



To gain traction with readers, even the best book needs a dynamic cover. Here are some options to consider...

**Hard cover** or case bound books are the most durable style of book due to the binders board used for the covers, protective dust jackets and sewn binding style.

A hard cover book consists of the covers, the material covering those covers, a dust jacket (optional), the endpapers and the text block within those endpapers.

**Soft cover**, or paperback, refers to books which have a flexible binding. These are usually less durable but also less expensive than hard cover.

**Self-cover** books feature a cover printed on the same stock as the book.

**Dust jacket** is the detachable outer cover, usually made of paper and printed with text and illustrations. This outer cover has folded flaps that hold it to the front and back book covers. Often the back panel or flaps are printed with biographical information about the author and/or a summary of the book from the publisher (known as a blurb). In addition to its promotional role, the dust jacket protects the book covers from damage.

**French-folded jacket** is a dust jacket with the top and bottom of the jacket folded over the book for a more luxurious appeal.

### Design

A great cover design delivers strong emotional appeal and the power to entice readers, while a poorly designed cover can really detract.

Speak to the Artemis team about how we can help you achieve that all-important cohesion between attractive design elements and targetted market appeal — because readers really *do* judge books by their covers.