

Printshop Models

Introduction

When you hear "Publishing house," what comes to your mind? You probably envision a mega publishing house established in a huge warehouse with large presses and massive rolls of paper. While that is often the case, let us not forget that there are various models of publishing.



Printshop Models

Introduction

We have identified three main models of publishing below. Desert Tree Ministry operates on the principles of the last two models (mini and micro) and does not aspire to the first model (mega). Ideally, all three models should co-exist and compliment each other in the publishing work.

- Mega Publishing House (regional)
- Mini Publishing House (country or conference)
- Micro Publishing Center (church or home)

Printshop Models

Mega Publishing House (regional)

This type of publishing house often serves an international community and is capable of producing huge volumes of books or tracts. If you ever get an opportunity to tour one of these publishing houses, it will be an amazing experience you will not forget!

Pacific Press
United States of America



Safeliz
Spain



IMA
Cameroon



Printshop Models

Mega Publishing House (regional)

Typical market niches include books in major world languages. Take for example the missionary book of the year. Various french-speaking countries of West Africa could combine their orders and ask the publishing house to print tens or hundreds of thousands of the same book. This lowers production cost, and eventually the final price of the book.

It is usually necessary to plan far in advance and to have a large budget to print a project like this. You will need to plan where to safely store your stock when it arrives.

Printshop Models

Mega Publishing House (regional)

If only a mega publishing house exists to serve an area, it effectively means much literature will not be printed because of:

- Lack of finance for a large order
- Complications of international shipping
- Time involved in shipping

Printshop Models

Mini Publishing House (country or conference)

The purpose of a mini publishing house model is to fill in the gaps left by the mega publishing house model. For example, somebody translates the missionary book of the year into a local language, but they only need 500 or 2000 copies. An order of this size is inconvenient and impractical to send to a distant country for printing. Shipping costs would raise the final cost of the book significantly.



Printshop Models

Mini Publishing House (country or conference)

A mini publishing house can help facilitate the translation team, and then the printing of the book or materials. Printing can be done on demand. For example, you could print 250 books to start with and test the market. Then you print as needed. Time from order to delivery is significantly less because the mini publishing house operates in the country or area that it serves.

This model is also ideal for providing tracts or Bible studies in various languages where demand is not nearly as high as for the larger languages.



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Mini Publishing House (country or conference)

A mini publishing house can be a good fit for:

Schools

Supporting Ministries

Churches

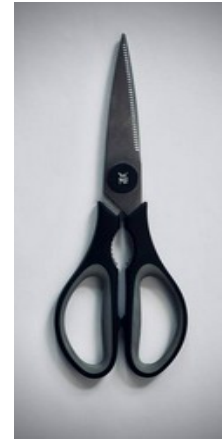
Missions

Printshop Models

Micro Publishing Center (church or home)

The purpose of the micro publishing center is to fill in the gaps left by the mini publishing house. This model is the most simple model, and can be no more than a computer and a printer, and perhaps a stapler.

For example, a church elder or pastor wants to encourage the members of his church to give Bible studies or to be active in sharing literature. He downloads a few tracts and studies and prints out 20 copies of each on his home printer to share with his members.



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Micro Publishing Center (church or home)

This model can grow into a mini publishing house as God provides the way to buy more machines and equipment and as more people ask for literature.



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Conclusion

All three models are important for a thriving publishing work. One is not to replace the other or minimize the importance of the other. Each model works together with the others to compliment and complete the work.