LATVIAN BOOK MARKET
**NATIONAL STATISTICS**

- **Population:** 1.994 million (2014)
- **Average salary:** 750 euro
- **Capital:** Riga
- **GDP per capita:** 11 537
- **GDP growth:** 4.2%
- **Area:** 64 573 km²

**Language:** Latvian (official); Russian, English and German are also widely spoken

**Ethnic groups:**
- Latvians - 61%
- Russian - 26.2%
- Belarusians - 3.5%
- Ukrainians - 2.3%
- Poles - 2.2%
- Lithuanians - 1.3%

**Parliamentary republic, one of the Baltic Sea Region countries**

**Bordered by Estonia, Lithuania, Russia and Belarus, maritime border with Sweden**

**International memberships:** EU and NATO since 2004, WTO since 1998
LATVIAN PUBLISHING: A VERY BRIEF HISTORY

In Latvia, publishing began to develop in the sixteenth century, but up until the mid-nineteenth century, German publishers dominated the industry. The publishing of books in Latvian became popular only in the last decades of the nineteenth century, and before the First World War many publishing houses were established. The first Latvian independence period saw the publishing of a wide variety of books. The largest number of books appeared in 1936, when 1,601 titles were published in four million copies in total (making an average print run of 2,500 copies per title).

In 1940, one year before the occupation of Latvia, there were almost five hundred publishing houses in the country. During the years of the Soviet occupation, publishing was controlled, financed, politically censored, and carefully planned by the government; the industry was concentrated in six state-run publishing houses, where everything had to be approved by a myriad of Soviet institutions.

Despite this, publishing is considered the biggest creative industry in Latvia by turnover and number of employees. After Latvia regained independence in the early nineties, the publishing sector was the first to be privatized. New publishing houses were founded, and the number of new titles has increased annually since then.

Regardless of the limited size of the market, the standards are very high. Annual competitions for best fiction, poetry, books for children, and best publications show great variety and excellent quality of artistic work, design, and creative thinking. Tradition and innovation go hand in hand, bringing readers delight.
PUBLISHING INDUSTRY IN NUMBERS

1. Number of publishers: 439
2. Number of new titles published per year: 2,177
3. Number of books published annually per capita: 1.5
4. Average print run per book: 1,366 copies
5. Number of titles in print (in the Latvian language): ~11,400
6. Number of bookstores: 245
7. The average price of a book published in Latvia (VAT included): 10.79 EUR
8. The average price of all books available in stores (VAT included): 7.55 EUR
9. VAT on books: 12% (not applicable to electronic books)
10. NB! There is no system of price regulation or any other efficient system for regulating the book market in Latvia.
On average, a single person spends **7.49 EUR annually** on books.

Amount spent on culture from the family budget: **7% or 21.21 EUR**

People who read at least one book a month: **28%**

Number of libraries: **1,751**

Number of readers registered in libraries: **1,168,973**

Number of books borrowed from libraries: **24,635,002**

Latvian books translated per year: **12**

E-books published per year: **287**

Number of e-books available in the Latvian language: **~1,000**

Audio books published per year: **7**

*Data used for this text have been taken from the Latvian publishing statistics collected by the National Library of Latvia, the Central Statistical Bureau of Latvia, and the Bank of Latvia.*
**FUN FACTS**

The average print run per title has decreased by 25% since 2008.

Although the proportion is currently shifting, prose in Latvian is being mainly written by female authors, and poetry by male writers.

Latvia has a greater proportion than any other nation in Europe of people who refer to the works of Paulo Coelho ironically.

Latvia has many poetry lovers. In the last year, the number of poetry books printed was 10% higher than the number of prose works.

Every year, books illustrated by Latvian artists and printed in Latvia are nominated and awarded prizes in the The Most Beautiful Books in the World competition.

The price of books in Latvia has increased by about 25–30% within the last 5 years.

In the last 20 years, a 10% increase has been reported in the number of titles printed, but the amount of print runs of books and brochures has fallen by 69%.

Latvia ranks second in Europe in the export market share of books, export value being 74%.

Latvia publishes relatively many books of high aesthetic value, and Latvians appreciate hardbacks.
Average print run (thousands of copies)

<table>
<thead>
<tr>
<th>Year</th>
<th>2009</th>
<th>2010</th>
<th>2011</th>
<th>2012</th>
<th>2013</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>1.57</td>
<td>1.64</td>
<td>1.62</td>
<td>1.71</td>
<td>1.46</td>
</tr>
</tbody>
</table>

Percentage of original works of fiction in Latvian and in translation (data from 2014)

<table>
<thead>
<tr>
<th></th>
<th>Original works</th>
<th>Translations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of titles</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>Number of copies</td>
<td>47%</td>
<td>53%</td>
</tr>
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</table>

Percentage of original and translated works published (data from 2014)

<table>
<thead>
<tr>
<th></th>
<th>Original works</th>
<th>Translations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of titles</td>
<td>57%</td>
<td>43%</td>
</tr>
<tr>
<td>Number of copies</td>
<td>57%</td>
<td>43%</td>
</tr>
</tbody>
</table>
# TRANSLATION TYPES, 2014

<table>
<thead>
<tr>
<th>Languages</th>
<th>Number of titles</th>
<th>Number of copies</th>
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<tbody>
<tr>
<td>Latvian</td>
<td>1828</td>
<td>2 759 949</td>
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<tr>
<td>Original works</td>
<td>1149</td>
<td>1 554 004</td>
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<tr>
<td>incl. Latgalian</td>
<td>17</td>
<td>16 900</td>
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<tr>
<td>Translations:</td>
<td></td>
<td></td>
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<tr>
<td>from English</td>
<td>679</td>
<td>1 205 945</td>
</tr>
<tr>
<td>from Bulgarian</td>
<td>1</td>
<td>800</td>
</tr>
<tr>
<td>from Czech</td>
<td>3</td>
<td>6 000</td>
</tr>
<tr>
<td>from Danish</td>
<td>1</td>
<td>2 000</td>
</tr>
<tr>
<td>from French</td>
<td>35</td>
<td>52 012</td>
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<tr>
<td>from Estonian</td>
<td>4</td>
<td>9 400</td>
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<tr>
<td>from Icelandic</td>
<td>11</td>
<td>1 300</td>
</tr>
<tr>
<td>from Italian</td>
<td>10</td>
<td>21 000</td>
</tr>
<tr>
<td>from Japanese</td>
<td>1</td>
<td>2 000</td>
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<tr>
<td>from Russian</td>
<td>74</td>
<td>82 032</td>
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<tr>
<td>from Latin</td>
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<tr>
<td>from Lithuanian</td>
<td>9</td>
<td>22 200</td>
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<tr>
<td>from Dutch</td>
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<tr>
<td>from Norwegian</td>
<td>6</td>
<td>8 504</td>
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<tr>
<td>from Polish</td>
<td>8</td>
<td>17 300</td>
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<tr>
<td>from Portuguese</td>
<td>1</td>
<td>5 000</td>
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<tr>
<td>from Romanian</td>
<td>1</td>
<td>500</td>
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<tr>
<td>from Ancient Greek</td>
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<td>1 000</td>
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<td>600</td>
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<tr>
<td>from Finnish</td>
<td>11</td>
<td>26 614</td>
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<tr>
<td>from Spanish</td>
<td>4</td>
<td>8 300</td>
</tr>
<tr>
<td>from Hungarian</td>
<td>1</td>
<td>1 300</td>
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<tr>
<td>from German</td>
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<td>106 573</td>
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<tr>
<td>from several languages</td>
<td>19</td>
<td>31 364</td>
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<tr>
<td>from Swedish</td>
<td>15</td>
<td>30 200</td>
</tr>
</tbody>
</table>
Latvian and foreign fiction published by genre (2014)

- Prose: 536
- Poetry: 225
- Drama: 4
- Collections: 35
- Folklore: 15

Latvian fiction published by genre (2014)

- Prose: 166
- Poetry: 181
- Drama: 3
- Collections: 23
- Folklore: 11

Number of publishing houses in Latvia

- 2009: 342
- 2010: 381
- 2011: 398
- 2012: 419
- 2013: 439
### LARGEST PUBLISHERS ACCORDING TO NET TURNOVER IN 2014

<table>
<thead>
<tr>
<th>Rank '14</th>
<th>Rank '13</th>
<th>Publisher</th>
<th>Turnover, mil. Eur</th>
<th>Change from '13, %</th>
<th>Revenue, thsd. Eur</th>
<th>Profit margin, %</th>
<th>Number of employees</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>Apgāds Zvaigzne ABC SIA*</td>
<td>12.855</td>
<td>-0.51</td>
<td>621.16</td>
<td>4.83</td>
<td>326</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
<td>Egmont Latvija SIA*</td>
<td>1.579</td>
<td>4.38</td>
<td>35.43</td>
<td>2.24</td>
<td>18</td>
</tr>
<tr>
<td>3</td>
<td>4</td>
<td>Lielvārds SIA*</td>
<td>1.319</td>
<td>6.30</td>
<td>-111.86</td>
<td>-8.48</td>
<td>26</td>
</tr>
<tr>
<td>4</td>
<td>3</td>
<td>Karšu izdevniecība Jāņa sēta SIA**</td>
<td>1.094</td>
<td>-18.40</td>
<td>-65.37</td>
<td>-5.97</td>
<td>26</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>Kontinents SIA</td>
<td>0.562</td>
<td>-9.50</td>
<td>20.66</td>
<td>3.68</td>
<td>11</td>
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<tr>
<td>6</td>
<td>6</td>
<td>RaKa SIA*</td>
<td>0.505</td>
<td>-16.60</td>
<td>49.83</td>
<td>9.87</td>
<td>16</td>
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<tr>
<td>7</td>
<td>8</td>
<td>Jāņa Rozes apgāds SIA</td>
<td>0.479</td>
<td>23.98</td>
<td>35.72</td>
<td>7.46</td>
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<tr>
<td>8</td>
<td>7</td>
<td>Jumava SIA</td>
<td>0.442</td>
<td>-19.39</td>
<td>0.15</td>
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<tr>
<td>9</td>
<td>9</td>
<td>J.L.V. SIA</td>
<td>0.315</td>
<td>-4.55</td>
<td>5.01</td>
<td>1.59</td>
<td>13</td>
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<tr>
<td>10</td>
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<td>Pētergailis SIA</td>
<td>0.311</td>
<td>12.96</td>
<td>16.91</td>
<td>5.44</td>
<td>6</td>
</tr>
</tbody>
</table>

*book publishing accounts for a part of the entire turnover
**part of the turnover is from digital issue of books
Source: Dienas Bizness, according to the Lursoft Company Register
ZVAIGZNE ABC

Titles, 2015: 442
Number of copies published: 945,450

Zvaigzne ABC Publishers Ltd, founded in 1993, is the biggest publishing house in Latvia. The frontlist of Zvaigzne ABC is very diverse. The company actively collaborates with more than 70 foreign publishers and agencies. In 2010, Zvaigzne ABC was the first Latvian publisher to release e-books in Latvian.

Categories:
textbooks, children’s literature, fiction and literary non-fiction, encyclopaedias, educational literature, methodical literature for teachers, dictionaries, reference books, gift books, travel guides, etc.

List of recently published Latvian authors:
Arno Jundze, Dace Rukšāne, Ieva Melgalve, Laura Dreīže

List of recently published foreign authors:
David Walliams, Jo Nesbø, Lucinda Riley, Roberto Bolaño

LAUKU AVĪZE

Titles, 2015: 80
Number of copies published: 290,786 (including press)

The publishing house is specialized in popular literature (original works, translations) with a wide target audience in particular regions and of women.

Categories:
fiction, calendars, children’s literature, how-to and self-help books

List of recently published Latvian authors:
Uldis Auseklis, Maija Krekle, Monika Zīle, Inga Puriņa, Inga Jēruma, Uldis Neiburgs, Rudīte Vīksne, Kārlis Kangeris, Inguna Dimante, Franciska Ermiere, Ilze Grāvīte, Otto Ozols, Veronika Sajadova, Vita Šteimāre

List of recently published foreign authors:
Lembit Uustulnd, Maria Ernestam, Joachim Hoffmann, Sir Steve Stevenson, Christian and Fabian Jeremies, Til Schweiger, Klaus Baumgart

6 K. Valdemāra iela, Rīga, LV–1010, Latvia
+371 67324518
apgads@zvaigzne.lv, foreign.rights@zvaigzne.lv
zvaigzne.lv
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izdevnieciba@la.lv
la.lv

LARGEST PUBLISHERS
EGMONT LATVIJA

Titles, 2014: 64
Number of copies published: 135,950

December 16, 1991 is the date when Egmont Latvija publishing house, an associated enterprise of the leading Scandinavian media group EGMONT, was registered in the Latvian business register.

Categories:
Storybooks, picture books, novelties, colouring and activity books, reference books for children/young adults, young adult fiction

List of recently published foreign authors:
Lewis Carroll, Megan McDonald, the Brothers Grimm

JUMAVA

Titles, 2014: 130
Number of copies published: 132,052

Jumava Ltd. was established in 1994 and has become one of the largest publishers in Latvia, offering a wide variety of books in its bookstores all over the country. The company has both local and international experience in book publishing projects in Latvian, English, German, Finnish, French, Spanish, Russian, and other languages.

Categories:
fiction, children’s literature, scientific, reference, textbooks

List of recently published Latvian authors:
Jānis Peters, Valdis Zatlers, Ėriks Hānbergs, Roalds Dobrovenskis, Ieva Struka

List of recently published foreign authors:
J.K. Rowling, Inga Lindström, Alexander Vasilyev, Camilla Läckberg, Katharina Hagena, Sofi Oksanen, Françoise Sagan

EGMONT LATVIJA

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JUMAVA

73 – 1 Dzirnavu iela, Rīga, LV–1011, Latvia
+371 67280314
redakcija@jumava.lv
tag. jumava.lv
KONTINENTS

Titles: 44
Number of copies published: 80,900

Kontinents publishing house actively cooperates with foreign publishers and literary agencies. The company publishes translations of fiction and non-fiction works by best-selling authors from the EU and USA. Its activities include publishing of works by unique local authors in Latvia as well as abroad.

Categories:
fiction, non-fiction, children’s literature translations

List of recently published foreign authors:
Nora Roberts, Meredith Wild, E.L. James, Allison Pataki, Michelle Birkby, Liane Moriarty, Melanie Gideon, Kathryn Croft, Andrew Gross, Jude Deveraux, Catherine Alliott, Christina Dodd

JĀNIS ROZE

Titles, 2015: 43
Number of copies published: 74,400

Jāņa Rozes apgāds (Janis Roze Publishing House) was founded in 1919 as the publishing branch of the Jānis Roze brand (est. 1914). The company’s publishing activities were suspended in 1940 and resumed in 1997, when the publishing house became a subsidiary of the Jānis Roze company. Since 2001, it has operated as a separate legal entity. Both before 1940 and after 1997, Jāņa Rozes apgāds was and has been known for its well-established publishing traditions, excellent reputation, strong selection criteria, and top quality.

Categories:
fiction, educational literature (universities), children’s literature, non-fiction, documentary prose (biographies, travel memoirs), reference literature

List of recently published Latvian authors:
Ilze Jurkāne, Edvīns Raups, Aleksandrs Tauriņš

List of recently published foreign authors:
Nora Roberts, Meredith Wild, E.L. James, Allison Pataki, Michelle Birkby, Liane Moriarty, Melanie Gideon, Kathryn Croft, Andrew Gross, Jude Deveraux, Catherine Alliott, Christina Dodd

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+371 67204129
ieva.kontinents@inbox.lv
kontinents.lv

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+371 67501568
+371 67370922
apgads@jr.lv
janisroze.lv
**LIELS UN MAZS**

**Titles, 2014:** 38  
**Number of copies published:** 53,037

Liels un Mazs publishing house, founded in 2004 in Latvia, is an independent publisher of high-quality children's books. The company translates and publishes children's books written by some of the world’s top writers and illustrators. Its team chooses books with a strong “heart factor” that have an excellent story, illustrations, and design. In order to bring the variety of children’s books written in Latvian more up to date and introduce greater diversity, Liels un Mazs publishes around 12 new titles each year. Liels un Mazs proposes new ideas to children’s authors, illustrators, and professional translators, bringing to life projects innovative both in content and artistic style. Books by Liels un Mazs reveal new alternatives in children’s book illustration.

**Categories:**  
children's literature, picture books

**List of recently published Latvian authors:**  
Inese Zandere, Jānis Joņevs, Māris Rungulis, Juris Zvirgzdiņš

**List of recently published foreign authors:**  
Carll Cneut, Kitty Crowther, Piret Raud, Henrik Andersson

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**MADRIS**

**Titles, 2014:** 16  
**Number of copies published:** 52,002

Madris publishing house was established in 1996. The publishing house puts into print different genres of literature, but its priority is non-fiction, children’s books, cultural heritage, and tourism and travel guides.

**Categories:**  
children's literature, travel guides, cultural heritage, non-fiction, general

**List of recently published Latvian authors:**  
Diāna Bērza, Anna Kuzina, Gaida Jablovksa, Rudite Raudupe, Dagmāra Beītnere-LeGalla, Ināra Roja

**List of recently published foreign authors:**  
George Kavasillas, Julia Bruce

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**LARGEST PUBLISHERS**

4 – 4 Baldones iela, Rīga, LV–1007, Latvia (legal address)  
49/51 – 12 Tērbatas iela, Rīga LV–1011, Latvia (office address)  
+371 67282133  
pasts@lielsmazs.lv  
lielsmazs.lv

36a Tallinas iela, Rīga LV–1001, Latvia  
+371 67374020, +371 29906392  
madris@madris.lv  
madris.lv
MANSARDS

Titles, 2015: 21
Number of copies published: 25,000

Mansards publishing house was founded in 2004 and since then has published around 300 titles. These include high-quality Latvian fiction and poetry, translated fiction and translated poetry, and non-fiction.

Categories:
fiction, poetry, children’s books, history, academic literature

List of recently published Latvian authors:
Jānis Joņevs, Māra Zālīte, Daina Tabūna, Kristīne Želve, Vilis Lācītis, Zigmunds Skujiņš, Vizma Belševica

List of recently published foreign authors:
Meelis Friedenthal, Paavo Matsin, Josef Škvorecký, Heli Laaksonen, Jaroslav Seifert, Olli Jalonen

DIENAS GRĀMATA

Titles, 2014: 16
Number of copies published: 29,483

Dienas Grāmata, founded in 2005 and based in Riga, Latvia, is one of the largest Latvian-language publishers in the country. It publishes the latest in award-winning fiction and non-fiction written by Latvia’s best authors. Dienas Grāmata also publishes translated literature and children’s literature.

Categories:
fiction, non-fiction, children’s literature

List of recently published Latvian authors:
Nora Ikstena, Inga Žolude, Māris Bērziņš, Gundega Repše, Pauls Bankovskis, Inga Ābele

List of recently published foreign authors:
Irvine Welsh, James Meek, Kyril Bonfiglioli, Edward Whittemore, Viktor Suvorov, Sergei Loiko
AVOTS

Titles, 2014: 17
Number of copies published: 29,400

Avots publishing house was founded in 1980. In 1996 the company was privatized and now mainly publishes dictionaries, popular science, and non-fiction books.

Categories: nonfiction, dictionaries

List of recently published Latvian authors:
Krišjānis Kariņš

List of recently published foreign authors:
Robin Sharma, Laurie R. King, Eben Alexander, Martin Bjergegaard

NEPUTNS

Titles, 2014: 28
Number of copies published: 25,008

Neputns publishing house was established in 1997 and now provides the broadest insight into the art of Latvia. Today Neputns is among the most experienced publishing houses in Latvia, specializing in high-quality books on art. Its publishing experts choose serious but simultaneously attractive publications, intended as a contribution to Latvia’s cultural heritage. These range from catalogues to major albums and volumes of research papers. A large section of its publications is collections of poetry, essays on the history of culture, and educational series, such as “Studija Library” and “Classics of Latvian Art”. A large number of the publications are being translated into English. Great attention is paid to the design and print quality of the books.

Categories: art, children’s literature, cultural heritage, essays, memoirs, poetry, scientific research

List of recently published Latvian authors:
Eduards Aivars, Uldis Bērziņš, Ronalds Briedis, Jānis Rokpeņis, Artis Ostups, Rūta Štelmahere, Kārlis Vērdiņš, Inese Zandere, Krišjānis Zeļģis (poetry), Ginta Gerharde-Upeniece, Rūta Kaminska, Laima Slava, Anita Vanaga, Margarita Zieda (art, cultural heritage), Luīze Pastore (children’s books)

List of recently published foreign authors:
Iosif Brodsky, Walt Whitman, W.B. Yeats (poetry) Francesco Bonami, Amy Bryzgel James Howard Fraser, Sarah Thornton (art), Federico García Lorca, Curzio Malaparte (essays)
**ANNELE**

**Titles:** 14  
**Number of copies published:** 28,140

Annele publishing house was founded in 1996 and publishes children’s literature by Latvian and foreign authors, as well as original literature.

**Categories:**  
fiction, children’s literature, calendars

**List of recently published Latvian authors:**  
Maija Laukmane, Jāzeps Osmanis, Linda Šmite, Lija Brīdaka, Uldis Auseklis

**List of recently published foreign authors:**  
Christl Vogl, Irène Dekelper, Veronika Podest

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**LIETUSDĀRZS**

**Titles, 2015:** 12  
**Number of copies published:** 19,600

Lietusdārzs publishing house was founded in 2006, and since the very beginning has focused on popular educational, philosophical, and psychological literature, as well as on books for children and young adults.

**Categories:**  
children’s literature, non-fiction literature

**List of recently published Latvian authors:**  
Māra Cielēna, Rasa Bugavičute-Pēce, Ieva Samauska

**List of recently published foreign authors:**  
Elisabeth Kübler-Ross, Richard Rohr, Pim van Lommel, James Finley, Gary Taubes

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**ANNELE**  
15 – 64 Iļmājas iela, Rīga, LV–1004, Latvia  
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annele@latnet.lv  
annelesgramatas.lv

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**LIETUSDĀRZS**  
22-12 Starta iela, Rīga, Latvia, LV-1006  
apgads.lietusdarzs@gmail.com
VALTERS UN RAPA

Titles, 2014: 2
Number of copies published: 1,000

Valters un Rapa is one of the oldest bookstores and publishing houses in Latvia. It was established in 1912 and began by publishing Latvian authors and the most notable translations of foreign publications. Being one of the oldest, biggest, and best-known Latvian companies connected to publishing and book selling, Valters un Rapa is proud to offer its buyers and readers the best possible products, including books. Moreover, the company is known to be a great partner in cooperation projects.

Categories:
fiction, reference, children’s literature

List of recently published Latvian authors:
Māris Putnīnš, Imants Lancmanis, Didzis Liepiņš and Uldis Ģērmanis, Leontīne Apšeniece, Zane Zusta

List of recently published foreign authors:
Terje Binder, Wilbur Smith, Knut Hamsun, Ivan Turgenev, Emile Zola

PĒTERGAILILIS

Titles, 2015: 44
Number of copies published: 60,000

Pētergailis publishing house was founded in 1990. Numerous Pētergailis books and several of its authors have received literary prizes in Latvia as well internationally, and many Pētergailis editions have won awards marking the excellence of their distinguished design. The publishing house cooperates with a number of prominent and well-known poets, prose writers, biographers, and children’s book authors from Latvia as well as abroad.

Categories:
fiction, scientific literature, children’s literature, educational books, textbooks

List of recently published Latvian authors:
Ieva Samauska, Daina Sirmā, Juris Zvirgzdīns, Māris Rungulis, Māris Salējs, Inese Paklone, Ellīna Bākule- Veira, Leons Briedis

List of recently published foreign authors:
Arto Paasilinna, Josef Lada, Antanas Skema, William Safire, Patrik Ourednik, Toon Tellegen, M.G. Leonard, Johanna Sinisalo
ZINĀTNE

Titles, 2014: 23
Number of copies published: 10,650

Zinātne publishing house is the successor to the publishing house of the same name founded in 1951 by the Latvian Academy of Sciences. Continuing in its former thematic direction, the publishing house issues dictionaries, monographs, and treatises on Latvia’s history, folklore, ethnography, Latvian literature, language, and art, as well as works of outstanding thinkers from antiquity.

Categories:
scientific, reference, popular science

List of recently published Latvian authors:
Anete Karlsone, Imants Ziedonis, Ineta Lipša

List of recently published foreign authors:
Jirgen Habermass, Heinz Fater

DROŠI UN KOŠI

Titles: 7
Number of copies published: 15,000

The publishing house Droši un Koši was founded in 2013. Its mission is publishing books that encourage children to discover and that educate them and contribute to their intellectual growth. Their focus is on cultural history, national folklore, and art.

Product categories:
children’s books, educational books, visual arts, programming for children, culture and arts

List of recently published Latvian authors:
Inga Beitiņa, Kristīne Morozova, Baiba Grīnberga, Marta Pallo

List of recently published foreign authors:
Linda Liukas

1 Akadēmijas laukums, Rīga, LV–1050, Latvia
+371 67212797
zinatne@zinatne.com.lv
zinatnesgramatas.lv

132-24 Dzirnavu iela, Rīga LV-1050, Latvija
+371 29122603
inga@mula.lv
mula.lv

LARGEST PUBLISHERS
ASCENDUM

Titles: 5
Number of copies published: 7,000

The Ascendum Association (founded in 2011) is a non-governmental public-benefit organization that publishes Satori.lv, a web magazine concerned with cultural and socio-political matters. As part of the project, the association also issues printed media, including newspapers, collections of research papers, and books. Among the published materials are both literary and socio-political works.

Product categories:
fiction, children's literature, visual art, socio-politics

List of recently published Latvian authors:

List of recently published foreign authors:
Ayn Rand

ORBĪTA

Titles: 8
Number of copies published: 5,200

Orbita is a creative collective/group of Russian poets whose works and publishing activities are dedicated to creating a dialogue between various creative genres (literature, music, video, photography, VJ, web, etc.) and cultures. The collective was created in 1999 in Riga.

Product categories:
fiction, poetry, art

List of recently published Latvian authors:
Vladimir Svetlov, Jevgenij Nelesh, Roman Korovin
Due to the comparatively small size of the market, the role of wholesaling in book selling is quite limited: publishers tend to distribute their books mainly through five chains of bookshops, some smaller independent retailers, or several library providers. The sales through supermarkets are not as significant as in some other EU countries. There are several online bookshops and some platforms selling e-books, but this part of the business is still in the development stage.
In 2014, a new library was opened, and it is now thought to be one of the most significant cultural buildings of the 21st century Latvia. Architect Gunārs Birkerts designed the building deriving inspiration from one of the most prominent Latvian writers and his famous play Zelta zirgs (The Golden Horse). This play tells the story of the young peasant Antiņš, who climbs a mountain of blue glass and green ice, wakes a sleeping princess, and saves the kingdom. The building is a symbol of the man’s difficult yet brave and relentless struggle for knowledge and wisdom.
The Latvian Writers’ Union (LRS) administers two grant programmes for foreign publishers. Two separate competitions have been held, one for English and one for non-English publications. The competition has 4–6 rounds annually, where all applications are judged by a commission of experts evaluating the professional experience and reputation of the applicants, as well as the works and their potential in the market. Publishers may apply for grants to cover all stages of publishing with regards to creating a book, except marketing activities and administrative costs. The highest estimated amount to be funded is 4,000 EUR for non-English publishing projects and 8,000 EUR for English ones.

GRANTS FOR TRANSLATORS

The Latvian Writers’ Union (LRS) is offering financial support for translators who wish to translate Latvian literary works into any foreign language. In order to qualify for the opportunity to receive funding, the translator must submit a completed application form, a CV, a sample translation, and a letter of intent or an agreement signed by a publisher for publishing the particular work.

latvianliterature.lv/en/grants

grants@latvianliterature.lv
In 2018, Latvia will celebrate its centennial, and the Latvian printing industry will celebrate its 430th anniversary. Following tradition, the industry is constantly developing and today is characterized by high quality and innovation. The printing industry accounts for 4.5% of Latvian industrial output.

The key aspects of the sector’s competitiveness in foreign markets are high level of quality and short delivery times. Approximately 75% of all Latvian printing production is exported. Latvia is notably represented by high quality and prestigious materials—art books, illustrated magazines, and guide books.

<table>
<thead>
<tr>
<th>PRINTING INDUSTRY</th>
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<tr>
<td>Total turnover, 2015:</td>
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<tr>
<td>Export:</td>
</tr>
<tr>
<td>Number of companies:</td>
</tr>
<tr>
<td>Average wage for qualified employees:</td>
</tr>
<tr>
<td>Key types of production:</td>
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<tr>
<td>The largest companies:</td>
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</table>
The main export products, such as books and magazines, go to Western Europe and Scandinavia, while labels and packaging tend to be distributed in Eastern markets. Key international partners for Latvia in the printing industry are Norway, Denmark, Sweden, Iceland, Germany, the Netherlands, the United Kingdom, Russia, and Finland.
Latvian printing companies can boast considerable experience with export markets: efficient logistics management has been set up; data transfer and proofing are done electronically; and fully PDF compatible workflow systems, ISO standards, and environmental certification are in effect. Growing investments in the field, as well as continuous technological development and modernization, has helped employees involved in the industry accumulate a great amount of knowledge and skills, which explains the high productivity rate per employee in this sector.
INVESTMENT IN PRINTING INDUSTRY, MILLION EUR

In Latvia, great attention is paid to packaging from ecological materials, and there is a growing demand for exclusive, personalized packaging for advertising purposes. Latvian companies can provide a wide range of technological facilities, manual work, and unique design. The principal packaging materials exported are products from wood, with manufacturing volumes of EUR 72 million, or 39% of total packaging exports. More than 70 companies manufacture wooden packaging.

LEADING LATVIAN BOOK MANUFACTURERS

LIVONIA PRINT SIA

Book production, one-colour and full-colour printing, soft- and hardcover binding, extra cover finishing.

PACKAGING

Number of employees: 550
Founded in: 2007
Turnover in 2015: 48.8 million EUR
Main markets: the Nordic countries, Germany

50 Ventspils iela, Rīga, LV-1002, Latvia
janina@livoniaprint.lv
livoniaprint.lv
## PNB PRINT LTD.

PNB specializes in manufacturing (printing and binding) of hard and soft cover books, magazines, catalogues and other printing products.

- **Number of employees**: 220
- **Founded in**: 2010
- **Main markets**: the Baltic countries, Scandinavia, Germany, Netherlands, Russia, Belarus
- **Turnover in 2015**: 17 million EUR

## POLIGRĀFIJAS GRUPA “MŪKUSALA” LTD.

Mūkusalas Topography Group is the most recognized printing house in Latvia that provides printed media production—magazines, newspapers, catalogues, and advertising materials.

- **Number of employees**: 119
- **Founded in**: 1993
- **Main markets**: Latvia, the Netherlands, Denmark, Sweden, Norway
- **Turnover in 2015**: 13.8 million EUR

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15A Mūkusala iela, Rīga, LV-1004, Latvia  
pgm@pgm.lv  
pgm.lv  

“Jānsili”, Silakrogs, Ropažu novads, LV-2133, Latvia  
mk@pnbprint.eu  
pnbprint.eu
Veiters is a full-service printing house providing pre-press, press, and post-press services. Veiters handles a wide variety of printing requirements and is especially known for its expertise in producing products for children and young audiences—books, colouring books, activity books, sticker sets, memory games etc.

### JELGAVAS TIPOGRĀFIJA

High-quality hardcover and softcover books, stitched brochures, diaries, calendars, and advertising materials. In addition to standard hardcover and softcover books, we offer paperback books with flaps, books with rounded corners, and book covers made from two materials, as well as laminated, UV-lacquered, and foil-stamped covers, etc. FSC certified.

- **Number of employees:** 112
- **Founded in:** 1996
- **Main markets:** Scandinavia, Germany, France, the Baltics countries
- **Turnover in 2015:** 8.66 million EUR

### VEITERS PRINTING HOUSE

Veiters is a full-service printing house providing pre-press, press, and post-press services. Veiters handles a wide variety of printing requirements and is especially known for its expertise in producing products for children and young audiences—books, colouring books, activity books, sticker sets, memory games etc.

- **Number of employees:** 72
- **Founded in:** 2004
- **Main markets:** Sweden, Denmark, Norway, Finland, Germany, Netherlands, Belgium, France, Estonia, Lithuania, the UK, Iceland
- **Turnover in 2015:** 5.04 million EUR

**JELGAVAS TIPOGRĀFIJA**

1a Langervaldes iela, Jelgava, LV-3002, Latvia

1a Langervaldes iela, Jelgava, LV-3002, Latvia

+371 6 7994419

veiters@veiters.lv

veiters.com

**VEITERS PRINTING HOUSE**

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437 Brīvības iela, Rīga, LV - 1024, Latvia

+371 6 7994419

veiters@veiters.lv

veiters.com
<table>
<thead>
<tr>
<th><strong>ADVERTS PRINTING COMPANY</strong></th>
<th><strong>LATGALES DRUKA</strong></th>
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</thead>
<tbody>
<tr>
<td>Books, brochures, catalogues, POS materials</td>
<td>Full-cycle printing house specializing in softcover books and newspapers.</td>
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<table>
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<tr>
<th><strong>Number of employees:</strong></th>
<th><strong>52</strong></th>
<th><strong>46</strong></th>
</tr>
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<tbody>
<tr>
<td><strong>Founded in:</strong></td>
<td><strong>1993</strong></td>
<td><strong>1994</strong></td>
</tr>
<tr>
<td><strong>Turnover in 2015:</strong></td>
<td><strong>4.3 million EUR</strong></td>
<td><strong>1.6 million EUR</strong></td>
</tr>
<tr>
<td><strong>Main markets:</strong></td>
<td><strong>Sweden, Germany</strong></td>
<td><strong>Latvia, Sweden, Netherlands</strong></td>
</tr>
</tbody>
</table>

Address:
- **ADVERTS PRINTING COMPANY**
  - 155 Brīvības iela, Rīga, Latvia
  - adverts@adverts.lv
  - adverts.lv, printinghouse.lv

- **LATGALES DRUKA**
  - 28 Baznīcas iela, Rēzekne, LV4601, Latvia
  - druka@druka.lv
  - druka.lv
The Latvian Booksellers Association is a public organization that unites Latvia’s booksellers. The association’s aim is to represent members’ interests in relation to society and the government, compile and spread information about books published in Latvia and book-selling, and promote reading in Latvia. The association is also a member of the European Booksellers Federation.

Contact persons: Ināra Beļinkaja, Ineta Škapare
Number of members: 5 members (97 bookstores)

37 – 3 Baznīcas iela, Rīga, LV–1010, Latvia
+371 67217730, +371 29407288
lga@gramatizdeveji.lv
gramatizdeveji.lv

The Latvian Publishers’ Association was founded in 1993 and is actively involved in resolving legislative issues related to the printing and publishing sector. The association organizes the annual Zelta Ābele book design competition, the Riga Book Fair, and various reading promotion activities.

Contact persons: Renāte Punka, Dace Pugača
Number of members: 29

10 Atlaša Street, Rīga, LV–1026, Latvia
+371 67501562
+371 67370922
lgta@latnet.lv
Latvian Writers’ Union is a professional association of writers and translators in Latvia. The organization safeguards the professional interests of its members and implements various projects, such as the annual Poetry Days Festival and highly valued workshops for young authors.

Contact person: Arno Jundze
Number of members: 241

The Latvian Book Guild is an association that was founded in 2007 with the goal of developing and fostering a favourable environment for publishing as a creative industry in Latvia. The association also aims to popularize and promote reading, especially among young people; to study publishing trends in Latvia and abroad; to promote mutual exchange of information and collaboration with foreign publishers, booksellers, and other professional organizations; to preserve Latvia’s cultural heritage; and to ensure life-long learning for society. The association unites private persons and companies that are active in the field of publishing and book selling (Jumava, Jāņa Rozes apgāds, Valters un Rapa, Zvaigzne ABO) and the Latvian National Library.

Contact persons: Zigmunds Spāde
The Latvian Board on Books for Young People was founded in 1993. It is the Latvian branch of the International Board on Books for Young People (IBBY), which consists of seventy national organizations from all over the world (www.ibby.org). IBBY Latvia members are authors, illustrators, publishers, researchers of children’s and youth literature, art historians, librarians, teachers, and others who specialize in children’s and young adult literature. The organization currently serves 78 members. In April 2015, Iīze Stikāne, an expert in children’s literature and professor at the University of Latvia, was re-elected as president of the IBBY Latvia.

Contact persons: Iīze Stikāne, Silvija Tretjakova
Number of Members: 78

The International Writers’ and Translators’ House is a non-profit organization whose goal is to create a multifunctional, international centre for writers and translators in Latvia that in turn promote the development of literature, foster inter-cultural dialogue, further the inclusion of Latvian literature in the international literary scene, support the decentralization of literary development in Latvia, and develop the cultural climate throughout the country’s regions.

Contact person: Andra Konste
THE ASSOCIATION OF LATVIAN PRINTING COMPANIES (L.P.U.A.)

The Association of Latvian Printing Companies (L.P.U.A.)

L.P.U.A. has 45 members with more than 3,000 employees, which account for 75% of the entire printing trade in Latvia. L.P.U.A.’s members represent a broad range of industry services, from pre-press and printing to bookbinding.

Number of members: 45

THE PACKAGING ASSOCIATION OF LATVIA

The Packaging Association of Latvia is a non-governmental organization bringing together Latvia’s producers, traders, users of packaging materials and machinery, and packaging consultants. The association was founded in 1995. The association has been a full member of the World Packaging Organization (WPO) since 1996 and provides extensive options for obtaining and exchanging information in the field of packaging. The activities of the association are aimed at developing an advanced packaging industry in Latvia.