type size. Would you rather read 9.5 point type or 12 point?

Your book, your company and your reputation rely on you to produce a quality product. Your readers will appreciate you. Make the type size readable.

---

 **Writing periodicals:**

**Dan Poynter** does not want you to die with a book still inside you. You have the ingredients and he has your recipe. Dan has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. For more help on book writing, see <http://ParaPub.com>.

© 2008

or

 **Book Publishing periodicals:**

**Dan Poynter**, the Voice of Self-Publishing, has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. Dan is a past vice-president of the Publishers Marketing Association. For more help on book publishing and promoting, see <http://ParaPub.com>.

© 2008

or

 **Professional Speaking periodicals:**

**Dan Poynter** has written more than 100 books since 1969 including *Writing Nonfiction* and *The Self-Publishing Manual*. He is past-chair of NSA's Writer-Publisher PEG and the founder of the PEG newsletter. For more help on book writing, publishing and promoting, see <http://ParaPublishing.com>.

© 2008

-30-