

How to Find a Publisher

By Ilan Garibi

There are several major players in the origami printing field (the western side of the globe):

1. Nicolas Terry
2. Tuttle
3. CRC
4. Quatro - <https://www.quartoknows.com/index.php> (TBC)

Each has pros and cons, and they are looking for different types of origami books. They all have a screening process; your suggestion goes through. It is important to know those publishers, choose the right one, and prepare your proposals so they will have the best chance of being approved.

This guide presents the four options in detail.

General Process

While every publisher has their own process, there is a similarity.

It starts with a proposal you prepare. It must have a description of the book, a table of contents, a sample chapter, a target audience, and some more details.

Having that, the publisher will send the proposal to his team of evaluators, who will each (usually totally separately) report their impression of the book, and if they recommend publishing it as is, with minor or significant modifications, or sadly, to refuse.

Once the publisher collects all the reviews, he will make a decision.

This process can take weeks to months.

Nicolas Terry Productions

Who is Nicolas Terry

Terry is the owner of Origami-Shop and a creator. His mission is to help origami artists to fulfill their potential by producing innovative, high-end, and high-standard books.

Here is a list of his last nine books:

1. Vol 1 Stop Thinking Start Folding - Oriol Esteve
2. Vol 2 One Water One World - SAOC

3. Vol 3 Origamix - Tetsuya Gotani
4. Vol 4 Amazing Origami - Chen Xiao
5. Vol 5 Pure Origami - Red Paper
6. Vol 6 Just a simple base - Sebastian Limet
7. Vol 7 Duo Color origami - Mi Wu
8. Vol 8 Fold with the Flow - Oriol Esteve
9. Vol 9 Origami Moments - 212Moving

The price range is 30 to 35 Euros.

Terry mostly publishes figurative origami.

There are two channels to work with Terry: The **Terry Collection** and the **Origami Adventure Collection**

Terry Collection

Proposal Form

Terry does not have a form. He chooses his authors carefully to maintain the high quality he seeks in his books. He is not your normal publisher, as he sees it as a friendly adventure between friends, rather than a commercial deal.

You can approach him with a proposal directly to this email: terryorigami@gmail.com

Process

Once Terry approves the project for his collection, he works closely with the author. This includes the content of the book, the diagram style, and every other relevant issue.

Royalties

The author gets 10 % royalties from net sales and 30% on ebook.

He also gets 20 free books and can buy more at a discounted price of 40% off.

Origami Adventure Collection

Lastly, there is a new path with Terry, called "Origami Adventure Collection".

If the author has the capacity to finish and fix all details of his book without help to the technical standard required for quality printing, including cover, test-fold, and proof-read, he can also submit his manuscript by email for this new channel. This is a print-on-demand product made by

"Origami-Shop", enjoying the benefit of its network to promote the book. This helps you to avoid losing your book among all the huge databases of Amazon origami books.

There is more freedom for the author in the format of the book, but it still must be approved by Terry to have the minimum standard he wants to have in this series.

Royalties

The author gets 15-20% royalties from net sales and 30% on ebook.

He also gets 20 free books and can buy more at a discounted price of 40% off.

CRC Press

Who is CRC

CRC is a publisher from the USA that specializes in producing technical books. Many of their books relate to engineering, science, and mathematics. Origami fits in under mathematics, so you need to have a link to this in your book.

Here is a list of the latest origami-related books they published:

1. <https://www.routledge.com/Six-Simple-Twists-The-Pleat-Pattern-Approach-to-Origami-Tessellation-Design/DiLeonardo-Parker/p/book/9781138311886>
2. <https://www.routledge.com/Wondrous-One-Sheet-Origami/Mukerji/p/book/9780367208103>
3. <https://www.routledge.com/Curved-Folding-Origami-Design/Mitani/p/book/9780367180256>
4. <https://www.routledge.com/Twists-Tilings-and-Tessellations-Mathematical-Methods-for-Geometric-Origami/Lang/p/book/9781568812328>
5. <https://www.routledge.com/3D-Origami-Art/Mitani/p/book/9781498765343>
6. <https://www.routledge.com/Project-Origami-Activities-for-Exploring-Mathematics-Second-Edition/Hull/p/book/9781466567917>
7. <https://www.routledge.com/Origami-Design-Secrets-Mathematical-Methods-for-an-Ancient-Art-Second/Lang/p/book/9781568814360>
8. <https://www.routledge.com/Origami-Polyhedra-Design/Montroll/p/book/9781568814582>
9. <https://www.routledge.com/Origami-5-Fifth-International-Meeting-of-Origami-Science-Mathematics/Wang-Iverson-Lang-YIM/p/book/9781568817149>

The price range is 24 to 64 USD.

Proposal Form

[The link to the form is here.](#)

Tips for filling the form:

1. Since CRC is looking for a mathematical connection, make sure your proposal includes this linkage. If you do not have this, or the connection is loose, you will probably fail.
2. Remember that CRC is not strictly into origami, and within their portfolio, origami takes a tiny fraction. Their form is inclined toward academic books.
3. Emphasize what is new and innovative in the book.
4. Make sure you know your turf and show it. Find related books and be bold while saying how your book is better than them.
5. Make the sample as best as you can. A chapter is a must if you ask me, although the publisher does not demand it. Add the best pictures.

Process

1. An author will be asked to prepare a proposal, draft table of contents (and optionally a sample chapter. This is recommended but not absolutely required. CRC will also accept completed manuscripts in place of these other materials.
2. The proposal is shared with a group of trusted independent reviewers, who will give constructive feedback. If the feedback is generally positive, CRC will then proceed to present the proposal to a publishing committee and seek permission to offer the author a contract for their book.
3. Then CRC shares the independent reviews with the author, discusses any changes they might want to make to their plans based on the feedback, and then offers them a formal contract.

Royalties

POC

Fraser, Callum <Callum.Fraser@tandf.co.uk>

Tuttle

Who is Tuttle

The Tuttle Publishing Company was established in 1948 in Rutland, Vermont, and Tokyo, Japan, and is today regarded as a premier publisher and seller of books rooted in Asian culture, language, and history. Origami is part of their list of subjects they focus on, together with other Asian culture-related topics.

Top-selling topics include animals and paper airplanes. Tuttle considers everything from high-end coffee table books to intermediate books or kits for enthusiasts to simple titles geared toward beginners or children.

Here is a list of the last ten origami books they published.

- [Origami Dragons Kit](#) by Marc Kirschenbaum
- [Origami Masters Kit](#) By Nick Robinson
- [Fantastic Origami Sea Creatures](#) by Hisao Fukui
- [Easy Origami for Beginners](#) By Florence Temko
- [Beautiful Origami Paper Wreaths](#) by Noriko Nagata
- [The Ultimate Book of Origami Animals](#) by Fumiaki Shingu
- [Fantastic Origami Flying Creatures](#) by Hisao Fukui
- [Origami Animal Boxes Kit](#) by Yoshihisa Kimura
- [Paper Flower Note Cards](#) by Emiko Yamamoto
- [My First Origami Fairy Tales Kit](#) by Joel Stern

The price range is 15 to 20 USD.

Tuttle publisher is very hands-on, and thus, while they consult with authors on every aspect of the publishing process, they never relinquish control of the cover, layout, or editing.

Form

Tuttle does not have a formal form, but they do ask for this information:

- Basic biographical information and qualifications (Where do they live? How long have they been practicing? Have they authored a book or kit before (and if so, what are the sales numbers)? What accolades have they received? What qualifies them as a subject matter expert? How many students have they taught, if any? Where has their work been displayed? Do they have an international following? Do they travel to the United States? etc.)
- A synopsis of the book or kit idea.
- A full proposed Table of Contents with estimated photo and page counts for each section.
- A writing sample is a requirement. This usually consists of the book's introduction as well as one sample project, complete with an introductory headnote and numbered steps. If the potential author's English is not at a native-speaker proficiency level, have they made any plans to work with a writing partner?
- Together with the sample project, we will need to see examples of the step illustrations, be they Illustrator diagrams or sequence photos.
- Will the potential author be supplying their own high-resolution photos of the completed models? (This is typically a requirement.) We need a good selection of sample photos, not only to evaluate the appeal of the proposal and the submitter's mastery of their subject matter but also to evaluate if their photography skills are up to snuff.

- Finally, we need the potential author to supply a list of recent examples of successful books or kits that their book or kit would compete with, and an explanation about what makes their proposed book or kit one that buyers would choose over the examples they cited.

Process

If the potential author's proposal is accepted and a contract is signed, they would receive a royalty advance, and (after the advance has been recouped through initial sales of their book or kit), they would receive royalties from sales of the product. Tuttle would provide the editing, layout, cover design, printing, marketing and publicity, warehousing and logistics, and international distribution of the book or kit. The author would also receive several complimentary copies of their book or kit and would be eligible to purchase more at our standard author discount (50% of the retail price). The advance is determined by a formula based on estimated first-year sales, so it is not technically negotiable, although there are exceptions when the content is particularly appealing, expensive to produce, or the author is well known.

Royalties

The royalty percentage rate offered is usually determined by how accomplished the author is. First-time authors generally start out at around 6-7% of the net invoice price, with seasoned authors eventually moving up to 8%, and very well-known bestselling authors ultimately achieving as high as 10% (but these are the exception).

The proposal review process is not a quick one, unfortunately. Everyone on the Publications Committee (the body that does the evaluating) is very busy. I would say the earliest response is typically 5 weeks, with proposals sometimes taking a few months to be decided on.

POC

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