

# SLOVENIA: ITS PUBLISHING LANDSCAPE AND READERS

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BOOK  
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Bologna  
Guest of Honour  
2022

Frankfurt  
Guest of Honour  
2023

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## FACTS ABOUT SLOVENIA

- **Location:** southern Central Europe at a crossroads of important European cultural and trade routes
- **Independence:** 25 June 1991
- **EU:** member since 2004
- **Currency:** Euro
- **Area:** 20,273 km<sup>2</sup>
- **Population:** 2 million
- **Official language:** Slovene
- **Capital and largest city:** Ljubljana (population 300,000)
- **Nominal GDP per capita:** 22,182 €

# A QUICK OVERVIEW OF THE PUBLISHING LANDSCAPE IN SLOVENIA

Around **6000 book titles** published **every year** or around **3000 book titles per million inhabitants** (in range with Scandinavian countries and the UK).

One of the **best organized library systems in Europe** with around 12 borrowings per capita per year (more than 23 million all together).

More than **1400 publishers** with at least one published book per year.

21 EUR is the **average price** of a printed book (tax 9.5 %).

**More than 3000 e-books** in Slovene available for borrowing and buying.



**100 million EUR** is the size of the buying side of the book market in Slovenia.

**More than 150 bookstores** and three bookstore chains (one bookstore for around 13,000 people).

**At least one translation** of a Slovene book gets published **per week**.

**The Slovenian Book Agency** has been the key public institution to support book production and promotion for more than 10 years (established in 2009).

Slovenia will be **Guest of Honour** at the book fairs in **Bologna (2022)** and **Frankfurt (2023)**.

# AN OUTLINE OF THE DEVELOPMENT OF SLOVENE PUBLISHING

## HOW IT ALL BEGAN...

The first books in Slovene were published in the mid sixteenth century, *Catechismus* by the Protestant preacher Primož Trubar (1508–1586) in 1550 and his *Abecedarium* a year later. The first printing workshop was set up in Ljubljana as early as 1575. The Bible was first published in Slovene in 1582 and is one of the earliest printed translations of the Bible in general, translated by the Lutheran minister and reformer Jurij Dalmatin (1547–1589). The next major step in the history of Slovene publishing was made by Baron Janez Vajkard Valvasor who set up his own printing and engraving workshop at his castle and published his monumental work *The Glory of the Duchy of Carniola*, containing over 550 copperplate engravings. The period of Enlightenment marked a growth in publishing. Beside books – among which the first Slovene

grammar and the first secular collection of poetry – numerous newspapers were also published in this period, including the first newspaper in Slovene, *Lublanske novice*. In the second half of the 19th century the two oldest Slovene publishing houses were established, both still active, Celjska Mohorjeva družba (The Celje Hermagoras Society) in 1851 and Slovenska Matica (The Slovene Society) in 1864. The Alpine Association of Slovenia also began publishing books in 1893 and continues to do so to this day.

At the end of the 19th century Lavoslav Schwentner opened his bookshop and publishing house in Ljubljana. He is considered the founder of modern publishing in Slovenia and published over 200 books. Slovenia's highest publishing award for lifetime achievement is named after him. An important branch of his activities was the publication of children's books that were previously almost unknown in Slovene publishing.



The front page of the Slovene translation of the Bible from 1582.



The front page of Ivan Cankar's *Hlapec Jernej* published by Lavoslav Schwentner in 1907. The novella was translated into English by Louis Adamic in 1928 as *Jernej's Justice* and published by Vanguard Press in New York.

He paid great attention to illustration and the layout of his books and often involved some of the most prominent artists of the time in his designs. It was Schwentner who made it possible for Ivan Cankar, often considered Slovenia's greatest writer, to live off writing, by publishing over twenty of his books.

The first peak in Slovene publishing came in the period between the First and Second World Wars. A number of publishing houses were established and the foundation of the University of Ljubljana in 1919 encouraged people to buy and read books in Slovene. As a result, books were being published in relatively high print-runs even by today's standards, the most prominent being the so-called *Mohorjanke*, Catholic booklets that were published on a subscription model with a circulation of close to 100,000 copies. During this period numerous translations of world classics

also appeared (Hamsun, Galsworthy, Chekhov, Dostoevsky, Boccaccio and others), systematically published by the publishing house Modra ptica, which had over 5000 subscribers at the peak of its activity.

## THE PERIOD OF COMMUNIST YUGOSLAVIA

When the Second World War ended, the nationalisation of private property began and around twenty publishing houses were founded through state acts and decrees, strategically located throughout Slovenia. A number of publishing houses in larger towns also included bookshops in their organizational structure.

During this period a number of publishing houses that continue to operate today were created: Mladinska Knjiga, Cankarjeva Založba, Državna Založba Slovenije, Tehniška Založba,

## AN OUTLINE OF THE DEVELOPMENT OF SLOVENE PUBLISHING (CONT.)

Založba Kmečki Glas and the publishing house Obzorja. These publishers were obliged to abide by the social-political guidelines of the time but over the years managed to increase their editorial freedom; generally speaking, Slovenia's literary landscape was always up-to-date with the most influential world literature.

The 1980s marked the rise of a variety of engaged social movements that united intellectuals of all kinds, reflected in the emergence of publishers with contents mainly from the humanities. The publishers Studia Humanitatis, Krtina, Sophia and ŠKUC Cultural Centre were founded at the time.

### TOWARDS INDEPENDENCE

At the end of the 1980s the Companies Act brought a relaxation

in the rules on business initiatives, which ushered in a period when private publishing houses were once more being



The assembly room in the House of the Slovene Writers' Association, where the so-called Writers' Constitution was composed in the spring of 1988. This was the basis of the Constitution of the Republic of Slovenia.

established. As well as publishers that were organised as private companies, in the 1990s a number of publishers were set up with book programmes supported by public funding. The period after Slovenia's independence in 1991 was the one when the majority of publishing houses active today were established.

## **THE PUBLISHING LANDSCAPE TODAY**

In the period prior and during Slovenia's independence, writers, essayists, poets and in a broader sense authors and humanists in general, played an influential and inspiring role in state formation.

This is testified by the key role individuals and professional organisations (the Slovene Writers' Association, the Slovene PEN Centre) played in the mid-1980, when Slovene cultural workers actively participated in writing the Constitution of independent Slovenia (the so-called Writers' constitution). Throughout the 1990's a number of established writers were prominent politicians and some were appointed to ministerial posts.

After years of economic growth, book publishing in Slovenia reached its peak in 2008, both in the number of books published and their circulation, but, as in many other book markets around the world, the following

decade brought a downturn in growth indicators.

On the other hand, existing publishing houses that also include bookshops in their business structure have consolidated their position. We now have three central book systems: Mladinska Knjiga with Cankarjeva Založba and MK Trgovina (bookshops), the Učila Publishing House with its Felix bookshops and a wide selection of locations beyond bookshops where it promotes and sells its books, and the publishers Družina and Celjska Mohorjeva Družba with a smaller selection of bookshops but a clearly defined (Catholic) readership.

# AUTHORS: WRITERS, ILLUSTRATORS AND TRANSLATORS

Writers in Slovenia are supported by certain social mechanisms, from giving public lending rights payments whenever their books are borrowed from a library, to work and creative bursaries, all of which relieve their economic situation, but the majority of authors are freelancers or work in other jobs, often making literary creativity their parallel activity. Very few writers can live merely off what they create.

There are also a number of awards annually handed out to literary creators, from the **Kresnik Award for best Slovene novel** (bestowed by the newspaper publisher Delo) and the **Kritiško Sito Prize** (bestowed by the Slovene Literary Critics Association), to the **Rožanc Award** for the best collection of essays, the **Veronika Award** and the **Jenko Award** for the best poetry collections, and the **Desetnica, Večernica** and **Levstik Awards** for best children's and young adult literature.

## KRESNIK AWARD (best novel)

Year	Winner	Original Title	Publisher
2015	Andrej E. Skubic	Samo pridi domov	Modrijan
2016	Miha Mazzini	Otroštvo	Goga
2017	Goran Vojnović	Figa	Beletrina
2018	Drago Jančar	In ljubezen tudi	Beletrina
2019	Bronja Žakelj	Belo se pere na devetdeset	Beletrina



Andrej E. Skubic won the Kresnik award in 2015. The award was named after a Slavic pagan deity associated with the sun, fire, and summer. The winners are announced at the ceremony where they receive a prize and are given the honour of lighting the bonfire.

## AUTHORS: WRITERS, ILLUSTRATORS AND TRANSLATORS (CONT.)

Good book illustrators are also very much sought after and Slovenia can be proud of a large number of excellent illustrators.

Translation from other languages to Slovene are mostly well covered, with over 1,500 translated titles in various genres published in Slovenia every year, almost half from English, but with a significant share by other languages, including lesser-used languages. The situation with translating foreign literature into Slovene is good, since there is a decent number of excellent Slovenian translators from various wider and lesser used languages.

Translators from Slovene provide quality translations into all major world languages, however there is a certain lack of direct translators into some languages with relatively large and translation-interested book markets such as, for example, Turkish or some Scandinavian languages. This is partly compensated

### VERONIKA AWARD (best poetry collection)

Year	Winner	Original Title	Publisher
2015	Meta Kušar	Vrt	KUD Sodobnost International
2016	Ana Makuc	Ljubica Rolanda Barthesa	KUD Apokalipsa
2017	Boris A. Novak	Vrata nepovrata	Goga
2018	Tone Škrjanec	Dihaj	Center za slovensko književnost
2019	Alenka Jovanovski	Tisoč osemdeset stopinj	Center za slovensko književnost

### JENKO AWARD (best poetry collection)

Year	Winner	Original Title	Publisher
2015	Miklavž Komelj	Noč je abstraktnjša kot n	Hyperion
2016	Anja Golob	Didaskalije k dihanju	samozaložba
2017	Veronika Dintinjana	V suhem doku	LUD Literatura
2018	Tone Škrjanec	Dihaj	Center za slovensko književnost
2019	Kaja Teržan	Krog	Center za slovensko književnost

### NOVO MESTO SHORT (best short story collection)

Year	Winner	Original Title	Publisher
2017	Suzana Tratnik	Noben glas	Beletrina
2018	Eva Markun	Menažerija	JSKD
2019	Vesna Lemaic	Dobrodošli	Cankarjeva založba

# AUTHORS: WRITERS, ILLUSTRATORS AND TRANSLATORS (CONT.)

with indirect translations of Slovene authors through 'bridge' languages, mostly German and English. The Slovenian Book Agency organises yearly translation seminars for translators from Slovene into foreign languages to overcome some gaps and to promote Slovene authors to translators as well.



Translation seminar, edition 2019

## ROŽANC AWARD (best collection of essays)

Year	Winner	Original Title	Publisher
2016	Robert Simonišek Jure Jakob	Trk prostorov Hiše in drugi prosti spisi	Litera Mladinska knjiga
2017	Miha Pintarič	Dvojni presledek	Studia humanitatis
2018	Jasmin B. Frelih	Bleda svoboda	Cankarjeva založba
2019	Marcel Štefančič, jr.	Ivan Cankar	UMco

## DESETNICA AWARD (best children's or youth literary work)

Year	Winner	Original Title	Publisher
2016	Marjana Moškrič	Sanje o belem štrpedu	Litera
2017	Vinko Möderndorfer	Kit na plaži	Mladinska knjiga
2018	Aksinja Kermauner Suzana Tratnik	Žiga špaget je za punce magnet Tombola ali življenje!	ZDGNS Mladinska knjiga
2019	Andrej Rozman Roza	Pesmi iz galerije	Narodna galerija

## VEČERNICA AWARD (best new literary work for young readers)

Year	Winner	Original Title	Publisher
2017	Peter Svetina	Molitvice s stopnic	Mladinska knjiga
2018	Anja Štefan	Drobtine iz mišje doline	Mladinska knjiga
2019	Andrej E. Skubic	Babi nima več telefona	Mladinska knjiga

# PUBLISHERS

There are approximately 1400 book publishers in Slovenia, though this figure includes a number of state and public institutions, from ministries to local councils, museums and amateur societies, even companies, that sporadically bring out their own publications.

## BOOK PUBLISHERS

	2010	2012	2014	2016	2018
<b>TOTAL no. of publishers</b>	<b>1581</b>	<b>1757</b>	<b>1476</b>	<b>1441</b>	<b>1437</b>
of which selfpublishers	270	253	233	244	225

## BOOK PUBLISHERS – BY NUMBER OF PUBLISHED TITLES

	2010	2012	2014	2016	2018
<b>TOTAL no. of book titles</b>	<b>1581</b>	<b>1757</b>	<b>1476</b>	<b>1441</b>	<b>1437</b>
1 title	1020	1161	972	967	962
2 - 5 titles	362	419	356	329	331
6 - 10 titles	97	95	72	78	65
11 - 19 titles	54	43	36	32	38
20 - 49 titles	33	26	30	22	29
50 - 99 titles	10	8	5	8	8
100 titles and more	5	5	5	5	4

## PUBLISHERS (CONT.)

The publishing landscape in Slovenia has been most notably marked by the following active publishers that cover the entire spectre of publishing and include general publishers, academic publishers, specialised publishers, publishers of comics and books for children and young adults:

### GENERAL PUBLISHERS

**MLADINSKA KNJIGA ZALOŽBA**; the largest publishing house in Slovenia with over 200 employees. Every year it publishes over 500 titles in various formats and across all topical segments from local to translated literature through top-quality children's and young adult literature to a variety of manuals and textbooks. They are particularly strong in educational publishing. Besides this they are also active in other fields such as magazine publishing (publishing 6 magazines for children and teenagers, as well as the magazine Reader's Digest for adults), and the book club Svet Knjige, which has over 55,000 members. Its subsidiary company Mladinska Knjiga Trgovina manages

around 50 physical bookshops and the online bookshop Emka, and also offers and sells e-editions of its books.

**CANKARJEVA ZALOŽBA**; an important publisher for many decades, founded in 1945, now part of Mladinska Knjiga Založba. It is orientated towards quality literature and literary translation projects as well as producing quality guides and handbooks and publishes around 50 titles per year.

**UČILA**; the second largest general book publisher with around 20 employees. It annually publishes around 300 books in all formats and manages around 20 bookshops throughout Slovenia. It publishes a diverse, mostly translated programme of commer-

cial fiction and non-fiction as well as children's books and young adult fiction. Their books are available to buyers at over 1000 non-bookshop locations from supermarkets to petrol stations.

**DRUŽINA**; a mid-sized publisher with a broad variety of activities, including the weekly magazine *Družina* and a further 17 magazines, mostly with religious contents for various age groups. It publishes around 100 books each year and their publishing programme focuses on Catholic and religious contents. It also publishes Slovene and translated literature as well as works in the humanities.

**CELJSKA MOHORJEVA DRUŽBA**; the oldest publisher in Slovenia with a publishing programme stemming from

## PUBLISHERS (CONT.)

Catholic and religious contents. It also publishes Slovene and translated literature as well as works in the humanities as well as the oldest cultural magazine *Zvon* (since 1860). It publishes around 80 books per year, including some textbooks.

**ZALOŽBA OBZORJA**; a publisher with a long tradition of a diverse book programme. It publishes around 10 titles per year for all age groups as well as textbooks and also has a strong music programme Helidon and its own book club.

### TEXTBOOK PUBLISHERS

**ROKUS KLETT**; the largest textbook publisher in Slovenia. It is majority foreign owned by the Klett Group. In recent years it has also been intensively marketing licensed digital educational material in primary schools. It publishes more than 200 titles per year.

**DZS**; once an important book publisher in Slovenia but after 2004 predominantly concentrates on textbooks, supplementing its regular programme with the occasional book issues. This is all part of a larger business system of which publishing represents a small part. DZS also manages a network of bookshops (known for their extensive stationary programme) with around 50 outlets.

### LITERARY PUBLISHERS

**BELETRINA**; founded in 1996, is an important publisher of original and translated works in literature and the humanities with around 60 published books per year. It is also active in numerous other literary projects. It annually organises two international literary festivals: *Fabula – Literature of the World* and *Days of Poetry and Wine*. It also runs the e-book platform

for lending and buying, *Biblos*, and the literary e-magazine *AirBeletrina* ([www.airbeletrina.si](http://www.airbeletrina.si)) as well as an international poetry platform in English, *Versopolis* ([www.versopolis.com](http://www.versopolis.com)).

**LITERA**; established by the Student Organization of the University of Maribor in 2001, where it is based, with around 20 published books per year. It focuses on publishing Slovene literature as well as translated books and occasional special editions. It is known for its quality imprints and numerous presentations of its books in libraries and elsewhere.

**GOGA**; established in 1998 by the Students' Society of Novo Mesto where it is based, publishes around 15 Slovene and translated literary works per year and runs an own bookshop and residence for guest writers and organises various cultural and book events, includ-

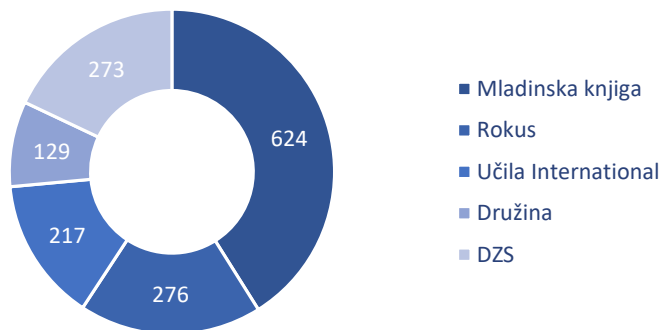
## PUBLISHERS (CONT.)

### 5 BIGGEST BOOK PUBLISHERS IN SLOVENIA IN 2018

Publisher	No. of published titles*	No. of employees	Revenue (million €)
Mladinska knjiga	624	230	18
Rokus	276	20	9
Učila International	217	10	9
Družina	129	50	8
DZS	273	30	6
Total	1519	360	50

\* All titles published, including reprints and e-books.

### 5 BIGGEST BOOK PUBLISHERS IN SLOVENIA IN 2018: NO. OF PUBLISHED TITLES



ing the short story festival *Novo Mesto Short*.

**SANJE**; operating for over 20 years, it mostly publishes translated fiction and non-fiction (among which a number of socially engaging titles) as well as original and translated children's literature. It publishes around 30 titles per year. It also runs a bookshop in Ljubljana and organises *Dreams in Medana*, a summer literary festival in the western winegrowing region of Slovenia.

**LUD LITERATURA**; a publisher that grew from the literary journal *Literatura*, with a thirty-year tradition, it publishes around 20 titles per year, among them mostly Slovene and translated literature, especially collections of short stories, as well as Slovene and translated texts from the humanities. It also runs an influential literary portal ([www.ludliteratura.si](http://www.ludliteratura.si)).

## PUBLISHERS (CONT.)

**PIVEC** is publishing Slovene and translated literature for adults and children, occasionally also non-fiction. The publishing house is strong in the field of education, publishing textbooks and manuals in various scientific fields. Each year it organises a Poetic Tournament, where it awards the best yet-unpublished poem. It publishes around 30 book titles per year.

**ŠKUC**; with its beginnings dating back to Ljubljana's radical student movement of 1968, it mostly publishes Slovene and translated literature with the occasional non-fiction issue. It specialises in LGBT literature, literary and film festivals and other activities. It publishes around 10 books per year.

### LIBERAL ARTS PUBLISHERS

**SLOVENSKA MATICA**; the second oldest Slovene publishing house, established in 1864, it is a scientific and cultural institution that organises scientific conventions about a variety of issues in Slovene culture and society, and a publishing house that provides for the publication of quality original and translated works in the humanities, sociology, natural sciences, medicine and technology. It publishes around 15 books per year.

**STUDIA HUMANITATIS**; a distinguished publishing company that since 1985 mostly publishes translated classical and contemporary works from the humanities and occasionally also includes important Slovene authors from the field of humanities and social sciences. It is based in Ljubljana and publishes around 10 books per year.

**/\*CF**; a niche publisher that issues mostly translations of contemporary works in the humanities, and occasionally also Slovene authors. It has a small but interesting literary programme that includes a few Slovene authors and lesser known literatures (Arabic, African, Persian). It publishes around 10 books per year.

**SOPHIA**; a niche publisher that publishes translated classic and contemporary works in the humanities as well as many Slovene authors, mainly historians, sociologists and political scientists. It also issues the journal *Borec*, a quarterly magazine for history, anthropology and literature. It publishes around 10 books per year.

**KRTINA**; a publisher that mostly concentrates on translated classical and contemporary works in the humanities and social sciences, occasionally in-

## PUBLISHERS (CONT.)

cluding Slovene authors. They publish around 10 books per year.

**SOCIETY FOR THEORETICAL PSYCHO-ANALYSIS** (Društvo za teoretsko psihoanalizo); renowned psychoanalytical school established in Ljubljana, its most famous names being Slavoj Žižek, Mladen Dolar and Alenka Zupančič. It publishes the psychoanalytical and cultural studies journal *Problemi* and the book series *Analecta*. Its work does not merely have a local context but has also been published elsewhere around the world. It publishes around 5 books per year.

**KUD LOGOS**; a specialised publisher that issues mostly translated and classic works in the humanities and works with philosophical and religious contents, occasionally also works by Slovene authors. It publishes around 10 books per year.

### PUBLISHERS OF CHILDREN'S BOOKS AND YOUNG ADULT LITERATURE

Beside the above-mentioned larger publishers that also publish children's books and youth literature, the following publishers are almost exclusively prominent in this area:

**Miš**; a family publisher active for around two decades. They publish around 40 Slovene and translated book titles for children and young adults. They publish a limited number of books for adults, among them crime novels, and also organises a youth literary festival.

**SODOBNOST INTERNATIONAL**; grew from the literary journal *Sodobnost*, one of the oldest European literary journals (established in 1933). It publishes Slovene and translated children's and young adult literature as well as adult literature.

It works intensively on international connections, encouraging book exchanges between publications in different languages. It also runs the international book project Our Little Library (together with publishing houses from Croatia, Poland, Latvia, Lithuania and Estonia) and publishes around 20 books per year.

**MORFEM**; a family publisher with Slovene and foreign books for children and young adults with around 40 published titles per year. A part of its programme is also aimed at adult readers. It is active and successful in promoting a large part of its Slovene programme on the international market.

**DESK**; an umbrella publishing company that also includes a further four specialised publishers: Grlica, a publisher issuing translated books for children and young adults, with the remainder of its programme covered

## PUBLISHERS (CONT.)

by genre literature for adults; Graffiti, particularly known for its translated comics; Meander, that publishes translated genre literature; and Vita with a range of home and family manuals as well as cookbooks. It publishes around 30 books per year in total.

**ZALA**; a family publishing company that mostly publishes translations of award-winning children's books and young adult literature as well as some translated quality fiction for adults. It publishes around 20 books per year.

**MALINC**; a publisher that mostly publishes translations from Spanish of award-winning children's books and young adult literature. It publishes around 10 books per year.

### ACADEMIC PUBLISHERS

There is diverse and extensive publishing activity in the four universities and various faculties in Slovenia. These publish scientific monographs, university textbooks and journals (48 scientific journals). Currently the various publishers associated with the University of Ljubljana have begun a process of merging into a joint Ljubljana University Press, as until now the various faculties under the umbrella of the University have had their own, independent publishing divisions.

**LJUBLJANA UNIVERSITY PRESS, FACULTY OF ARTS** (Založba Filozofske Fakultete); an academic publisher with over 90 books published annually, predominantly Slovene specialised monographs as well as study and extra-curricular literature, occasionally also translated works in social sciences.

**THE RESEARCH CENTRE OF THE SLOVENIAN ACADEMY OF SCIENCES AND ARTS** (Založba ZRC SAZU); an academic publisher with over 70 published books annually. It mostly publishes Slovene specialised monographs, dictionaries, anthologies of Slovene writers, occasionally also translated works in sociology and philosophy.

**LJUBLJANA UNIVERSITY PRESS, FACULTY OF SOCIAL SCIENCES** (Založba FDV); an academic publisher that mostly brings out Slovene specialised monographs as well as study and extra-curricular literature, mainly from the fields of sociology, political sciences, cultural studies and communication sciences. It publishes around 30 books per year.

**UNIVERSITY OF PRIMORSKA PRESS**; an academic publisher that mostly publishes Slovene specialised monographs as well as study and extra-curricular

## PUBLISHERS (CONT.)

literature. It publishes around 20 books per year.

**UNIVERSITY OF MARIBOR PRESS;** is recognised as being a reputable scholarly publisher of quality scholarly books, conference proceedings, dissertations and articles. It publishes around 30 books per year.

### OTHER PUBLISHERS

**PRIMUS;** publisher of mainly non-fiction by Slovene authors and translated works from the fields of esotericism and self-help. It publishes around 40 books per year.

**SIDARTA;** a non-fiction publisher that focuses on publishing Slovene and translated works on mountaineering and alpine climbing, around 10 titles per year. It is best known for its beautifully designed books and its guidebooks, some of which

cater for families with children; it also publishes a number of maps, climbing novels and biographical literature.

**UMCO;** a publisher of non-fiction with classical and contemporary works in the social and natural sciences and biographic literature both by Slovene authors and in translation. It publishes around 30 books per year and also publishes the bimonthly magazine on books and new releases *Bukla* (since 2005).

**NARAVA;** a publisher of non-fiction that mostly publishes Slovene and translated books on the natural sciences, cookbooks, textbooks and also few literary works for children and adults. It is best known for its translations of foreign colourful nature guides.

**THE ALPINE ASSOCIATION OF SLOVENIA;** publishes non-fiction books on mountaineering and alpine climbing by

mostly Slovene authors. It also publishes mountaineering maps of the Slovene Alps.

**DIDAKTA;** one of the first privately-owned publishing companies in Slovenia with over 30 years of operation. It publishes around 30 children's and genre titles as well as handbooks per year, with an emphasis also on educational material and handbooks for parents. It also publishes 4 magazines, including one on travel.

**KMEČKI GLAS;** a publishing house with a 75-year tradition - mostly in original Slovene titles. Its book programme as well as its publication of weekly and monthly magazines focuses mainly on a professional content, aimed at farmers and handbooks for a wider circle of readers.

## PUBLISHERS (CONT.)

**TEHNIŠKA ZALOŽBA SLOVENIJE**; a publisher with a long tradition of specializing in educational books for children and young adults, but also publishes books on popular science, recreation and leisure, scientific/technical manuals and textbooks. It publishes about 20 titles per year.

### COMIC BOOKS AND COMIC NOVELS PUBLISHERS

**FORUM**; a publisher that concentrates on Slovene and translated comic books and comic novels for adult readers. It publishes around 10 books per year and since 1992 also issues the international comic book magazine *Stripburger*. It participates at various well-known comic books festivals around Europe.

**VIGEVAGEKNJIGE**; a young publisher that mostly concentrates on translated comic books and graphic novels for

young and also adult readers, recently it also began to publish Slovene authors. It publishes around 10 books per year.

**BUCH**; a publisher that concentrates on Slovene comic books and comic nov-

els for adult readers. It publishes around 5 books per year and runs a bookstore, specialised in selling Slovene and foreign comics and graphic novels.



The annual Slovene Book Fair, held in Ljubljana.

# THE SIZE OF THE BOOK MARKET IN SLOVENIA

The precise size of the book market in Slovenia and its reduction after 2008 is difficult to assess due to the fact that many book publishers in Slovenia also engage in other activities that add to their income. Rough estimates indicate that the total trade in Slovene books is around 100 million euros annually. Including textbooks, Slovenes buy around 5 million books, that is around 2.5 new books annually per capita.

The number of people directly employed in publishing after 2010 is around the 1000 mark (including those working in book marketing), whereas their multiplier effect on all participants that are directly or indirectly included in this activity (from authors and translators through to book promoters, librarians, designers and printers) is almost ten times greater.

Due to its small size, Slovenia as a book market has not attracted any major foreign investment (although the

largest publishing group, Mladinska knjiga, is seeking one). Foreign companies only have a significant presence in the textbook market with Rokus Klett Publishing where the European multinational Ernst Klett Verlag has the majority share.

Present on the market in Slovenia are also books in Slovene that have been published by publishers based in neighbouring countries, in areas historically associated with Slovenia. These publish-

ers include: Hermagoras/Mohorjeva Celovec (Klagenfurt, Austria), Drava (Klagenfurt, Austria), Wieser (Klagenfurt, Austria), Goriška Mohorjeva Založba (Gorizia, Italy), Založništvo tržaškega tiska (Trieste, Italy) and Mladika (Trieste, Italy). All these publishers bring out books in Slovene by authors from the bilingual areas in Austria and Italy, as well as translations of Slovene authors and bilingual editions and books in Italian and German.



A debate at the Slovene Book Fair.

## YEARLY FIGURES FOR PUBLISHED BOOKS

In the early 1990s, when Slovenia became independent, there were about 2000 book titles published annually. Over the two decades that followed the number of titles rose to around 5000, particularly aided by advances in computer and printing technologies that made the preparation and printing of texts much easier. Included in these figures are also school textbooks, which, with around 1000 titles, represent around one fifth of all published books. Around 2008 the number of published

titles peaked in some years at over 6000 titles. The economic crisis over the following decade caused a fall in the overall numbers of titles being published and in recent years just over 5000 titles are published annually. Presenting this in another way, in Slovenia we publish one new book annually per every 400 inhabitants. This places us among the countries with the highest rate of published books per capita with only a few Scandinavian countries featuring higher on the list. Around a third of new book titles are

published by the four largest publishing houses (Mladinska knjiga Založba, Učila, Rokus and DZS), and around a third by a multitude of around 1000 subjects, from societies and institutions to museums and self-publishers that only publish one or two book titles per year. The remaining third is divided among around two hundred publishers of which around fifty smaller publishers annually bring out between 6 to 10 book titles and around fifty mid-sized publishing companies issue over 20 books each.

### BOOKS – BY SOURCE AND EDITION

	2010	2012	2014	2016	2018
<b>TOTAL no. of book titles</b>	<b>6443</b>	<b>6381</b>	<b>5554</b>	<b>5319</b>	<b>5262</b>
original works	4457	4242	3679	3604	3610
translated works	1986	2139	1875	1715	1652
first editions	5570	5530	4759	4481	4482
reprints	873	851	795	838	780

## NUMBER OF PUBLISHED BOOKS PER YEAR IN SLOVENIA – BY DIFFERENT TYPES OF FICTION

	2010	2012	2014	2016	2018
<b>TOTAL no. of book titles</b>	<b>1832</b>	<b>1755</b>	<b>1690</b>	<b>1808</b>	<b>1792</b>
Slovene	1008	985	930	995	1013
translated	824	770	760	813	779
<b>novels</b>	<b>570</b>	<b>647</b>	<b>621</b>	<b>638</b>	<b>598</b>
Slovene	155	179	176	170	187
translated	415	468	445	468	411
<b>poetry</b>	<b>240</b>	<b>230</b>	<b>198</b>	<b>211</b>	<b>260</b>
Slovene	215	200	175	201	196
translated	25	30	23	10	64
<b>poetry for children and young adults</b>	<b>88</b>	<b>49</b>	<b>53</b>	<b>67</b>	<b>79</b>
Slovene	72	49	45	65	56
translated	16	0	8	2	23
<b>drama</b>	<b>24</b>	<b>27</b>	<b>18</b>	<b>31</b>	<b>20</b>
Slovene	16	17	14	19	13
translated	8	10	4	12	7
<b>short stories</b>	<b>160</b>	<b>143</b>	<b>111</b>	<b>117</b>	<b>119</b>
Slovene	95	86	76	70	85
translated	65	57	35	47	34
<b>short stories for children and young adults</b>	<b>486</b>	<b>422</b>	<b>428</b>	<b>458</b>	<b>411</b>
Slovene	245	269	239	281	242
translated	241	153	189	177	169
<b>other</b>	<b>264</b>	<b>237</b>	<b>261</b>	<b>286</b>	<b>305</b>
Slovene	210	185	205	223	234
translated	54	52	56	63	71

## PRINT RUNS

	2010	2012	2014	2016	2018
<b>TOTAL no. of book titles</b>	<b>6443</b>	<b>6381</b>	<b>5554</b>	<b>5319</b>	<b>5262</b>
less than 50	97	63	91	60	50
50-100	359	516	397	450	410
101-300	1003	1155	1136	1151	1278
301-500	1166	1113	955	895	930
501-1000	1255	1170	1013	927	891
1001-1500	452	449	346	296	266
1501-3000	675	697	593	637	514
3001-5000	236	174	134	118	83
5001-10,000	125	70	44	60	56
Over 10,000	50	33	38	18	27
no data	1025	941	807	707	757
average print run	1367	1146	1135	1051	974

## NUMBER OF PUBLISHED SLOVENIAN AND TRANSLATED LITERATURE TITLES PER YEAR

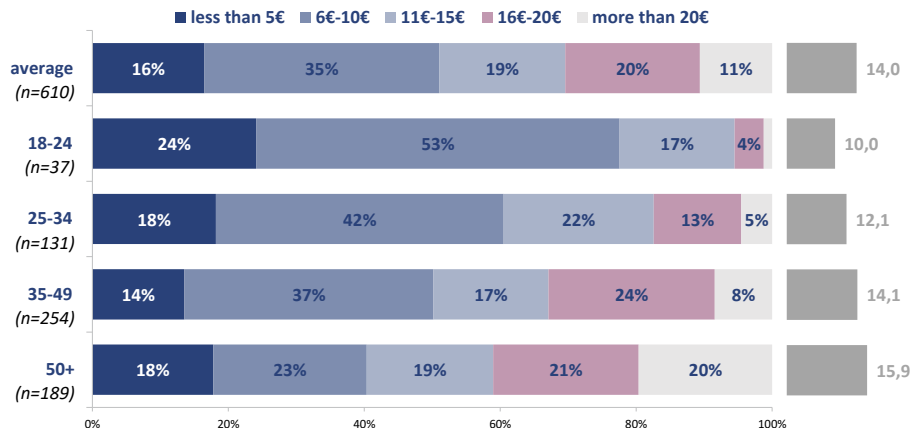
	2010	2012	2014	2016	2017	2018
Slovene literature	731	766	715	702	700	873
translated from English	397	404	390	377	395	370
translated from German	68	64	38	32	44	34
translated from Austrian and Swiss German	17	27	23	54	44	41
translated from Italian	34	23	25	29	15	25
translated from French	40	41	35	56	39	40
translated from Spanish and Portuguese	18	26	23	29	37	25
ancient literature	7	6	3	6	7	2
translated from Russian	7	5	6	9	8	8
translated from Polish	11	11	8	4	8	5
translated from Czech and Slovak	8	15	14	15	4	7
translated from South Slavic languages	31	42	46	39	28	33
translated from Hungarian	4	5	6	2	3	11
other languages	26	39	28	29	30	42

## BOOK PRICES

### BOOK PRICES

	2015	2016	2017	2018
No. of titles	5412	5319	5627	5262
No. of titles with listed price	3821	3786	4072	3792
No. of free of charge titles	55	96	176	157
average price (EUR)	19,64	19,19	20,25	20,88

### AT WHAT PRICE WOULD BUYERS IN SLOVENIA BUY A PRINTED BOOK WITHOUT HESITATION (BY AGE, 2019 SURVEY)?



## BOOK DISTRIBUTORS

Larger publishers undertake book distribution themselves. Of specialised distributors, three are most prominent in the Slovene market:

♦ **AVRORA AS** (Mr Uroš Ahačič)  
+386 59 932 107  
uros@avrora.si

♦ **BUČA** (Mr Samo Vadnov)  
+386 12 306 580  
buca@siol.net

♦ **PRIMUS** (Mr Damjan Racman)  
+386 74 965 505  
damjan.racman@primus.si

# BOOKSHOPS

There is a wide range of physical bookshops in Slovenia. They can be divided into bookshop chains and individual bookshops. The two most important bookshop chains are managed by the two largest Slovenian publishing houses, (Mladinska knjiga and Učila), but the third bookshop chain (DZS) focuses mainly on selling school equipment and paper merchandise. There are also a number of small independent bookstores owned by smaller publishers and dependent exclusively on the income of selling other publishers' books. These physical bookshops usually have a web bookstore as well, but there are also some independent web bookstores.

## BOOKSHOP CHAINS (INCLUDING INTERNET BOOKSHOPS)

**MLADINSKA KNJIGA BOOKSHOP;** there are around 50 Mladinska Knjiga bookshops in Slovenia, five of them large. The larger bookshops offer a more complete range of notable Slovene publishers, the smaller bookshops are dominated by the parent company's programme, books published by Mladinska Knjiga. The larger bookshops also offer foreign books. ([www.emka.si](http://www.emka.si))

**FELIX BOOKSHOPS;** there are around 20 Felix bookshops in Slovenia. They offer mostly books by the parent company,





above: Bookstores Felix and Konzorcij

left: Bestselling authors Bronja Žakelj (Kresnik award 2019 winner) and Tadej Golob (famous for crime fiction) with the Slovene illustrator legend Jelka Reichman in the largest Slovenian bookstore Konzorcij in Ljubljana.

Učila, but also sell books from other publishers. ([www.felix.si](http://www.felix.si))

**DZS BOOKSHOPS;** there are around 50 DZS bookshops, however books are a smaller part of what they offer, and the book program is dominated by lower cost books and commercial titles.

## OTHER INTERNET BOOKSHOPS

Other internet bookshops that provide wide selection of books from various publishers are:

[www.buca.si](http://www.buca.si),  
[www.bukla.si](http://www.bukla.si),  
[www.galarna.si](http://www.galarna.si),  
[www.primus.si](http://www.primus.si) and others.

## INDIVIDUAL AND ANTIQUARIAN BOOKSHOPS

A number of publishing houses have one or more bookshops. Among them are the bookshop run by Beletrina, the bookshop run by Sanje Publishing, the Azil bookshop run by Scientific and research Centre of Slovene Academy of Arts and Sciences, two bookshops owned by Celjska Mohorjeva, six Družina bookshops etc. There are also some independent bookshops, that live exclusively off selling books but are not backed by a strong publisher, for example the ZDAJ bookshop in Ljubljana, Antika in Celje and Libris in Koper (the latter includes a small scale publishing section and an antiquarian bookshop). There are a number of antiquarian bookshops around Slovenia, some of them with websites through which they sell used books.

# PUBLIC LIBRARIES

Book publishers and public libraries are inseparably and tightly linked in the Slovene cultural space. Libraries have a long tradition in Slovenia, the origins of their establishment reaching back to the mid sixteenth century when Primož Trubar bestowed his library to the Land of Carniola. The first public libraries in the area of what is now Slovenia began to open in the late 18th century (The Lyceum Library in Ljubljana which later became the National and University Library) and in the early 19th century.

The system of libraries includes two university libraries (Ljubljana and Maribor), specialised libraries, general libraries and school libraries. While the university libraries oversee the preservation and research of book material, general and school libraries represent an important partner of Slovene book publishers as they have the means of purchasing library material. The financing of general libraries is arranged to that around eighty percent of their funds are provided by the municipalities, some funds are raised by the libraries themselves (membership fees, overdue fines etc.), the rest is covered by the state from the state budget.



Ljubljana City Library

## PUBLIC LIBRARIES (CONT.)

### MODERNIZATION IN THE 1990s

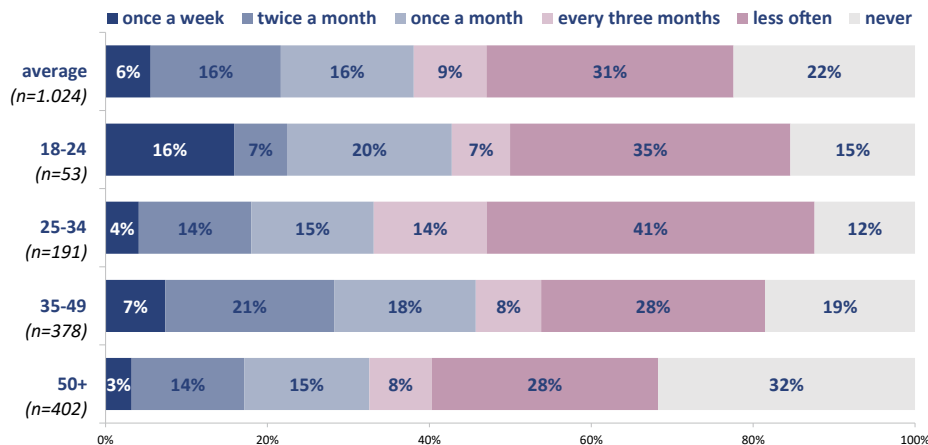
Libraries in Slovenia have undergone major developments after 1990. They have expanded, modernised, renovated and stabilised, becoming important information points of a wider cultural significance. In this period the borrowing of library material has increased from 7

million annually in 1989 to 23 million in the 2018. Over 1000 librarians are employed in these libraries. General libraries have around 470,000 members, which means around a quarter of the population use libraries.

Parallel with this system, we also have the school library setup with 200,000 members meaning that in most

households in Slovenia (around 700,000 in total) have at least one member with some kind of library membership. General libraries note around 9 million individual visits annually which establishes libraries as the strongest cultural system in the country, with visits a number of times higher than comparable activities such as, for example, visits to the cinema and theatre. In 2018 public libraries held as many as 25,000 different events.

### FREQUENCY OF LIBRARY VISITS BY AGE (2019)



### LIBRARIES IN NUMBERS

General libraries in Slovenia now include 10 regional libraries, 61 central libraries, over 270 local libraries and 12 mobile libraries (bibliobuses) with almost 720 stops in smaller settlements throughout Slovenia. For the majority of the population thus libraries represent the basic means of introduction to new book contents. Comparative development indicators for libraries in Europe,

## PUBLIC LIBRARIES (CONT.)

from membership numbers, available funds per capita and number of visits per year, place libraries in Slovenia at the average for the European Union. In other indicators Slovenia rates well above average. Libraries stock more than 5000 units per thousand inhabitants, which is more than double the European average. With borrowing rates of library material averaging at over 12 units per capita annually, Slovenia ranks among the top European countries. Libraries are also often the basic location for getting to know new Slovene literary authors.

Due to this very solid library system that offers readers the latest titles virtually as soon as they are published and with the investment of public funds, the number of books purchased per capita is thus much lower at around 2.5 books per person yearly.

General libraries have a portal called Good Books (Dobre knjige, [www.dobreknjige.si](http://www.dobreknjige.si)) which has around 3000

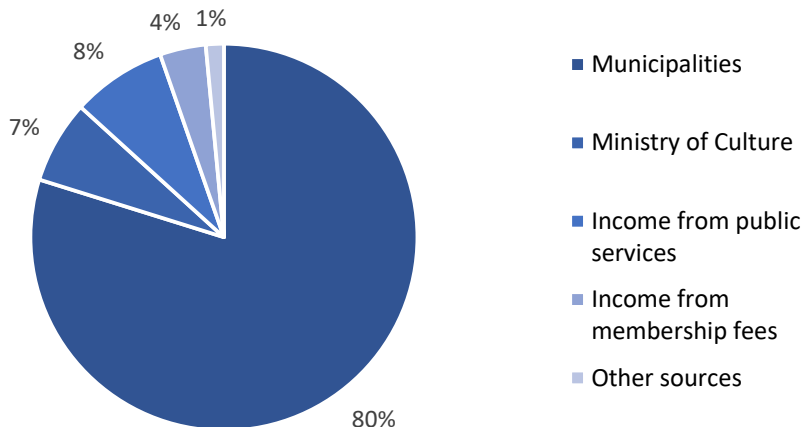
entries and has a similar approach as Goodreads except that reviews are written only by librarians.

Portal dLib.si ([www.dlib.si](http://www.dlib.si)) provides access to a wide range of digital contents in fields of science, art and culture. Moreover, it ensures preservation of the Slovenian written cultural heritage

in digital form, thus digital contents of the past and present will be accessible to future generations.

Regional portal Kamra ([www.kamra.si](http://www.kamra.si)) accumulates digitised local cultural content from libraries and other local cultural institutions.

**SOURCES OF PUBLIC LIBRARIES FINANCING (TOTAL FINANCING: €52,044,515)**



## PUBLIC LIBRARIES (CONT.)

### DATA ON GENERAL PUBLIC LIBRARIES (1990–2018)

year	lending material (units)	yearly book fund increase	membership	visits per year	borrowings per year	library events	size of library premises (m <sup>2</sup> )
1990	5,248,421	307,085	313,518	3,436,509	7,935,763	6,338	45,101
1995	6,323,488	333,231	427,159	5,352,099	12,819,394	9,269	52,500
2000	7,383,654	431,448	491,626	7,985,156	19,351,425	13,603	60,880
2005	8,587,800	504,856	515,445	8,924,555	23,955,706	15,063	82,089
2010	10,521,989	553,641	504,354	9,538,406	24,477,097	21,051	101,277
2015	11,710,890	433,848	479,452	10,251,317	25,796,762	23,798	110,289
2018	12,051,052	419,742	473,019	9,622,552	23,110,053	25,163	114,691

## E-BOOKS AND AUDIO BOOKS

There are two major e-book services and e-bookstores in Slovenia, both established in 2013.

Biblos ([www.biblos.si](http://www.biblos.si)) was developed and is owned by the publishing house Beletrina and operates on two levels. General libraries all over the country are included in the system, so

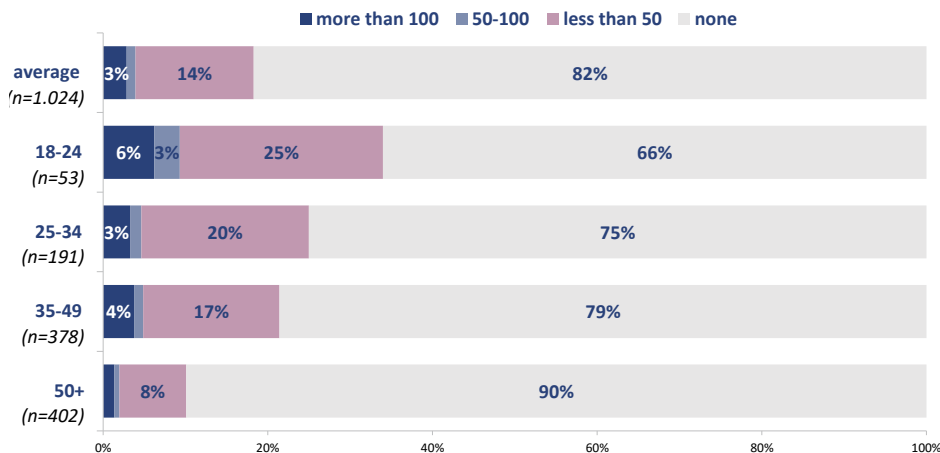
they lend e-books online to the members of these libraries (with no additional fees for the members), but also sell them to individual customers.

E-Emka ([www.e-emka.si](http://www.e-emka.si)), developed and operated by the publishing house Mladinska knjiga Založba, which only sells e-books.

There are approximately 4000 book titles in Slovene available in e-format, both titles under copyright and those in the public domain. The size of the e-book market is still relatively small and it doesn't exceed two percent of the overall book market.

There is one provider of audio books in Slovene, the company Audibook ([audibook.si](http://audibook.si)). Currently over 200 titles in Slovene are available for borrowing, among them original and translated literature for adults and children as well as technical literature.

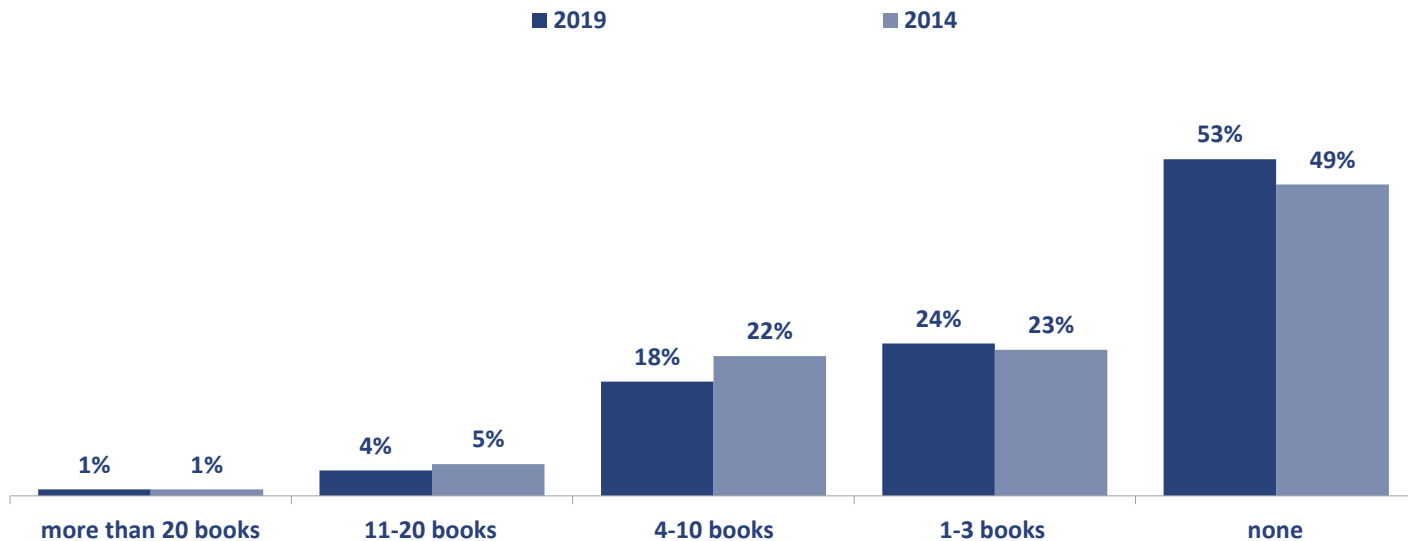
### E-BOOKS OWNERS BY AGE



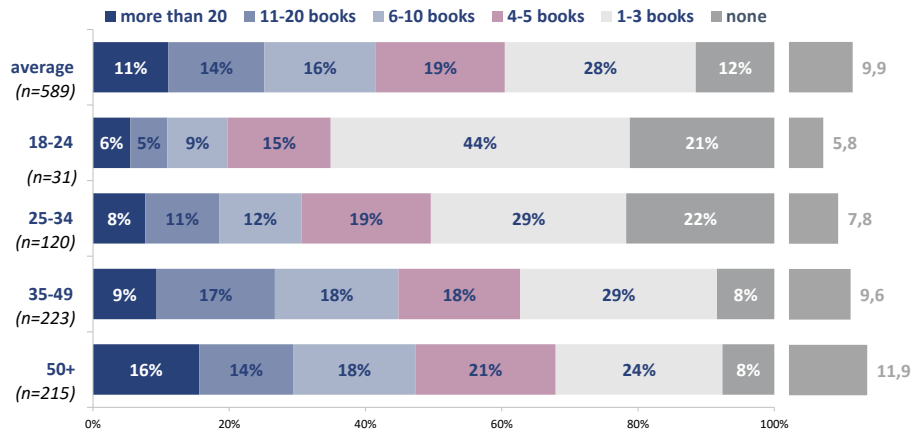
# BOOK STATISTICS

A study called *Readers and Buyers of Books* (Bralci in kupci knjig) has been regularly conducted in Slovenia for over thirty years. It looks at reading and book buying habits and how they have changed over time. The last two studies were conducted in 2014 and 2019, commissioned by the Slovenian Book Agency. Presented are some of the results from the latest study, made in June 2019.

## NUMBER OF BOOKS SOLD PER CAPITA IN YEARS (COMPARING 2014 AND 2019)



## NUMBER OF BOOKS READ IN SLOVENE IN LAST YEAR BY AGE (2019)



## NUMBER OF PRINTED BOOKS OWNED AT HOME BY AGE (2019)

## REACHING OUT TO BOOK AUDIENCES

Beside generally informative mass media that commit part of their contents to books, especially information about new issues, Slovenia has a long tradition of specialised literary journals devoted to books. The oldest such journal is *Sodobnost*, which was first published in 1933.

In importance it is closely followed by the literary journal *Literatura* (since the mid 1980s) cultural magazines *Dialogi* (first published in the mid 1960s), *Apokalipsa* (founded in the mid 1990s) and *Borec*, that has been in existence since 1948. As well as those listed there are a number of smaller literary magazines as *Razpotje*, which covers social and political questions. Also very important and excellent theoretical and philosophical magazine *Problemi* existed from 1980s.

In the internet age the established printed media have been upgraded by

two web portals AirBeletrina ([www.airbeletrina.si](http://www.airbeletrina.si)) and LUD Literatura ([www.ludliteratura.si](http://www.ludliteratura.si)), ran by and contributed to by representatives of the younger generation of authors and literary critics.

In addition to journals with an orientation towards literature or the humanities, there is also a tradition in Slovenia since the end of the Second World War of specialised magazines that continually inform readers about new issues. Since 2005 this role has been taken on by the magazine *Bukla* ([www.bukla.si](http://www.bukla.si)), which, with its free newspaper concept and very high circulation (25,000 copies), has a broad reach and a large readership, already becoming a classic among popular magazines.

Information on books is further being built upon by web portals. A comprehensive book search is set up on the web site of the *Bukla* magazine with



brief reviews of almost 20,000 books published over the last 15 years.

Beside these portals, most publishers also have their own informative web sites that include their own publications with some of these sites growing into online bookshops.

# IMPORTANT BOOK EVENTS

There are a number of international, regional and local events connected to books that take place in Slovenia each year. The following list is thus limited to the most notable book events.

**THE SLOVENE BOOK FAIR;** the fair in the capital Ljubljana is the largest book-related event in Slovenia. It has been organised for over forty years and takes place at the end of November. It is

extremely important for publishers and booksellers. The Book Fair attracts over 30,000 visitors. More than 120 exhibitors present their latest book titles and selected backlist titles. Traditionally there are also numerous book presentations at the fair with well-attended discussions on books with eminent Slovene and foreign authors, an international focus with a guest country or region and also professional meetings of the Publishers Academy with participation of Slovene and foreign experts and speakers.



One of the Book Night events

**BOOK NIGHT;** an international event (organised in Slovenia by Sanje Publishing), supporting and celebrating books as the foundation of a healthy society; addresses all generations of readers, the professional, business and general public. It connects everyone working in the area of books and reading and also connects them with readers. It is held on World Book Day (23 April) at more than 200 venues.

**SLOVENE BOOK DAYS;** a springtime event that takes place throughout Slovenia under the auspices of the Slovene Writers' Association. These are open-air events that attract both regular and chance visitors. Besides book stands, Slovene Book Days also offer a rich accompanying programme.

**NIGHT IN BOOKSHOPS;** an event organised by the Association of Slovenian Publishers. The event is held every last Friday in June in more than 10 bookstores in biggest cities in Slovenia.

Library Under the Treetops  
in the Tivoli Park in Ljubljana

**LIBRARY UNDER THE TREETOPS;** an authentic home-grown project that was established in 2004 in Ljubljana and expanded to the entire country. The project is run by the non-profit organization Divja misel, supported by volunteers

and sponsored by publishing houses, local partners, the Slovenian Book Agency and various local municipalities. It offers newspapers and magazines as well as a large selection of books of all kinds and genre for free reading outdoors.



# LITERARY FESTIVALS

**VILENICA INTERNATIONAL LITERARY FESTIVAL**; a meeting of poets, writers, playwrights and essayists from central Europe, organised in the Karst area and elsewhere in Slovenia by the Slovene Writers' Association in collaboration with the Vilenica Cultural Society. Ever since the first Vilenica in 1986, the highlight of the festival is the bestowal of the Vilenica International Literary Award, given to a writer from Central Europe for outstanding achievements in the field of literature and essay writing. The festival normally takes place in the first week of September. It includes various literary-cultural events, including book readings, a book fair, expert conventions, and presentations of book publications. (*vilenica.si*)



The Vilenica International Literary Festival is named after the Vilenica Cave where the eponymous award is presented.

**DAYS OF POETRY AND WINE;** a festival under the auspices of Beletrina Academic Press that takes place at the end of the summer in the historically picturesque town of Ptuj with a rich accompanying programme presenting well-known Slovene and international masters of poetry. ([www.versoteque.com](http://www.versoteque.com))

**FABULA LITERATURE FESTIVAL;** established in 2003 under the auspices of Beletrina, the purpose of the festival is popularizing literature and literary authors. International authors, whose works get published in Slovenian especially for the festival, are a combination of esteemed authors who are well known among Slovenian readers and fresh international stars who haven't been translated before. Over the years Fabula has anchored itself among the key cultural events in Slovenia and is also well-covered by the media. ([festival-fabula.org](http://festival-fabula.org))



top: Days of Poetry and Wine  
above: Fabula

**DREAMS IN MEDANA FESTIVAL** (Festival Sanje v Medani); a poetry festival under the auspices of the Sanje publishing house that usually takes place at the end of June in Medana. Its purpose is primarily the promotion of the most recognizable Slovene poets and their poetry and a chance for them to meet their readers. ([festival.sanje.si](http://festival.sanje.si))

**FESTIVAL PRANGER;** a gathering of poets, critics and translators of poetry traditionally hosted in Rogaška Slatina. As an international literary critics' festival it is unique in the wider region. The Award for the best young literary critic (Stritarjeva Award) is presented at the festival. ([pranger.si](http://pranger.si))

# LITERARY EXPORT & TRANSLATION RIGHTS

Translation rights for books written in Slovene are quite often sold to publishers abroad.

The Slovenian Book Agency supports publishers regarding rights and licence sales and offers advice to domestic and foreign publishers regarding translators, rights holders' contacts, organises B2B meetings abroad, study-trips to Slovenia for foreign publishers, as well as financial support for translation and publication in foreign languages.

In Slovenia, as in many other countries in the area, institutions such as a literary agency or independent literary agents were never properly developed. After Slovenia's independence in 1991 and the establishment of various independent publishing houses, only a few of them had made it their mission to sell translation rights abroad. It has only been in recent years that this has developed further and currently Slovenia has

around a dozen foreign rights departments within publishing companies, which also attend international books fairs – mainly Frankfurt, Bologna, London and Paris, on occasion also others. There is also a Slovenian national stand every year at the book fairs in Frankfurt, Bologna, Leipzig, Vienna and elsewhere.

Any sale of translation rights is a success, with a lot of work and time effort behind every deal. A total of around 100 translations of Slovene books are published each year in around 25 different languages, according to the Slovenian Book Agency database. Occasionally there are also publications in unexpected languages such as Odia, Tamil, Nepali, Mongolian or Vietnamese.

Since 2017 the Slovenian Book Agency has significantly increased its translation fund and in 2018 granted support to 62 translation projects and in 2019 to 63 projects applied for by

foreign publishers, in comparison to 39 grants given in 2017. There are also an increasing number of translations that get published without financial support by the Slovenian Book Agency.

## TOP 5 LANGUAGES INTO WHICH SLOVENE LITERATURE WAS TRANSLATED 2015-2019 (ACCORDING TO THE SLOVENIAN BOOK AGENCY DATABASE)

Language	Number of translations 2015-2019
German	53
Croatian	38
English	26
Italian	18
Czech	13



Slovenia's national stand at the Bologna Book Fair in 2019.

In the scope of Slovenia's Guest of Honour appearance at the Book fairs in Bologna (2022) and Frankfurt (2023) there is a further positive trend anticipated regarding the translation of Slovene books, as well as a further increase in support schemes in this field.

A few renowned Slovene novelists with most book translations in the recent years are: Evald Flisar, Drago Jančar, Boris Pahor, Goran Vojnovič, Miha Mazzini, Aleš Šteger and Mojca Kumerdej.



Goran Vojnovič, the much-awarded star of Slovene literature, during a book signing event.

## GRANT PROGRAMMES FOR FOREIGN PUBLISHERS



Book covers of translated novels by Slovene authors.

## SUBSIDIES FOR THE TRANSLATION AND PUBLICATION OF SLOVENE AUTHORS

The Slovenian Book Agency annually publishes a public tender for co-financing translations of books by Slovene authors into other languages, including adult fiction, children's and young adult fiction, and essayistic and critical works on culture and the humanities, theatrical plays and comics. Applications can be made by publishing houses and theatres. The subsidy covers up to 100% of the translation costs.

As of 2020 foreign publishers can apply for subsidies for printing costs of works of literature and human science for adults, young adults and children translated from Slovene originals into foreign languages. Applicants can request co-financing for up to 70% and maximum 3000 EUR of printing costs of the project applied for.

## MOBILITY GRANTS FOR SLOVENE AUTHORS

Another form of international promotion is the public tender for mobility grants. The applicant can be a Slovene author (or translator, editor, rights agent) who has been invited to a literary or industry event abroad. The application must be enclosed with an invitation to and the program of the event. The subsidy covers up to 100% of eligible travel expenses.

For more information on public  
tenders visit:

- ✦ [www.jakrs/en](http://www.jakrs/en):  
Tenders and Public Calls
- ✦ or contact Ms Katja Stergar:  
[katja.stergar@jakrs.si](mailto:katja.stergar@jakrs.si)

# PUBLISHERS' FOREIGN RIGHTS DEPARTMENTS AND CONTACTS

## IN ALPHABETICAL ORDER:

- ♦ BELETRINA (adult fiction, non-fiction),  
Ms Petra Kavčič (petra.kavcic@zalozba.org)
- ♦ CANKARJEVA ZALOŽBA (adult fiction, non-fiction),  
Ms Senja Požar (senja.pozar@mkz.si)
- ♦ /cf\* (social sciences, adult fiction),  
Ms Amelia Kraigher (amelia.kraigher@guest.arnes.si)
- ♦ FORUM (comic books)  
Ms Tanja Skale (burger@mail.ljudmila.org)
- ♦ GOGA (adult fiction),  
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## SLOVENE BOOKS AND THE STATE

The key public institution in Slovenia linked to books is the Slovenian Book Agency, a body governed by public law established by the Government of the Republic of Slovenia in 2009. The Agency carries out professional, developmental and executive tasks related to the implementation of strategic documents and directives in the field of books as well as activities promoting development in the field of books and other tasks in the public interest provided by law.

Its purpose is to provide lasting conditions for the development of the field of books and make professional and independent decisions on the selection of programmes and projects financed from the national budget. With a yearly budget of around 5 million euros it ensures support for key segments in the entire communication cycle of books, from authors (paying library lending rights reimbursement,

grants for authors and translators etc.) and financing translations of works into foreign languages, to supporting publishers and the production of books and literary magazines (through programme and project tenders for which around half its funds are allocated) and supporting projects that encourage reading culture, literary events, international cooperation and bookshops.

For the purpose of the implementation of the Fixed Books Price Law in Slovenia the Slovenian Book Agency set up a portal for monitoring the single price of books ([www.enotnacenaknjige.jakrs.si](http://www.enotnacenaknjige.jakrs.si)), which comprises a publically accessible database and an online interface allowing publishers in Slovenia to enter information about their books into the database. The database offers information on the author, title, publisher of the book, ISBN number and information on the price,

the beginning and end of the period for which the fixed price is valid. ([www.jakrs.si/en/](http://www.jakrs.si/en/))

### BOOK-RELATED ORGANISATIONS AND ASSOCIATIONS

**THE SLOVENE WRITERS' ASSOCIATION;** the origins of this association reach back to 1872. It changed its name a number of times throughout its history and reverted to its original name in 1968. It is the main organization linking Slovene authors. The Association promotes creative freedom and acts as advocate to improve the status of Slovene literature and writers. Since 1986 it has organised the international literary festival Vilenica (with the eponymous festival award). The event takes place in early autumn and has developed into an important Central European gathering of writers, hosting more than 100 guests every year. ([www.drustvo-dsp.si](http://www.drustvo-dsp.si))

## SLOVENE BOOKS AND THE STATE (CONT.)

**THE SLOVENIAN ASSOCIATION OF LITERARY TRANSLATORS;** the Association of Translations was founded in 1953 and later split into the Association of Literary Translators and the Association of Scientific and Technical Translators. The DSKP preserves the high standards of translation work. It also bestows a number of awards every year such as the Sovre Award for best literary translation, the Jerman Award for best translation in the humanities and social sciences, the Lavrin Diploma for outstanding achievement and the Radojka Vrančič Award for young and promising translators. ([www.dskp-drustvo.si](http://www.dskp-drustvo.si))

**THE CHAMBER OF PUBLISHING AND BOOKSELLING AT THE CHAMBER OF COMMERCE AND INDUSTRY OF SLOVENIA;** an association that represents the combined interests of legal subjects in the field of publishing and bookselling. In order to be able to provide services to companies

operating in these areas, the Chamber of Publishers and Bookselling carry out a number of activities, registering the needs and interests of its members, presenting their activities in order to promote them, disseminating information and providing support services. The chamber bestows the Kristina Brenkova Award (for best Slovene illustrated book for children) and the Schwentner Award (life achievement award in the publishing and book selling sector) and co-organises the Slovene Book Fair.

**THE SLOVENE PUBLISHERS SOCIETY;** has for over a quarter of a century been connecting people who work in publishing. It organises a number of events with the smaller Slovenian Booksellers Association, among others a publishers' congress at which it also bestows awards for best publisher and best bookseller.

**THE SLOVENIAN PUBLIC LIBRARIES ASSOCIATION;** is an independent, voluntary and non-profit association of legal persons – public libraries in the Republic of Slovenia, which are connected to a network for mutual interests. All public libraries are its members.

**SLOVENE PEN;** was founded in 1926; its first chairman was the famous poet Oton Župančič. During the Second World War the Centre was inactive. Its activities were re-launched in 1962, and the Centre established its role of the meeting point of the East and the West by organising the PEN World Congress at Bled in 1965. With a tradition of over fifty years, the International Writers Meeting at Bled has become one of the important literary events on the world literary calendar.

## SLOVENE BOOKS AND THE STATE (CONT.)

**THE DEPARTMENT OF LIBRARY AND INFORMATION SCIENCE AND BOOK STUDIES AT FACULTY OF ARTS, UNIVERSITY OF LJUBLJANA;** offers postgraduate courses in Library Science and Publishing.

**THE ASSOCIATION OF SLOVENE LITERARY CRITICS;** founded in 2008, it unites more than 60 literary critics, undertaking a variety of projects. It organises the annual International Symposium on Literary Criticism and Book Reviewing and also strives to provide ongoing public debate in relation to current developments in the field of books and culture.

**THE READING BADGE;** an institution that since 1961 supports and encourages reading books in primary schools. Promoting reading activities boast a high participation rate with 70% of all primary school students. The programme has been expanded to pre-school children and a few years ago also to adults.

**THE SLOVENIAN ORGANIZATION OF AUTHORS AND PUBLISHERS FOR REPRODUCTION RIGHTS (SAZOR);** an organization of authors and publishers that collects funds from copying book contents in schools and elsewhere and distributes these funds among its members.

**THE SLOVENIAN AUTHORS' SOCIETY (ZAMP),** an association for collective management of authorship rights of written works in the field of literature, science, publications, theatre works and their translations. It rebates its members the use of their rights.

# BOOK-RELATED LAWS

All book-related laws are prepared and suggested to the government for adoption by the Ministry of Culture.

**THE SLOVENIAN BOOK AGENCY ACT;** regulates the operation of the Slovenian Book Agency and defines its field of activities.

**THE LIBRARIES ACT;** regulates the operation of libraries and also covers the methods of purchasing library materials.

**THE LEGAL DEPOSIT ACT;** sets out what needs to be stated on the copyright page (colophon) of all the issues published and defines how many free copies of the publication must be presented for public use.

**THE SINGLE (FIXED) BOOK PRICE LAW;** adopted in 2014, determines that, apart from exceptions such as for example



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Production: UMco for the *Slovenian Book Agency*

Data and graphics: Slovenian libraries statistics, Slovenian Book Agency and Valicon

Translation: Gregor Timothy Čeh

Printed edition: 300 copies

2019