Bookazine Adds LGBT Distribution

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Bookazine is the latest wholesaler to dip its toes into the distribution waters, acquiring the assets of the book distribution division of Publishers Distributing Company, part of the financially troubled gay and lesbian media company PlanetOut. Among the publishers affected by the sale are: Bruno Gmunder Verlag, Starbooks Press, Colt Studio and Douglas Simonson Press.

“For us, it was a natural fit with what we do,” said Bookazine executive v-p Richard Kallman, adding that he would be interested in expanding Bookazine’s distribution services to more LGBT and other publishers. And he is considering adding more sales reps to handle Bookazine’s distribution lines.

With the acquisition, said Ron Hanby, director of LGBT sales at Bookazine, “we will be able to reach more customers and offer them the best in gay and lesbian fiction, adult erotica, magazines and calendars, as well as a full spectrum of regular titles.”

PlanetOut, which also owns the book publisher Alyson Publications, recently hired Allen & Co. to explore strategic alternatives for the company. In 2007, PlanetOut lost $51 million on revenue of $53 million.

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