

Tea with a Tree Publishing

Tea with a Tree Author Introduction



Welcome to Tea with a Tree (TWT)

Founded in 2025, we are a small publishing house with big ideas, embracing joy, authenticity and alternative thinking.

Based in Glandwr, a small village in West Wales, we publish your book, sell it on our website and promote it to independent bookstores, galleries and alternative spaces that also sell books.

We are happy to publish books that align with our ethos, that are written in English, Cymraeg or a combination of the two languages.

We publish works by alternative thinkers and creatives who embody new ideas, supporting you with your book creation from start to finish.

Our Ethos - A new way of doing things

We care deeply about accessibility, equity and placing human (and more than human) life at the centre of what we do. Our philosophy is to listen, see and value all. This way of thinking also extends to the natural world around us as we believe that humans are not separate from their environment.

We are a grassroots business and do not work like the big publishers. We choose not to follow the traditional routes for selling books where the margins are squeezed to the point of non-existence for the author and indeed ourselves.

We believe that niche books have something a little different to say and are prized for their different feel. We believe that they should have a place in the market and be seen and heard in the right places. This doesn't always happen within the traditional commercial route where creatives can be at a disadvantage.

We have decided to forge our own path rather than be controlled by the big boys. We prefer to grow organically in a friendly supportive environment where our authors and trade partners are valued and where everybody gets a fair share.

We call our book royalties Fair Shares as this is what we believe in. We pride ourselves on being transparent with fees and Fair Shares and have provided examples below. If there is anything you do not understand, please do ask.

This is how we do it.

The Printing

We work with a wonderful award-winning UK printer who has been carbon neutral for 20 years.

Our books are free from plastic and utilise quality recycled paper & cardstock. We do not laminate our pages or covers, preferring the natural feel of the paper and the patination that develops over time. Our perfect bound books do have a glued spine. We have found this to be unavoidable but do offer stapled pages for small publications.

On release, we send a copy of your book to British Library for Legal Deposit. When requested to do so by The Agency for Legal Deposit Libraries, we complete our obligation as a publisher by sending an additional five copies. These books need to be provided free of charge to the libraries. We share this responsibility with our authors whereby Tea with a Tree pay for the postage and the books are provided from our held stock.

The legal deposit libraries in the UK are as follows: The British Library; National Library of Scotland; National Library of Wales; The Bodleian Library Oxford; Cambridge University Library; The Library of Trinity College, Dublin.

The Selling

Paying you a Fair Share

As mentioned earlier, Tea with a Tree book royalties are called Fair Shares as we believe everyone in the process should receive a Fair Share for their work and no one person should bear all of the costs. Our authors Fair Share is paid quarterly by bank transfer October / Jan / Apr / July.

We hold a small number of books – up to 50 and do all the postage for you, sending everything out in plastic free packaging.

Sales made through the Tea with a Tree website are split 60:40 in the author's favour.

Example of a 60:40 split on a book that retails at £15.00

Author Fair Share	£9.00 (60%)	TWT Fair Share	£6.00 (40%)
Minus printing cost (paid in advance when going to print. Actual amount depends on your book specifications)	£2.50	Minus transaction Fees (fees vary so an average has been used for this example)	£1.20
Fair Share profit paid to author	£6.50	TWT Fair Share profit	£4.80

Postage & packaging fees are paid by the purchaser of your book.

If you wish to sell some of your books yourself

When publishing with us, you will receive 10 of your books for you to sell or gift. As a Tea with a Tree author, you will be given a code to purchase through the website at 40% of the RRP, when purchasing 10 or more books. This allows the author, and Tea with a Tree to earn the same Fair Share as if a customer was purchasing through the website.

However, it gives you, as the author, the additional option to sell personally at a reduced rate if you choose.

Example of our author privilege rate Fair Share on a book that retails at £15.00

Author purchase price	£6.00 (40% of full retail price)	TWT Fair Share	£6.00 (Your purchase price is the TWT Fair Share)
Minus printing cost (paid in advance when going to print. Actual amount depends on your book specifications)	£2.50	Minus transaction Fees (fees vary so an average has been used for this example)	£1.20
Fair Share profit from direct to customer sale at full retail price for author.	£6.50 (Your income direct from the customer. Same earnings as selling on TWT website)		

Sales through our stockists

Sales made through independent stores, galleries etc. are split 60:40 in authors favour after a 30% trade discount. We may also use this formula when selling at book fairs to offer a show price as we find that more books are sold this way. At a fair, we would offer a discount of between 10% & 20% to the customer rather than 30%.

Example of TWT Fair Share split on a book that retails at £15.00 but sold through an independent retailer.

Retailer purchases at a 30% discount	£10.50	This figure is then used to calculate author & TWT 60:40 Fair Share as seen below.	
Retailer Fair Share when they sell at full retail price.	£4.50	(30% of full retail price)	
Author Fair Share	£6.30 (60% of retailer purchase price)	TWT Fair Share (40% of retailer purchase price)	£4.20
Minus printing cost (paid in advance when going to print. Actual amount depends on your book specifications)	£2.50	Minus transaction Fees (fees vary so an average has been used for this example)	£1.20
Fair Share profit paid to author	£3.80	TWT Fair Share profit	£3.00

Our current stockists are listed on the website and are being added to all the time.

The Marketing

Working with Tea with a Tree is a collaborative process where publicity and marketing are shared.

We provide the following.

A newsletter (The Brew) with information about publications, authors, new sellers & events. Currently this is sent out quarterly by email

Tea with a Tree promote through social media (Facebook & Instagram). We post about new books, authors, stockists and events. We encourage you to connect & collaborate with us

When the opportunity arises, we attend small book fairs and other suitable events where our books can be sold and promoted.

On the Tea with a Tree website we create a page about you as the author and a page for each of your books. New books are featured in turn on the front page of the website.

Example of [author profile page](#)

Example of [book catalogue page](#)

Example of [feature on website front page](#)

Going forward, we are looking at offering a recorded chat/podcast with our authors to promote each book and are also considering the possibility of starting our own book fair.

In return we expect the author to promote their book in channels available to them.

The Costs

We ask for a £150 preparation fee to submit to and liaise with our printers, to provide your books ISBN & barcode, to create all the pages on the website, including pre-order pages, and initial promotion. We will recommend a retail price for your book that is fair to all.

We charge £100 for the creation of the cover with your own artwork, as the format varies with the book specification.

We also ask that you pay for the Initial test print of 2-10 books to check that everything is correct before we go to full print. The price of this depends on your book specifications. However, a guideline on cost can be given very early on in the process.

The full print service price depends on your books specification and number required, as with the test print. We can provide a guideline cost very early on and a firm quote when we know the exact specifications and timeline for publishing. Our print partner is amazing, and we think you will be pleasantly surprised on the costs. We also do our

best to keep them low to make publishing possible and accessible for independent authors.

We offer and recommend a pre-order facility on our website, especially if you have a following as this can support and on occasions cover printing costs. It's a great way to get published. We will obviously include presale books in our marketing to support this.

Example of presales to cover printing fees on a book that retails at £15.00.

Your personal book specification will be different. The figures below are a general guideline with costs correct March 2026. Presales are calculated with the standard 60:40 Fair Share in favour of the author, the same as any other sale made through the Tea with a Tree website.

Greyscale Interior Pages & Full Colour Cover	
Print fee for 100 x A5 perfect bound (soft back book) with 148 pages 120gsm paper, 350gsm cover.	£215.00
Print cost per book	£2.15
Author Fair Share per book (60% retail price)	£9.00
Author Fair Share profit per book minus print fee	£6.85
Number of books to be sold presale at full retail price to cover print fee	32 books

Colour Interior Pages & Full Colour Cover	
Print fee for 100 x A5 perfect bound (soft back book) with 148 pages, 120gsm paper, 350gsm cover.	£361
Print cost per book	£3.61
Author Fair Share per book (60% retail price)	£9.00
Author Fair Share profit per book minus print fee	£5.39
Number of books to be sold presale at full retail price to cover print fee	67 books

If larger print volumes are ordered, the print fees per book will reduce, therefore your Fair Share profit would go up.

Optional services

You may need these depending on your personal skills although these costs can be avoided if you are able to do it yourself to a professional standard:

Proofreading

We recommend at least 3 reads and corrections. We also recommend asking a friend or colleague to do the same as often when you know a manuscript really well, it's easier to miss bits. We offer this service through a friend and supporter of Tea with a Tree who is a retired university lecturer. We are happy to enquire about their current availability and support an introduction. We do not offer proofreading of manuscripts yn Cymraeg or the Welsh parts of a multilingual publication. If you require professional support for this we recommend [Clear Translations Limited](#), who work remotely.

Book layout work

To be able to go to print we will need print ready PDF's with your book content separate to the cover.

Most creatives choose to create the design of their book themselves to avoid the costs involved and to work in their own time. If you need some additional support to lay out your book and turn it into a print ready document, we can provide this at £250 a day or £35/hr.

What next

Still excited? If you haven't already done so, let us know a bit about your idea. You may wish to send us some images, link to a website etc.

Let's have a chat about your idea to see if we want to work together.

Once we have committed to work together, Tea with a Tree will provide a contract to cover preparing to publish, the printing and the sales & marketing of your book.

Our contact details and social media links are all shown on the next page.

Contact

Email: teawithatreepublishing@gmail.com

www.teawithatree.co.uk

Instagram [@tea.with.a.tree.publishing](https://www.instagram.com/tea.with.a.tree.publishing)

Facebook [facebook.com/teawithatree](https://www.facebook.com/teawithatree)

Studio address: Rhyddid, Glandwr, Whitland, Pembrokeshire. SA34 0UA

Sorry we don't use phones but are happy to arrange a zoom chat or meet face to face if you are local to us. Your Tea with a Tree point of contact will be either Gaia, Zen or Rowan.