

## About Stichting CPNB

The mission of CPNB, Collectieve Propaganda van het Nederlandse Boek (Collective Promotion for the Dutch Book) is to enrich people's lives by having them read more books. With inspiring initiatives, the CPNB shows that books enrich and deepen and that stories offer relaxation and a way to escape reality. We encourage as many people as possible to go to a bookshop and library, and to do so, we are backed up by the collective of bookshops, libraries and publishers in the Netherlands. Well-known brands of the CPNB are De Nationale Voorleesdagen (Reading Aloud Week), Boekenweek (Book Week), Zomerlezen (Summer Reading), Boekenweek voor Jongeren (YA Book Week), Kinderboekenweek (Children's Book Week) and Nederland Leest (One Book One Country).

### **A book is so much more than just a book**

Research shows it time and time again: reading books contributes to the welfare of people, the society and the economy. Language proficiency and literacy make a huge difference in the personal growth and development of people, at school and at the labour market. Reading books provides happiness – it is the most relaxing activity that gives a sense of purpose. This is because reading connects – it is a concentrated activity in which you can immerse yourself and surrender yourself to the world of someone else. Books enrich and deepen, and stories offer relaxation and a way to escape reality. A book is also a great gift that can provide an added personal value.

### **The reader is key**

Reading books connects and the reader is the one that binds the book industry. Therefore, the pleasure and experience of the reader are leading in the industry, whether you are a publisher, a teacher, a librarian or a bookseller. Within the target audience of children, we focus on (grand) parents, children and youngsters in three age categories: 0 to 6 years, 6 to 12 years and 12 to 18 years. Within the target audience of adults, we focus on three groups: incidental readers, frequent readers and gift givers.

Our main question is: how do we reach the reader? We have incorporated three strategies to guide our campaigns and activities. Our first strategy is that readers are mostly inspired by other readers. Therefore, we team up with enthusiastic

celebrities and dedicated readers to fulfil the role of ambassador. Our second strategy is to make the reading of books and the pleasure of reading books more visible. We invest in the Dutch reading culture and the positive branding of reading and books. The last strategy is to help readers choose: we believe that there is a book for everyone and that finding the right book leads to a positive reading experience, which will ensure that people will keep reading.

### **Tradition of book promotion**

CPNB is the marketing, communication and PR agency of the book industry. With state-of-the-art marketing and communication knowledge, we develop inspiring campaigns that encourage readers to visit a bookstore and/or library. Dutch publishers and booksellers have been joining forces to promote the book since 1930 and in 1983, the Collective Promotion for the Dutch Book was established for this task. Since 2001, the Vereniging van Openbare Bibliotheken (Association of Public Libraries) has joined as a partner in the covenant, alongside the two earlier partners: Groep Algemene Uitgevers (Dutch Publishers Association) and the Koninklijke Boekverkopersbond (Royal Dutch Booksellers Association).

The CPNB is a non-profit foundation. The funds we receive are all used for our mission of promoting the reading and owning of books. There are three sources of income: 1) fixed contribution from the partners of the covenant listed above, 2) campaign revenues from the sale of our books and promotional materials, and 3) contributions from sponsors and partners for the promotion of reading.