

# THE TWPP BOOK CLUB

A FUTURE  
BUILT TO LAST



## ABOUT US

### WHO WE ARE

The White People's Press is a non-political and family-friendly online and print publisher and services provider. We believe White people have the right to maintain and assert a positive shared identity, and provide a platform for writers and artists who feel the same. Our primary intent is to raise awareness of white interests and discuss in a mature and productive manner the issues most important to our collective wellbeing.

### WHAT WE ARE

The White People's Press is leading the way in production quality and print design, and our relationships with printers in North America and Europe allow us to efficiently and effectively print at a high level and offer print services to others. For our future prosperity and to establish a stronger community, it is essential to become less dependent on services such as print on demand, which a publisher striving for quality should never use.

### OUR ACCOMPLISHMENTS IN THE CONTEMPORARY WHITE COMMUNITY

- First book in color (*My Mirror Tells A Story*)
- First two illustrated children's books (*My Mirror Tells A Story*, *A People Called American*)
- First two printed books (*50 Classic Tales*, *Folk* edn. 3)
- First offset lithographic-printed book (*50 Classic Tales*)
- First full-sized magazine expressly for White people (*The White People's Quarterly*)

## WHAT WE DO AND WHY IT MATTERS

IN 2020 WE PUBLISHED *My Mirror Tells A Story* by Spencer J. Quinn and Anthony Coulter—the first illustrated children's book explicitly for White people, as well as the first full-color book published in our community. Shortly after, the print-on-demand (POD) company printed hundreds of copies for themselves and began selling it for lower than they would print it for us. Figuring there must be a better way, we did what we would only later realize no one around here had done in a very long time: print a book.



PRINTING IS COMPLEX, but after nearly two years visiting presses, going to binderies, leaving warehouses with bundles of Hyflex 9, calling Italian engineers at 5 AM, and listening to guys in Ohio talk about paper forever, we learned how to “speak print.” And we learned something else: publishers know how to print books, they do not use print on demand (or its knockoff cousin, “dummy digital”), and by this criteria, none in our community qualify. That is the one way not to do it, as nothing is more unethical and costly, but when you see a 220-page, black-and-white hardcover for \$30–40, that's what it is.

We can do it the right way, will show you

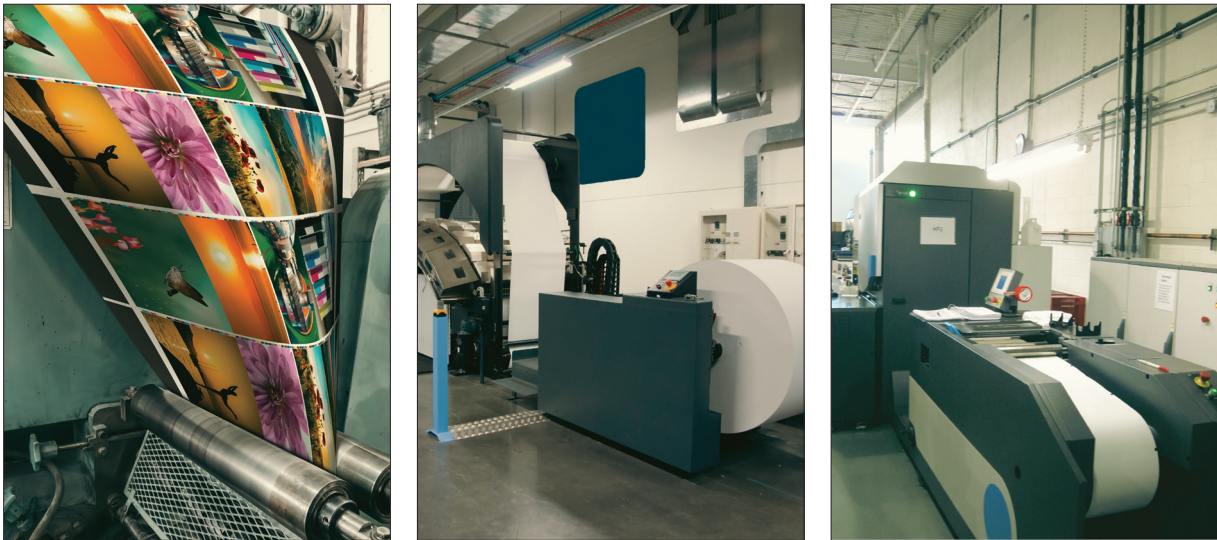
how it is done here, and every pre-order has given us hope up to now, but we can only keep so many in the air at once. We can print fast and cheap, and the result will end up in your garbage can by 2030, but we don't want that, and need your help to avoid it. We appreciate every bit of support thus far, and if you are in a position to continue to, the best way you can is by joining the TWPP Book Club, which we hope you will find reciprocally beneficial.



—TONY VERMONT  
EDITOR IN CHIEF  
THE WHITE PEOPLE'S PRESS



# THE QUALITY SCALE



## OFFSET PRINTING

INTRODUCED: 19TH CENTURY, INDUSTRY STANDARD

- the “real way and the only real way,” highest learning curve
- only cost-effective at high volumes
- high volumes (>300–500), high risk, high investment, high setup costs, lowest per-copy and reader costs
- highest quality, longest lifespan, infinite finishing options, highest value overall

## DIGITAL PRINTING

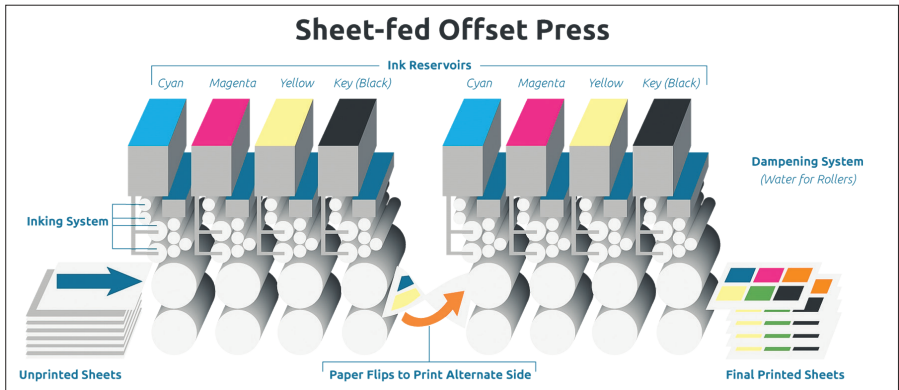
INTRODUCED: 1980s, LOW-VOLUME OPTION

- innovative, growing, technological simulation, high learning curve
- only option for lower volumes
- lower volumes (~50–300), lower risk, lower investment, higher fixed costs and reader costs
- lower quality, short lifespan, few finishing options, high value with black-and-white (1/1) books

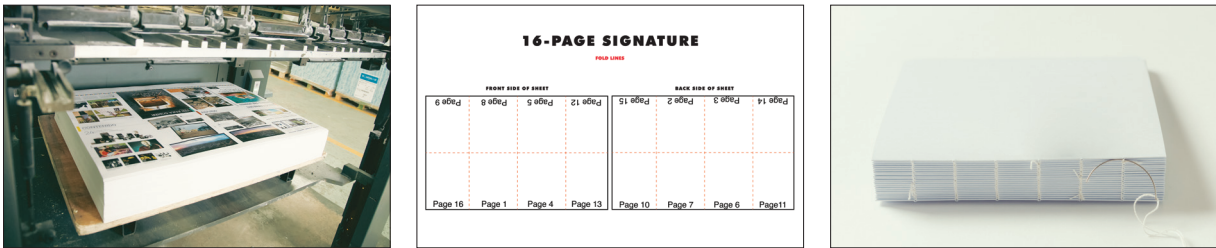
## PRINT ON DEMAND

INTRODUCED: 21ST CENTURY, ENTRY-LEVEL OPTION

- industry for self-publishers, lowest learning curve
- only option without experience
- lowest volume (as low as one), lowest risk, lowest investment, highest fixed costs and reader costs
- lowest quality, shortest lifespan, fewest (zero) finishing options, lowest value overall



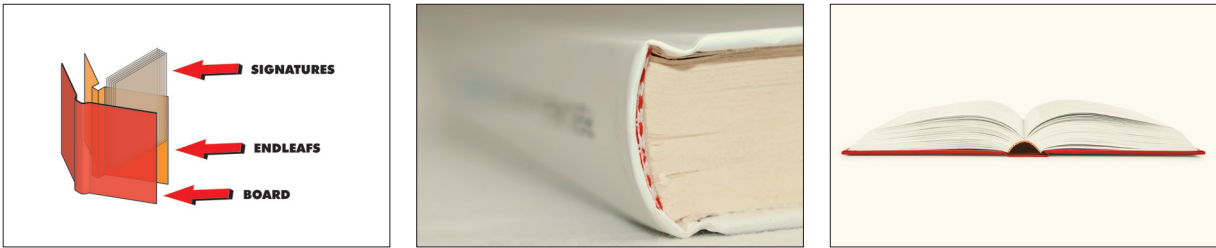
# HOW A HARDCOVER IS MADE



PAGES ARE PRINTED ON LARGE SHEETS

SHEETS ARE FOLDED INTO “SIGNATURES”

SIGNATURES ARE SEWN AND BOUND



SIGNATURES ARE CASED-IN BOARD WITH ENMLEAFS

HEAD- AND TAILBANDS ARE APPLIED

THE RESULT SHOULD LOOK LIKE THIS



## THE BASICS OF BINDING

**TOP:** *Smyth sewn binding*: 16-page “signatures” fit into lay-flat flex-mold, high-quality materials, long lifespan of decades to centuries

**BOTTOM:** *perfect binding*: pages glued in sequentially, low-quality paper and materials, standard IngramSpark print-on-demand book, short lifespan of ~5–8 years

# LOW-RUN B/W HARDCOVER

## SPECS

- 5.5 X 8.5 IN
- 224 PAGES
- CASE LAMINATE
- GLOSS LAMINATE FINISH
- BLACK & WHITE (1/1 TEXT)
- GROUNDWOOD PAPER (50#)

## PRINT OPTIONS

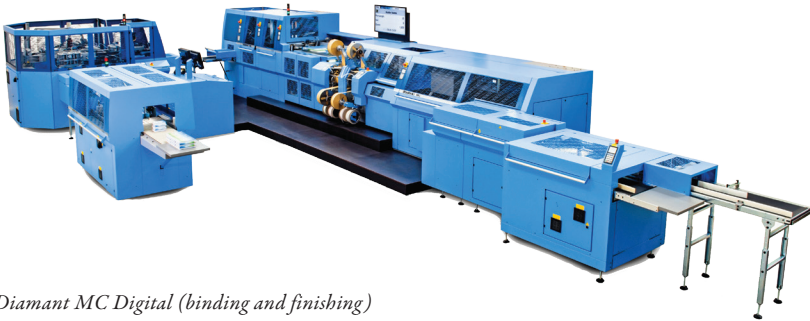
1. OFFSET
2. DIGITAL
3. PRINT ON DEMAND

## HOW YOU DO IT

- DIGITAL WEB PRESS
- LARGE SHEET SIZE ENABLES “SIGNATURES” AND OFFSET-STYLE BINDING



HP T350 Inkjet Web Press



Diamant MC Digital (binding and finishing)

THE RESULT IS THIS



NOT THIS



## WHY YOU MUST DO IT . . .

100 COPIES  
\$724  
\$7.24/COPY

OFFSET PRINTING

- NO OPTION DUE TO SETUP COSTS AND HIGH MINIMUMS (~300–5,000)

100 COPIES  
\$724  
\$7.24/COPY

DIGITAL PRINTING

- HIGH-QUALITY BINDING AND MATERIALS, LONG LIFESPAN\*
- SIGNIFICANTLY LOWER COST TO READER
- REQUIRES RISK, INVESTMENT, AND KNOWLEDGE

PRINT ON DEMAND

- LOW-QUALITY BINDING AND MATERIALS, SHORT LIFESPAN
- COST TO READER MORE THAN DOUBLES WITH DISTRIBUTION
- ENTRY-LEVEL OPTION FOR SELF-PUBLISHERS ONLY

### 1 COPY, \$1 PROFIT

- PER-COPY PRINT COST: \$7.24
- SHIPPING: \$3.49
- TAXES: \$0 (UNLESS NEXUS)
- AMAZON PRICE: \$13.49
- RETAIL PRICE: \$11.73

### 1 COPY, \$1 PROFIT

- PER-COPY PRINT COST: \$8.70
- SHIPPING & HANDLING: \$6.19
- STATE-BASED TAXES
- DISTRIBUTION: ~\$9.99
- RETAIL PRICE: \$24.00

\* Digital web presses are not recommended with color due to ink saturation and minimal drying time.



# LOW-RUN FULL-COLOR HARDCOVER

## SPECS

- 6 X 9 IN
- 384 PAGES
- MATTE CASE LAMINATE
- MATTE LAMINATE FINISH
- FULL-COLOR (4/4 TEXT)
- COATED (GLOSS) PAPER (80#)

## OPTIONS

- 1. OFFSET
- 2. DIGITAL
- 3. PRINT ON DEMAND

## HOW YOU DO IT

- **OFFSET PRESS**
- **HIGHEST QUALITY**
- **BEST OVERALL VALUE**
- **LOWEST COST TO READER**

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Heidelberg Speedmaster XL 106



Smyth P12 gathering line

## WHY YOU MUST DO IT . . .

300 COPIES  
\$7,154  
\$23.85/COPY

OFFSET PRINTING

- HIGHEST QUALITY, LONGEST LIFESPAN, HIGHEST VALUE
- SIGNIFICANTLY LOWER PER-COPY AND READER COSTS
- >300 MINIMUMS, HIGH RISK AND UPFRONT COSTS

1 COPY, \$1 PROFIT

- PER-COPY PRINT COST: \$23.85
- SHIPPING: \$4.83
- TAXES: \$0 (UNLESS NEXUS)
- AMAZON PRICE: \$30.45
- RETAIL PRICE: \$29.68**

300 COPIES  
~\$9,000  
~\$30/COPY

DIGITAL PRINTING

- SIGNIFICANTLY LOWER QUALITY, SHORT LIFESPAN
- SIGNIFICANTLY HIGHER COSTS GENERALLY
- LOWER MINIMUMS MARGINALLY DECREASE RISK AND UPFRONT COSTS

1 COPY, \$1 PROFIT

- PER-COPY PRINT COST: ~\$30
- SHIPPING: \$4.83
- TAXES: \$0 (UNLESS NEXUS)
- AMAZON PRICE: \$30.45
- RETAIL PRICE: ~\$35

300 COPIES  
\$15,399.34  
\$51.33/COPY

PRINT ON DEMAND

- LOWEST QUALITY, SHORTEST LIFESPAN, LOWEST VALUE TO READER
- COST TO READER MORE THAN TRIPLES WITH DISTRIBUTION
- MORALLY DUBIOUS

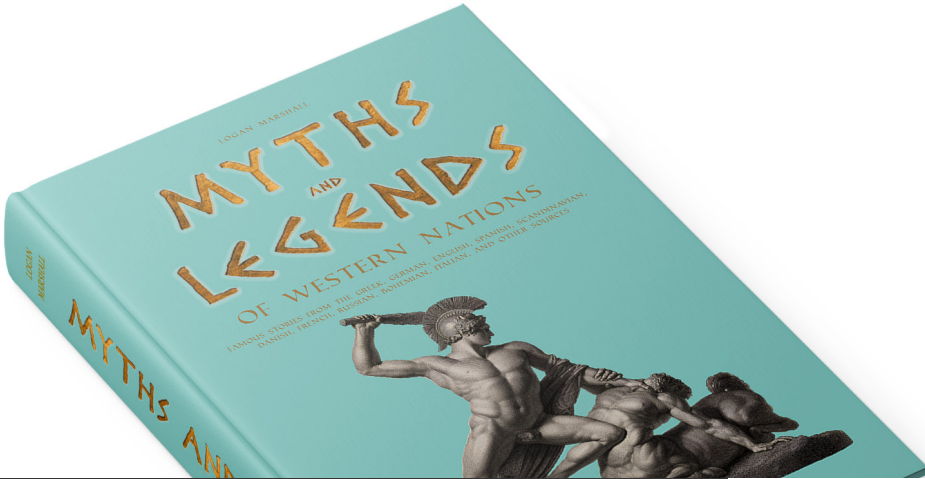
1 COPY, \$1 PROFIT

- PER-COPY PRINT COST: \$53.44
- SHIPPING & HANDLING: \$5.59
- STATE-BASED TAXES
- DISTRIBUTION: \$54.69
- RETAIL PRICE: \$109.38**

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	USD
List Price	109.38
- Print Cost	53.44
- Distribution Fees	54.69
= Gross Profit	1.25
- Lulu Share	0.25
Your Revenue	1.00

# FINANCIAL GOALS





### SILVER MEMBER

**\$300/YEAR YOU RECEIVE:**

- EVERY CURRENT PUBLICATION
- EVERY FUTURE PUBLICATION
- FRAMED POSTER
- ACCESS TO PREMIUM CONTENT



### GOLD MEMBER

**\$500/YEAR YOU RECEIVE:**

- EVERY CURRENT PUBLICATION AND REPRINT
- EVERY FUTURE PUBLICATION
- TWO FRAMED POSTERS
- ACCESS TO PREMIUM CONTENT



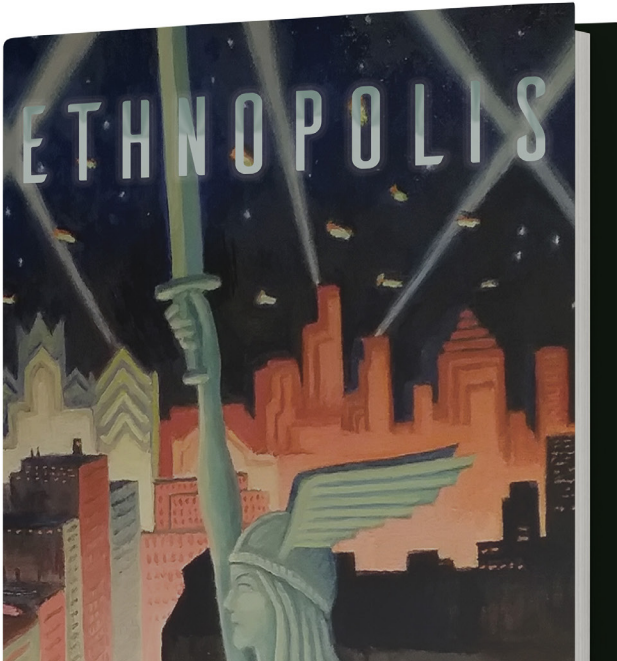
### PLATINUM INVESTOR

**\$1,000/YEAR YOU RECEIVE:**

- EVERY CURRENT PUBLICATION AND REPRINT
- EVERY FUTURE PUBLICATION
- THREE FRAMED POSTERS
- ACCESS TO PREMIUM CONTENT
- INVESTOR RETURNS FOR HELPING PRINT THE HIGHEST-QUALITY MATERIALS

PROJECTS	SPECS	PRINT COSTS
<i>Myths and Legends of Western Nations</i>	HARDCOVER, 6.5 X 9.5", 320 PAGES, FULL COLOR (4/4), PRINTED OFFSET	<b>\$6,650 (\$22/copy)</b>
<i>Irish Folklore</i>	HARDCOVER, 5.5 X 8.5", 336 PAGES, B/W (1/1), DIGITAL WEB PRESS	<b>\$1,900 (\$9.50/copy)</b>
<i>Ethnopolis</i>	HARDCOVER, 5.5 X 8.5", 252 PAGES, B/W (1/1), DIGITAL WEB PRESS	<b>\$1,264 (\$6.50/copy)</b>
<i>No College Club</i>	HARDCOVER, 5.5 X 8.5", 224 PAGES, B/W (1/1), DIGITAL WEB PRESS	<b>\$2,159 (\$7/copy)</b>
<i>Empire On Trial</i>	HARDCOVER, 6.5 X 9.5", 352 PAGES, FULL COLOR (4/4), OFFSET PRINTING	<b>\$6,854 (\$23/copy)</b>
<i>The Last Days of the Old World</i>	HARDCOVER, 5.5 X 8.5", 158 PAGES, B/W (1/1), DIGITAL WEB PRESS	<b>\$1,875 (\$6.25/copy)</b>
REVENUE GOAL		<b>\$20,702</b>

FOR CRYPTO AND CHECK ORDERS CONTACT:  
EDITOR@WHITEPEOPLEPRESS.COM



HELP US MAKE IT HAPPEN!



# THANK YOU FOR CONSIDERING THE TWPP BOOK CLUB!

## HOW TO MAKE A BOOK

### 1. DESIGN

- lay out and design in Adobe InDesign
- images edited for color, adjusted to 300 PPI, converted to CMYK in Photoshop or Illustrator
- all text (and anything black): 100K black
- bleed set to .125" (U.S.)
- proof: overprint, preflight, Acrobat: PRINT PRODUCTION > OUTPUT PREVIEW > SEPARATIONS PREVIEW > TURN OFF BLACK

### 2. PRINT QUOTES

- casebound hardcover/litho/Smyth sewn
- 6.69 x 9.45" (170 x 240mm—maximize sheet size)
- 324 pp (divisible by signature count, i.e., 8, 16, 32)
- 4/0 matte lam (rec. gsm), treatments (only if in-house)
- 4/4 text on coated silk 80–100# (~130–150 gsm)
- 1/1 endleaves, uncoated house (rec. gsm)
- full bleeds throughout
- straight or round spine
- head- and tailbands
- individually shrink-wrapped
- QTY: 250, 500, 1,000
- shipping to U.S. Zip Code 54321

### 3. PREPRESS

- file made into soft proof (pdf)
- Epson proofs should be provided
- checked for color, matched with machine-specific profile, ink coverage, 100K black

### 4. PRINTING

- images, text, and designs layered onto metal plates
- transferred to rubber roller or blanket
- rolled onto paper or large parent sheets, ~8–16 pages on each side
- fed through press, prints or stamps impressions onto paper

### 5. BINDING

- pages are dried, capped, folded, and sewn into 8-, 16-, or 32-page "signatures"
- cased-in board through endleaves
- finishing (spot gloss, foil stamping, embossing, etc.)

**THE WHITE PEOPLE'S PRESS**



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