



# The Latvian Publishing Industry



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PUBLISHING INDUSTRY  
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# NATIONAL STATISTICS (2018 data)



Capital:

## Riga

Population:

## 1.934 million

Area:

## 64.573 km<sup>2</sup>

Border:

## 1866 km

4



GDP per capita: **15.328 EUR**



GDP (2018): **29.5 billion EUR**



GDP growth (2018): **4.8%**



Average gross monthly salary: **1.004 EUR**



Currency: **Euro** (since 1/1/2014)



Bordered by **Estonia, Lithuania, Russia** and **Belarus**, maritime border with **Sweden**



**Parliamentary republic**, one of the **Baltic** Countries



Language: **Latvian** (official), **Russian** and **English** are also widely spoken



International memberships: **EU** and **NATO** since 2004, **WTO** since 1998



Ethnic groups

# LATVIAN PUBLISHING: A VERY BRIEF HISTORY

The 16th century saw the first developments in publishing in Latvia, but the industry was dominated by German publishers until the mid-19th century. The publishing of books in the Latvian language in Latvia became widespread only in the last decades of the 19th century, and many publishing houses were established at the beginning of the 20th century. A wide variety of books was published during the first period of Latvian independence, between the two world wars. The peak of Latvian publishing came in 1936, when 1.601 titles were published, running up to four million copies (an average print run of 2.500 copies per title).

In 1940, just before the occupation of Latvia, there were nearly five hundred publishing houses in the country. During the years of Soviet occupation, publishing was controlled, financed, politically censored, and carefully planned by the Soviet government. The industry was limited to five state-run publishing houses, where everything had to be approved by a myriad of Soviet institutions.

In spite of this, publishing is considered the largest creative industry in Latvia based on turnover and number of employees. After Latvia regained independence in the early

1990s, the publishing sector was the first to be privatized. New publishing houses were founded, and the number of new titles is now greater than it ever was during the first period of independence.

Regardless of the limited size of the market - with a national population of only 1.93 million - the standards of the publishing industry in Latvia are very high. Annual competitions for best fiction, poetry, children books, and book design showcase the great diversity, as well as the high quality of artistic work, design, and creative thinking in Latvian publishing. Tradition and innovation go hand in hand: readers eagerly anticipate new books by seasoned authors as well as literary debuts. Two well-established literary festivals add flair to the literary offerings: September's annual Poetry Days festival dates back to 1960, while the Prose Readings festival grew from a small literary event in mid-1990s to a full weeklong program of activities, including talks from visiting international authors. The Children's Jury, a programme that promotes reading for young people, and the International Jānis Baltvilks Prize in Children's Literature and Book Art, help boost interest in children's fiction and increase the YA readership.

# PUBLISHING INDUSTRY IN NUMBERS (2018 data)



Number of trade publishers:  
**approx. 70**

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Number of new titles  
published per year: **2.161**

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Number of books published  
annually per capita: **1.5**

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6



Average print run per book:  
**1.000 copies**

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Number of titles in print  
(in the Latvian language):  
**approx. 11.250**

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Publishers of individual titles  
(published at least one title in  
2018): **500**

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Number of bookstores: **131**

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Number of libraries: **1.597**

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Number of books borrowed  
from libraries: **19.793.054**

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Books translated from Latvian  
per year: approx. **50**

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VAT on books: **12%** (21% on  
electronic publications)

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Amount spent on culture from  
the family budget: **20.50 EUR**

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NB! There is no system of  
price regulation or any other  
efficient system for regulating  
the book market in Latvia



The average price of all books  
available in stores (VAT  
included): **12 EUR**



On average, a single person  
spends **7 EUR annually** on  
books



Number of e-books available  
for sale: **1.601**

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People who read at least one  
book a year: **51%**

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Reading is one of the favorite  
hobbies for **32%**

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Number of active library  
members: **811.584**

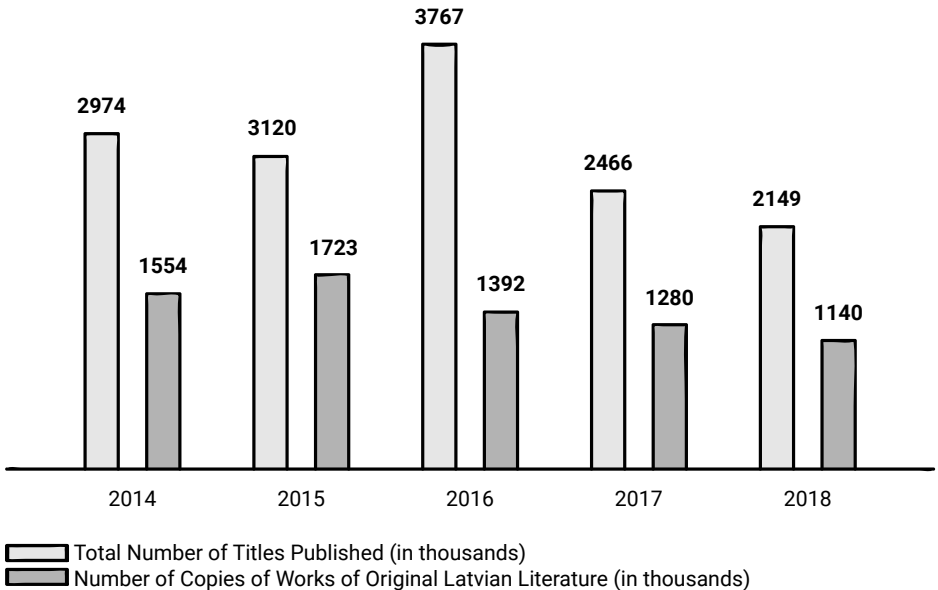
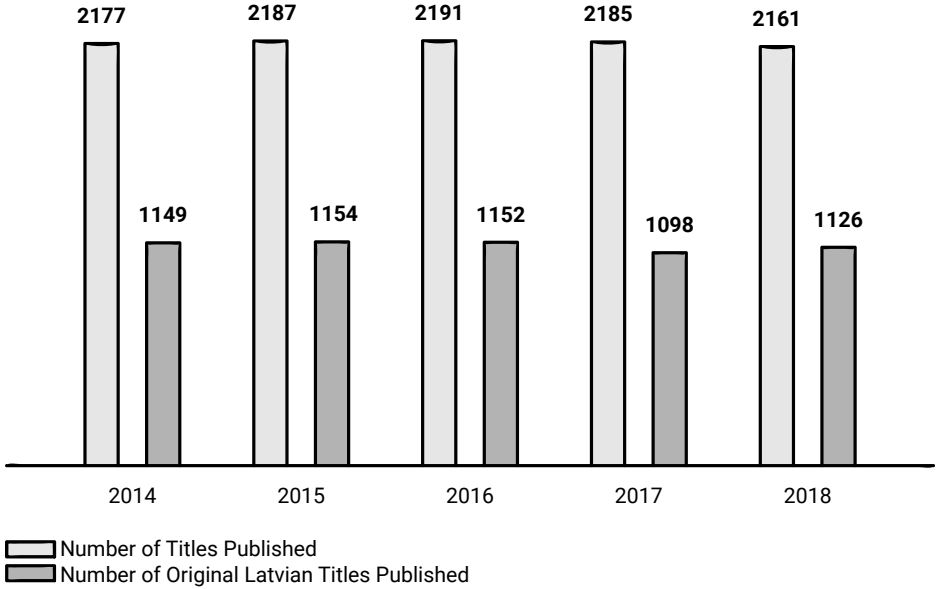
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**10%** of Latvian population  
read more than **10** books a  
year

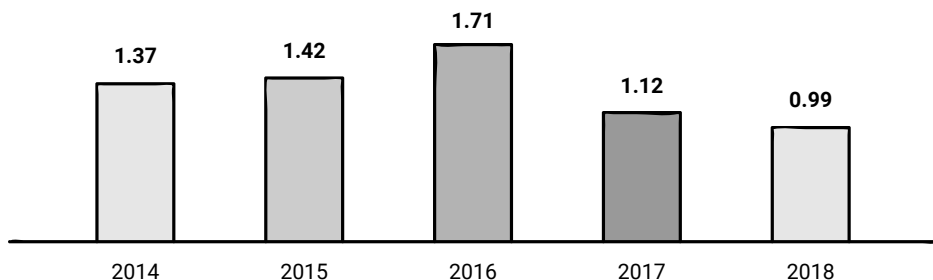
\* The data used for this text  
comes from the Latvian  
publishing statistics collected  
by the National Library of  
Latvia, the Central Statistical  
Bureau, and the Baltic  
International Bank

# PUBLISHING INDUSTRY (2018)

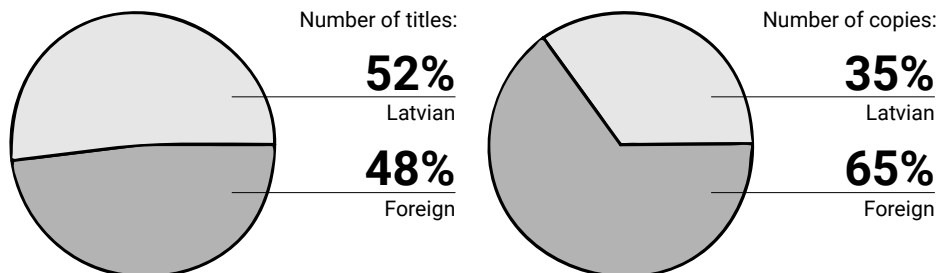




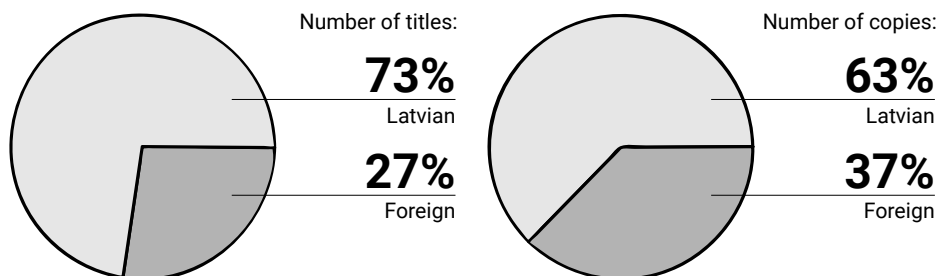
## AVERAGE PRINT RUN (IN THOUSANDS)



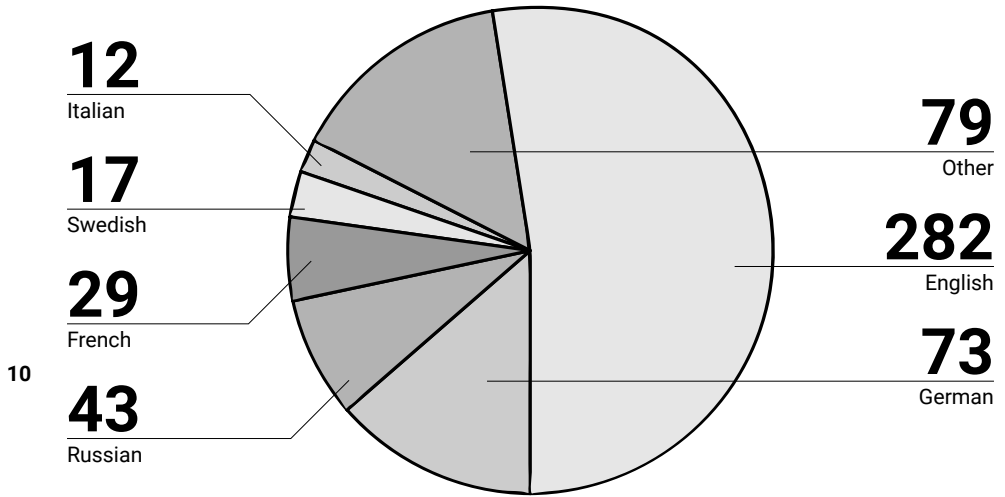
## PERCENTAGE OF ORIGINAL WORKS OF FICTION IN LATVIAN AND IN TRANSLATION (DATA FROM 2018)



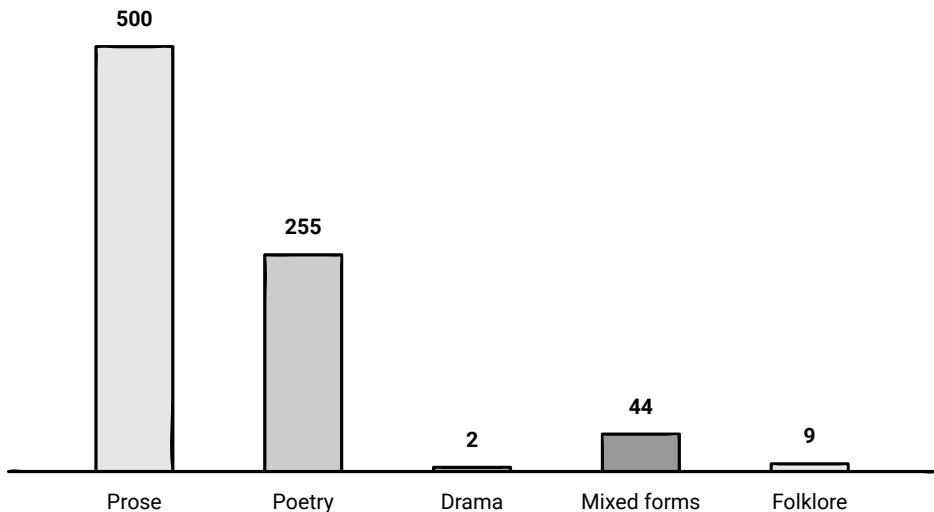
## PERCENTAGE OF ORIGINAL AND TRANSLATED WORKS PUBLISHED (DATA FROM 2018)



# TRANSLATED BOOKS BY LANGUAGES, 2018

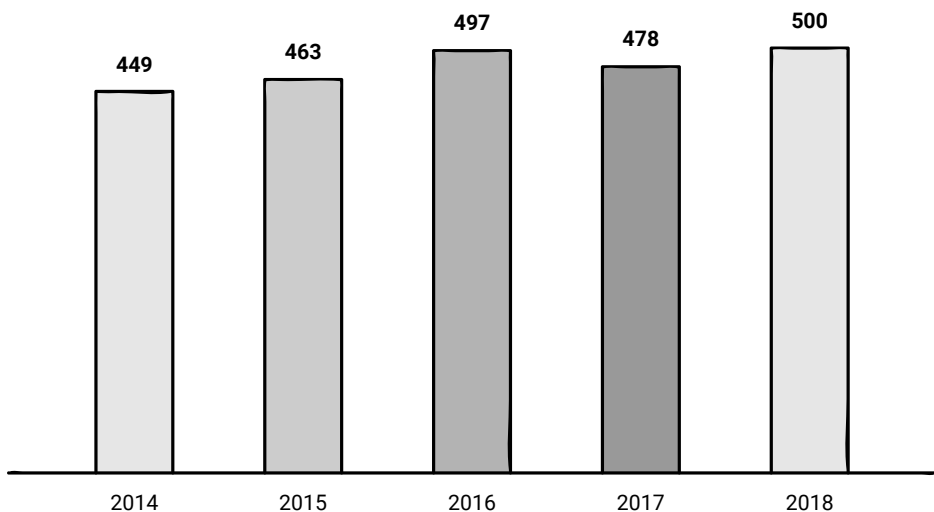


## LATVIAN FICTION PUBLISHED BY GENRE, 2018



11

## NUMBER OF PUBLISHERS IN LATVIA (INCLUDING SELF-PUBLISHING INDIVIDUALS)



## BESTSELLERS IN LATVIA, 2017

12

	Title	Author	Publisher
1.	365 / 1. Daļa [365 / Part 1]	Guntars Račs	MicRec
2.	Saplēstās mežģīnes [Torn Lace]	Kařina Račko	Apgāds Zvaigzne ABC
3.	Bailes [Fear]	Indriķis Latvietis	Apgāds Mantojums
4.	Sākums [Origin]	Dan Brown	Apgāds Kontinents
5.	Spiegošanas pamati [Principles of Espionage],	Viktors Suvorovs	Dienas Grāmata
6.	Dimanti tavā pagalmā [Diamonds in your Backyard]	Gundega Bičevska	Avantis Publishing
7.	Viņa un Viņš. Mīlestība. Attiecības. Sekss [He and Her: Love, Relationship, Sex]	Juris Rubenis	Apgāds Zvaigzne ABC
8.	Virsnieku sievas: Mēs. Latvija, XX gadsimts [The Officer's Wives: Us. Latvia. The 20th Century]	Andra Manfelde	Dienas Grāmata
9.	Duna: Mēs. Latvija, XX gadsimts [Thunder: Us, Latvia, The 20th Century]	Inga Ābele	Dienas Grāmata
10.	Istaba. Mēs. Latvija, XX gadsimts [The Room: Us, Latvia, The 20th Century],	Laima Kota	Dienas Grāmata

## BESTSELLERS IN LATVIA, 2018

	<b>Title</b>	<b>Author</b>	<b>Publisher</b>
1.	Paradīzes putni [Birds of Paradise]	Māra Zālīte	Dienas Grāmata
2.	365 / 2. Daļa [365 / Part 2]	Guntars Račs	MicRec
3.	Debesis pelnos [Sky in Ash]	Karīna Račko	Apgāds Zvaigzne ABC
4.	365 / 1. Daļa [365 / Part 1]	Guntars Račs	MicRec
5.	Latvija. Nacionālā enciklopēdija [Latvia: The National Encyclopedia]	Latvijas Nacionālā bibliotēka	Latvijas Nacionālā bibliotēka
6.	Vara [The Power]	Indriķis Latvietis	Apgāds Mantojums
7.	Skolotāji: Mēs. Latvija, XX gadsimts [Teachers: Us, Latvia, The 20th Century]	Andris Akmentiņš	Dienas Grāmata
8.	Saplēstās mežģīnes [Torn Lace]	Karīna Račko	Apgāds Zvaigzne ABC
9.	100 vēstules sievietei [100 Letters to a Woman]	Inīta Sila	Apgāds Sirds Ceļš
10.	25 gadi sektā [25 Years in a Sect],	Māris Ruks	Antava

## LARGEST PUBLISHERS BASED ON NET TURNOVER IN 2018

Rank	Publisher	Turnover (in millions of Euro)	Revenue (in thousands of Euro)	Number of employees	Market liquidity	Profitability
1.	Apgāds zvaigzne ABC SIA	13.01	315.11	305	-4.91	+2.09
2.	Lielvārds SIA*	2.73	197.867	32	-1.68	+13.20
3.	Karšu izdevniecība Jāņa Sēta SIA**	1.45	39.48	31	+3.06	-2.57
4.	Apgāds Kontinents	0.49	0.25	12	+4.39	+0.04
<b>14</b>	5. Jumava SIA	0.48	11.27	16	+1.44	+1.26
6.	Dienas Grāmata SIA	0.38	45.17	3	+10.88	+9.55
7.	Jāņa Rozes apgāds SIA	0.37	16.91	7	-1.14	-3.31
8.	Izdevniecība RaKa SIA*	0.37	12.80	12	-5.56	-1.54
9.	Pētergailis	0.28	22.33	4	+3.42	+7.12

\* book publishing accounts for part of the total turnover

\*\* digital products and publications accounts for part of the total turnover

Source: Lursoft Company Register

# LARGEST PUBLISHERS

## DIENAS GRĀMATA

**Titles (2018):** 20

**Number of copies published (2018):** 61.467

Dienas Grāmata, founded in 2005 and based in Riga, Latvia, publishes the latest in award-winning fiction and nonfiction written by Latvia's best authors. Dienas Grāmata also publishes literature in translation and children's books.

**Categories:**

fiction, nonfiction, children's literature

**Publisher highlights:**

Māra Zālīte – Paradīzes putni [Birds of Paradise]

Andris Akmentiņš – Skolotāji [Teachers]

Inga Žolude – 1904. Melanholiskais valsis [1904: Melancholic Waltz]

Valdis Atāls – Elles debesis [Hell's Sky]

Miks Koljērs – Iz Baltikas [Baltic Byline]

15a Mūkusalas iela, Rīga, LV-1004, Latvia  
dienasgramata@dgramata.lv  
dgramata.lv

## JĀŅA ROZES APGĀDS

**Titles (2018):** 32

**Number of copies published (2018):** 56.000

Jāņa Rozes Apgāds was founded in 1919 as the publishing branch of the book-related brand Jānis Roze (est. 1914). The company's publishing activities were suspended in 1940 and resumed in 1997, when the publishing house became a subsidiary of the company Jānis Roze - one of the largest book retailers in Latvia. Since 2001, the publishing branch has become a separate legal entity. Both before 1940 and after 1997, Jāņa Rozes Apgāds has been known for its well-established publishing traditions, excellent reputation, discerning author selection criteria, translators and artists, and high quality books/titles.

**Categories:**

fiction, textbooks for universities, academic studies, children's literature, non-fiction, documentary prose (biographies, travel memoirs), reference literature

**Publisher highlights:**

Elena Favilli, Francesca Cavallo – Vakara pasaciņas dumpīgām meitenēm [Goodnight Stories for Rebel Girls]

Angela Nanetti – Mans vectēvs bija ķiršu koks [My Grandfather was a Cherry Tree (Mio nonno era un cilieģo)]

Paulo Coelho – Hipijs [Hippie]

Tiia Selli – Mia ir priecīga [Happy Miia (Roomus Miia)]

Ingo Siegner – Grāmatas par mazo pūķi [Books on Little Dragon Coconut (Kleine Drache Kokosnuss)]

10 Atlasa iela, Rīga, LV-1026, Latvia  
+37167501568  
apgads@jr.lv  
janisroze.lv

## KARŠU IZDEVNIECĪBA JĀŅA SĒTA

**Titles (2018):** 8

**Number of copies published (2018):** 13.750

Jāņa Sēta Map Publishers was founded in 1992 by small team of enthusiastic cartographers. Today, with its team of highly qualified professionals, it has decades of experience through its product and service development and research. Jāņa Sēta Map Publishers is the leading company in the field of cartography and GIS-based IT solutions development throughout the Baltic States.

### Categories:

traditional maps, detailed road maps, city plans, educational editions such as atlases and guidebooks, puzzles and scratch-off maps

### Publisher's highlights:

100 gadi 100 kartēs [100 years within 100 maps]

Latvija. Tūrisma ceļvedis [Latvia: Travel Guide]

105a Krasta iela, Rīga, LV-1019, Latvia  
+37167317540  
kartes@kartes.lv

## PĒTERGAILIS

**Titles (2018):** 24

**Number of copies published (2018):** 29.000

Pētergailis, founded in 1990, is one of the oldest publishing houses in Latvia, priding itself on its well-selected titles of fiction, popular science, natural science reference books, cultural history and other topics from the humanities and science, travel books, books for children, textbooks, educational books, etc. Pētergailis work with the most prominent Latvian writers and illustrators, recipients of international and Latvian prizes in literature and book art.

### Categories:

fiction, scientific literature, children's literature, educational books, textbooks

### Publisher highlights:

Juris Monvīds Skalbergs - Divkāršais kūlenis [Double Salto]

Pēteris, Indra un Zane Brūveri - Brūveri brūvē [Brewers Brew] illustrated by Gita Treice

leva Samauska – Visvisādas vēlēšanās [Various Wishes] illustrated by Katrīna Avotiņa

Inese Paklone – Okeāns un tuksnesis [Ocean and Desert] illustrated by Alise Mediņa

Juris Zvirgzdiņš – Zvaigžņu tramvajs [Star Tram] illustrated by Gundega Muzikante

19/21 Ģertrūdes iela, Rīga, LV-1011, Latvia  
(legal address)

54-17 Stabu iela, Rīga, LV-1011, Latvia (office address)

+37167272220  
info@petergailis.lv  
petergailis.lv



## ZVAIGZNE ABC

**Titles (2018):** 1.035 (388 first edition)

**Number of copies published (2018):** 2.726.937

Zvaigzne ABC, founded in 1993, is the largest publishing house in Latvia. It has a wide publishing profile - from original fiction and poetry to translated fiction, from children's picture books and textbooks to popular science, craft and travel guides, as well as interactive learning materials. In 2010, Zvaigzne ABC became the first Latvian publisher to release e-books in Latvian. Nearly all of its published works are also available as e-books. The company actively collaborates with more than 70 foreign publishers and agencies.

### **Categories:**

textbooks, children's literature, fiction and literary non-fiction, encyclopedias, educational literature, guides for teachers, dictionaries, reference books, gift books, travel guides, etc.

### **Publisher highlights:**

Karīna Račko – Debesis pelnos [Sky in Ash]

Uldis Pīlēns – Mans uzņēmēja kods [My Business Code]

Aivars Kļavis – Ceļš uz nezināmo zemi. 1. daļa.

Melnais akmens [Path to the Unknown Land.

Part 1: The Black Stone]

Atlants bērniem. Latvija [Atlas for Kids. Latvia]

Latviešu tautas pasakas. 100 pasakas. 100

mākslinieki [Latvian Fairy-tales: 100 Fairy-tales

100 Artists]

6 Kr. Valdemāra iela, Rīga, LV-1010, Latvia

+37167324518

apgads@zvaigzne.lv

foreign.rights@zvaigzne.lv

zvaigzne.lv

# INDEPENDENT SPECIALIZED PUBLISHERS

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## ASCENDUM

**Titles (2018):** 12

**Number of copies published (2018):** 56.500

Ascendum, founded in 2011, is a non-governmental public-benefit organization that publishes Satori.lv, a web magazine focusing on cultural and sociopolitical matters. As part of the project, the association also publishes printed media, including newspapers, collections of research papers, and books. Among the published materials are both literary and sociopolitical works.

**Categories:**

fiction, children's literature, poetry, visual art, politics and society

**Publisher highlights:**

Garā pupa [Jack and the Beanstalk]  
Satori grāmatžurnāls Nr.3 Debesis un elle  
[Satori bookazine Heaven and Hell  
Simtgade. Žurnāls [Centenary: Magazine]

42-5 Ģertrūdes iela, Rīga, LV-1011, Latvia  
+37129799496  
info@ascendum.lv  
ascendum.lv, satori.lv

## AVOTS

**Titles (2018):** 12

**Number of copies published (2018):** 600  
(average)

Avots publishing house was founded in 1980. In 1996, the company was privatized and now publishes mainly dictionaries, popular science, and non-fiction books.

**Categories:**

nonfiction, dictionaries

**Publisher highlights:**

Hels Elrods – Brīnumu rīts [Miracle Morning]  
Miroslavs Dočinecs – Ilgu mūžu. Laimīgu mūžu  
[Long Life, Happy Life]

1a Puškina iela, Rīga, LV-1050, Latvia  
+37167211394, +37129459794  
avots@apollo.lv  
avotsabc.lv

## DROŠI UN KOŠI

**Titles (2018):** 4

**Number of copies published (2018):** 6.000

The publishing house Droši un Koši was founded in 2013 with a mission to publish children's books that encourage learning, and bring to life stories about the world we live in. Their focus is on educational nonfiction books about cultural history, art, social skills and technology.

**Categories:**

children's books, educational books, visual arts, culture and arts, etiquette, technology, programming for children

**Publisher highlights:**

Irma Kalniņa – Pie galda [At the Table] illustrated by Reinis Pētersons  
Daina Gāga Ēķe – Gribu būt dizainers [I Want to be a Designer]  
Zane Volkinšteine un Baiba Grīnberga – Augstāk par zemi [Higher than Ground] illustrated by Agnese Aljēna  
Ieva Auziņa – Glābējcūka [Pig The Rescuer] illustrated by Ilze Raudiņa

Varavīksnes, Jaunsvirlaukas pagasts, Jelgavas novads, LV-3001, Latvia  
+37129110510 (Kristīne Morozova)  
drosikosi@gmail.com  
drosikosi.com

## LATVIJAS MEDIJI

**Titles (2018):** 72

**Number of copies published (2018):** 115.172

The publishing house specializes in popular literature (original works, translations) and has a broad target audience.

**Categories:**

fiction, calendars, children's literature, how-to guides and self-help books

**Publisher highlights:**

Jana Egle – Svešie jeb miļinkij ti moi [Strangers or Milenki ti moi]  
Andra Manfelde – Mājās pārnāca basa [Home came barefoot]  
Uldis Neiburgs – Grēka un ienaida liesmās [In the Flames of Sin and Hatred]  
Dace Judina – Amnēzija [Amnesia]  
Ieva Samauska – Vecis iet pa dārzu, pankūkas bārdā [Old Man Walks in the Garden with Pancakes in his Beard] illustrated by Viviana Maria Staņislavska

21 Dzirnau iela, Rīga, LV-1010, Latvia  
izdevnieciba@la.lv  
veikals.la.lv

## LIELS UN MAZS

**Titles (2018):** 19

**Number of copies published (2018):** 22.500

Liels un Mazs publishing house, founded in Latvia in 2004, is an independent publisher of high-quality children's books. The company translates and publishes children's books by the world's top authors, as well as the best Latvian authors and illustrators. Its team selects books based on their "heart factor," ensuring excellent storytelling, illustrations, and design. In order to bring the variety of children's books written in Latvian up-to-date, and to introduce greater diversity, Liels un Mazs publishes around 20 new titles each year. Liels un Mazs welcomes new ideas from children's authors, illustrators, and professional translators, bringing both artistically and narratively innovative projects to life. Books by Liels un Mazs showcase the best in children's book illustration

### **Categories:**

children's literature, picture books, comics

### **Publisher highlights:**

Anete Melece – Kiosks [The Kiosk]

Inese Zandere – Zirgā [Riding High] illustrated by Anna Vaivare

Sergejs Timofejevs – Pasaka par bruņinieku, kuram sāpēja zobi [The Tale of the Knight who had a Toothache] illustrated by Rūta Briede

Lauris Gundars – Sveiks, Vali! [Hello, Whale!] illustrated by Anete Melece

Eļīna Brasliņa – Runājošie suņi [The Talking Dogs]

49/51-12 Tērbatas iela, Rīga, LV-1011, Latvia  
+37167282133  
pasts@lielsmazzs.lv  
lielsmazzs.lv

## MADRIS

**Titles (2018):** 19

**Number of copies published (2018):** 35.318

Madris publishing house was established in 1996. It publishes different genres of literature, but its priority is nonfiction, children's books, as well as cultural heritage, tourism, and travel guides.

### **Categories:**

children's literature, travel guides, cultural heritage, nonfiction, general

### **Publisher highlights:**

Kathleen Vereecken and Eva Mouton – Mani sauc Jans, un es neesmu nekas īpašs [My name is Jans and I am nothing special (Ik heet Jan en ik ben niets bijzonders)]

Ridiger Dalke - Slimība kā simbols [Illness as a Symbol (Bolest kao put)]

Carola von Kessel – Auto sāsti [Stories of Cars (Autogeschichten)]

Herbert von Blanckenhagen – Pasaules vēstures malā. Atmiņas no vecās Vidzemes [At the Edge of World's History. Memories from the Old Vidzeme (Am Rande der Weltgeschichte. Erinnerungen aus Alt-Livland)]

Jānis Krastiņš – Jūgendstila arhitektūra Latvijā [Art Nouveau Architecture in Latvia]

36a Tallinas iela, Rīga, LV-1001, Latvia  
+37167374020, +37129906392  
madris@madris.lv  
madris.lv

## MANSARDS

**Titles (2018):** 23

**Number of copies published (2018):** 23.194

Mansards, founded in 2004, publishes the very best of Latvian modern classics, as well as outstanding modern and contemporary literature from around the world in Latvian translation. Our list of titles extends beyond international masterpieces of fiction and poetry, and includes promising literary debuts, illuminating original writing on history and cultural studies, as well as a thrilling selection of critically acclaimed crime fiction. Our mission is to give each new generation of readers access to extraordinary writing that stirs, nurtures and excites, and to help the most promising young Latvian authors find their voice.

### **Categories:**

modern and contemporary fiction, translated fiction, poetry, children's books, crime, history, cultural history

### **Publisher highlights:**

Inga Gaile – Piena ceļi [The Milky Ways]  
Haralds Matulis – Vidusšķiras problēmas [Middle Class Problems]  
Édouard Louis – Jātiek vaļā no Edija [The End of Eddy (En finir avec Eddy Bellegueule)]  
Kristian Bang Foss – Nāve brauc ar audi [Death Drives an Audi (Døden kører Audi)]  
Georges Perec – Dzīve lietošanas pamācība [Life: A User's Manual (La Vie mode d'emploi)]

11-1 Alberta iela, Rīga, LV-1010, Latvia  
janis@apgadmansards.lv  
apgadmansards.lv

## NEPUTNS

**Titles (2018):** 27

**Number of copies published (2018):** 800 (average)

Neputns publishing house was established in 1997, and now provides the broadest insight into the art of Latvia. Today, Neputns is among the most experienced publishing houses in Latvia, specializing in high quality books on art. Its publishing experts select serious and simultaneously attractive publications, intended as a contribution to Latvia's cultural heritage. These range from catalogues to monographs and academic titles. A large number of the publications have been translated into English. Great attention is paid to the design and print quality of the books.

### **Categories:**

art, children's literature, cultural heritage, essays, memoirs, photography, poetry, scientific research

### **Publisher highlights:**

Editor Katrīna Teivāne-Korpa – Vilis Rīdzenieks [Photographer Vilis Rīdzenieks]  
Estonian national epic Kalevipoeg, translated by Guntars Godiņš [Kalevdēls]  
Editors: Kristīne Matīsa, Agnese Zeltiņa – Rolanda Kalniņa telpa [Rolands Kalniņš Arena]  
Editor Raimonds Briedis - Cilvēki un notikumi latviešu zemēs no ledus aiziešanas līdz Latvijas valstij [People and Events in Latvian Lands from the Leaving of Ice to Latvian State]  
Uldis Bērziņš – Idilles [Idylls]

49/51-8 Tērbatas iela, Rīga, LV-1011, Latvia  
+37167222647  
neputns@neputns.lv, dace@neputns.lv  
neputns.lv

## ORBĪTA

22 **Titles (2018):** 5  
**Number of copies published (2018):** 3.000

Orbīta is a creative collective/group of Russian poets whose works and publishing activities are dedicated to creating a dialogue between various creative genres (literature, music, video, photography, VJ, web, etc.) and cultures. The collective was formed in 1999 in Riga.

**Categories:**  
fiction, poetry, photography

**Publisher highlights:**  
Kirils Kobrins – Vēsture. Work in Progress, in Latvian and Russian languages  
Arvis Viġuls – Grāmata [The Book]  
Sergejs Timofejevs – bilingvāls dzejas krājums Replikas [Bilingual poetry collection Replika]  
Māra Brašmane – fotogrāmata Centrārtirgus [Central Market. Photography book]  
Vladimirs Svetlovs – fotogrāmata Rīgas līcis [Bay of Riga. Photography book]

104-19 Stabu iela, Rīga, LV-1009, Latvia  
+37125936493  
orbīta@orbīta.lv  
orbīta.lv

## ZINĀTNE

**Titles (2018):** 23  
**Number of copies published (2018):** 13.800

Zinātne publishing house is the successor to the publishing house of the same name founded in 1951 by the Latvian Academy of Sciences. Continuing its former thematic direction, Zinātne publishes dictionaries, monographs, treatises on Latvian history, folklore, ethnography, Latvian literature, language, and art, as well as works by outstanding thinkers of antiquity.

**Categories:**  
science, history, non-fiction and reference books, popular science

**Publisher's highlights:**  
Anna Žīgure – Ziemeļzemes cēlā tauta. Somijas tēls latviešu presē 1822-1945 [Great Nation of the Northland: Image of Finland in the Latvian Press 1822-1945]  
Latviešu tautasdziesmu akadēmiskā izdevuma 11. sējums: kāzas, 1. Daļa [Latvian Folk Songs. Vol. 11: Wedding, part 1]  
Rasma Noriņa - Vidzemes lībiešu dzimtas [Livonian Families of Vidzeme]  
Edvarts Virza. Raksti, 7. (pēdeja) sējums: recenzijas un apceres par literatūru, mākslu un kultūrpolitiku [Edvarts Virza, Collected works. Vol. 7: Reviews of literature, art and cultural politics]  
Compiled by Lolita Tomsone - Cilvēkglābējs Žanis Lipke [Žanis Lipke: The Saviour of People]

1 Akadēmijas laukums, Rīga, LV-1050, Latvia  
+37167212797  
zinatne@zinatne.com.lv  
zinatnesgramatas.lv

# DISTRIBUTION

The distribution chain in Latvia has the following characteristics:

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No fixed prices.

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The recommended retail price is not set by the publishers, but calculated by mark-up on the publisher's price.

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23

Initial information on new titles is gathered and distributed by the weekly subscription-based publication Book News, published by the Latvian Booksellers Association.

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Books can be ordered from the wholesalers Latvijas Grāmata and Jānis Roze or directly from the publishers. There are two big chains of brick-and-mortar bookstores (~35 bookshops each), several smaller chains and a few independent booksellers that sell books in Latvia. Approximately 15–20% of titles sold are foreign books imported from abroad - the European Union, the United States, Russia, etc. Online sales are provided by several bookshops and via the websites of some publishers. There are some platforms selling e-books in Latvian.

Latvians are used to buying books in bookstores; therefore, the percentage of books sold through supermarkets, shopping malls, and other non-traditional outlets are smaller than in other countries.

# LIBRARIES



Latvia has **1.597** libraries in total



**789** public libraries



**732** libraries of general and professional education



**48** university libraries



**27** specialized libraries

24



**1** significant non-specialized library (the Academic Library of the University of Latvia)



**42%** of people in Latvia use library services



Latvian libraries employ **3.724** people



On average, people visit the library **15 times a year**



Libraries spend **66.47 EUR** per reader on average



Number of readers: **811.584**

In 2014, a new library was opened, and it is now considered one of the most significant cultural buildings of 21st-century Latvia. Architect Gunārs Birkerts designed the building, deriving inspiration from one of the most prominent Latvian writers, Rainis, and his famous play Zelta zirgs [The Golden

Horse]. The play tells the story of the young peasant Antiņš, who climbs a mountain of blue glass and green ice, wakes a sleeping princess, and saves the kingdom. The building represents the Castle of Light - a symbol of the man's difficult yet brave and relentless struggle for knowledge and wisdom.





# GRANT PROGRAMS FOR TRANSLATORS AND PUBLISHERS

## GRANTS FOR PUBLISHERS

The aim of the grant program “Support for Foreign Publishers Publishing Latvian Literature” is to ensure that the best of Latvian prose, poetry, drama, journalism and children’s literature is accessible and known beyond the borders of Latvia. The program is developed, organized, and administered by the Latvian Literature platform, and is financed by the Ministry of Culture of the Republic of Latvia and the State Culture Capital Foundation. The program provides financial support to international publishers who are publishing Latvian literature, thereby encouraging interest from international publishers in Latvian literature, and supporting its translation into different languages. Grant applicants can apply for financial support to cover book production costs. Any independent international publisher who is a legal entity and has experience working with foreign authors is eligible to take part in the grant program.

The deadline for the grant application takes place two times a year. Applications are accepted in accordance with the timeline set by the Latvian Literature platform. Each project must be completed by the end of the calendar year in which the grant was received.

## SUPPORT FOR TRANSLATORS

The Latvian Literature platform provides financial support for translators who wish to translate Latvian literary works into foreign languages. In order to qualify for funding, the translator must submit a completed application form, a CV, a sample translation, and a letter of intent or an agreement signed with a publisher that confirms plans to publish the respective title. The translator may apply for a grant only if permission has been received from the original copyright holder to produce a complete translation of the entire literary work. The deadline for the grant application takes place two times a year. Project applications are accepted in accordance with the timeline set by the Latvian Literature platform. Each project must be completed by the end of the calendar year in which the grant was received.

### More information:

[latvianliterature.lv/grants](http://latvianliterature.lv/grants)  
[juta@latvianliterature.lv](mailto:juta@latvianliterature.lv)

# PRINTING INDUSTRY

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<b>Total turnover (2018):</b>	408 million EUR
<b>Number of companies:</b>	380 (The top 20 companies make up 90% of the total turnover of Latvian printers)
<b>The fastest growing sectors:</b>	books, packaging materials and label printing
<b>Employees:</b>	3.750
<b>The largest companies based on net turnover:</b>	Livonia Print, PNB Print, Poligrāfijas grupa Mūkusala, VG Kvadra Pak, Tehnoinform, Jelgavas tipogrāfija, Dizaina un poligrāfijas nams (DPN), Liepājas papīrs, Dardedze hologrāfija, Veiters korporācija

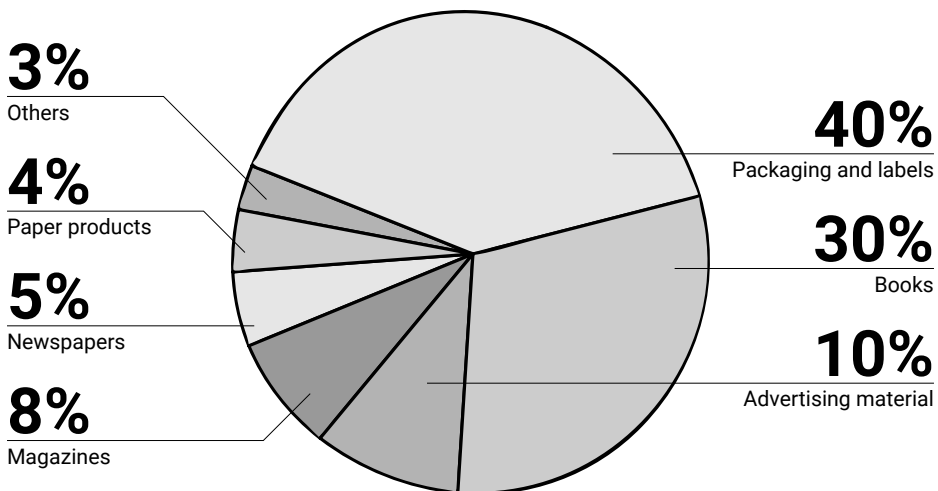
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26

In 2018, Latvia celebrated its centennial, and the Latvian printing industry celebrated its 430th anniversary. Following tradition, the printing industry is constantly developing and today is characterized by its innovation and high quality products. During the last few years, printing companies have been preparing for the increased level of Baltic-region competition in the media market.

\* The data used for this text comes from the Latvian Graphic Industry Association (LPUA)

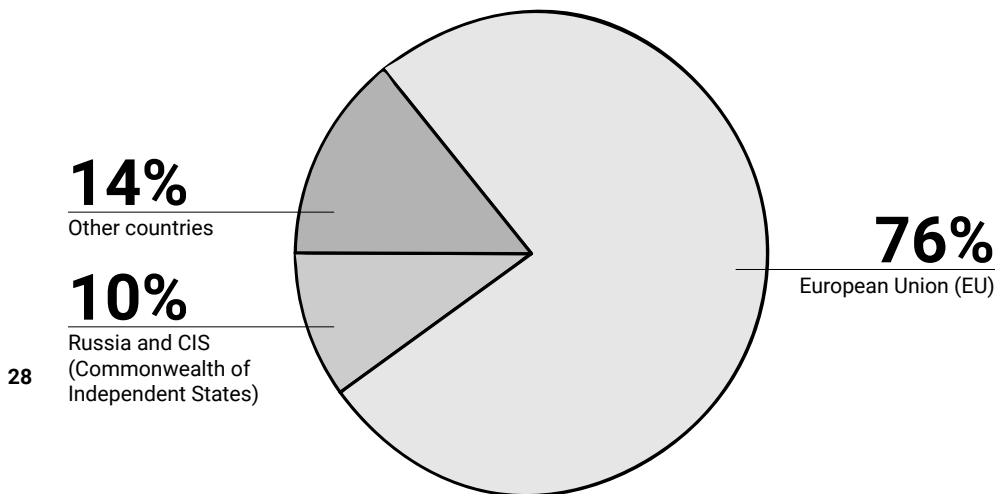
## TURNOVER BASED ON PRODUCT CATEGORIES, 2018



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Today, the largest export markets are Norway, Denmark, Sweden, Germany, the Netherlands, the United Kingdom, Russia, Finland and Poland. The main print export products, such as books and magazines, go to Western Europe and Scandinavia, while labels and packaging tend to go to Eastern markets. Latvian printing and packaging companies are strong competitors in Russia, Ukraine and Belarus, due to their high quality packaging and labels. Examples of valuable and high quality printed materials include art books, illustrated magazines, guidebooks, and packaging for foods, perfumes and medicines. Latvia ranks second in Europe in the export share of books, with an export value of 80%.

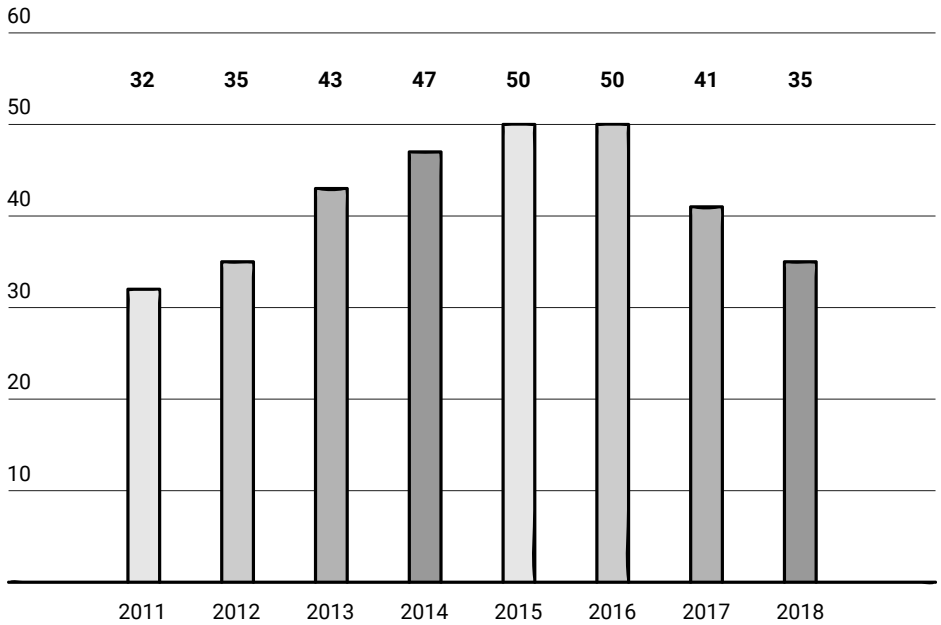
## PRODUCT EXPORT BY COUNTRY, 2018



Latvian printing companies can boast of having considerable experience with export markets: they have efficient logistics management and electronic data transfer and proofing, as well as fully PDF-compatible workflow systems, ISO standards, and environmental certification.. Growing investment in the field, along with continuous technological development and modernization, has helped employees in the industry accumulate a great deal of expert knowledge and skill, which explains the high productivity rate per employee in this sector.

\*The data used for this text comes from the Latvian Graphic Industry Association (LPUA)

## INVESTMENT IN PRINTING INDUSTRY, 2018 (MILLION EUR)



# PACKAGING

30

In Latvia, great attention is paid to producing packaging from ecological materials, and there is a growing demand for exclusive, personalized packaging for advertising purposes. Latvian companies provide a wide range of technological services, manual work, and unique design. The principal packaging materials exported are products made from wood, with manufacturing volumes of 72 million EUR, or 39% of total packaging exports. More than 70 companies manufacture wood packaging.

# LEADING LATVIAN BOOK MANUFACTURERS

## ADVERTS PRINTING HOUSE

Adverts Printing Company prints hardcover and softcover books, brochures, catalogues, and POS materials.

Number of employees (2018) –

**60**

Founded in

**1993**

Turnover (2018) –

**5.8 million EUR**

**Main markets:**

Scandinavian countries, Germany

124 Dzelzavas iela, Rīga, LV-1021, Latvia  
+37167370090  
adverts@adverts.lv  
adverts.lv

## DARDEDZE HOLOGRĀFIJA

Dardedze Holography has two major product lines: holographic security solutions and offset printing. They make stationery, corporate materials (business cards, with-compliments slips, envelopes, forms, letterhead), booklets, brochures, folders (offering full- and spot-color printing processes on an assortment of different items in various sizes), product catalogues, annual reports, magazines (bright colorful magazines, complex designs, high quality material), books (soft covers and hardbacks), and holograms - from design and creation to finished product.

Number of employees (2018) –

**131**

Founded in

**1995**

Turnover (2018) –

**7.2 million EUR**

**Main markets:**

Latvia, Germany, Denmark, Sweden, Norway, Finland, France, England

10 Rencēnu iela, Rīga, LV-1073, Latvia  
+37167076700  
sandra@dardedze.lv  
dardedze.lv

## JELGAVAS TIPOGRĀFIJA

32

Jelgavas Tipogrāfija is one of the leading printing houses in Northern Europe, producing a wide range of high quality books. Jelgavas Tipogrāfija has more than twenty years of experience of hardcover, softcover and flexi cover book printing and binding, up-to-date equipment and excellent customer service. Their service provides guidance every step of the journey, from the customer's idea to the finished book. The books produced by Jelgavas Tipogrāfija can be delivered all over Europe within 2 to 4 weeks. Jelgavas Tipogrāfija is FSC and Nordic Swan Ecolabel certified.

Number of employees (2018) –

**144**

Founded in

**1996**

Turnover (2018) –

**11.5 million EUR**

**Main markets:**

Nordic countries, Germany, France, UK, Baltic States

1A Langervaldes iela, Jelgava, LV-3002, Latvia  
girls@jt.lv  
jt.lv

## LATGALES DRUKA

Latgales Druka is a family-owned printing house that specializes in production of softcover books in quantities ranging from 500 to 5000 copies.

Number of employees (2018) –

**39**

Founded in

**1994**

Turnover (2018) –

**1.38 million EUR**

**Main markets:**

Denmark, Sweden, Finland, the Netherlands and Baltic States

28 Baznīcas iela, Rēzekne, LV-4601, Latvia  
+37127838513  
charles@druka.lv  
druka.lv



## LIVONIA PRINT

Livonia Print provides book production services - full colour and B&W offset, digital printing and binding (hardcover, softcover, saddle stitch, flexi), as well as different finishing solutions: lamination, UV spot varnishing, foil stamping etc.

Number of employees (2018) –

**567**

Founded in

**2007**

Turnover (2018) –

**54.1 million EUR**

### Main markets:

Sweden, Norway, Germany, Denmark, the UK

50 Ventspils iela, Rīga, LV-1002, Latvia  
janina.bluma@livoniaprint.lv  
livoniaprint.lv

## PNB PRINT

PNB Print is a full-service printing house providing pre-press, press, and post-press services. PNB Print specializes in manufacturing high-quality hardcover and softcover books, and provides printed media production-magazines, catalogues, and advertising materials.

Number of employees (2018) –

**294**

Founded in

**2010**

Turnover (2018) –

**23 million EUR**

### Main markets:

Scandinavia, Germany, Netherlands, Russia

Jāņšili, Silakrogs, Ropažu novads, LV-2133, Latvia  
+371 67043375  
mk@pnbprint.eu  
pnbprint.eu

## **POLIGRĀFIJAS GRUPA MŪKUSALA**

Poligrāfijas Grupa Mūkusala is a printing house that prints local materials as well as being highly focused on export. Mūkusala is the biggest printing house in Latvia, providing printed media production – magazines (perfectly bound and stitched), newspapers, catalogues, advertising and other print materials. The company is proud to own modern and efficient equipment, and employs highly qualified and professional staff – which is the key to the company's success. Half of the total production is exported to 14 different countries.

**Number of employees (2018) –**

**125**

**Founded in**

**1993**

**Turnover (2018) –**

**17.2 million EUR**

**Main markets:**

Denmark, Sweden, Finland, Norway, the Netherlands, Germany

15a Mūkusalas iela, Rīga, LV-1004, Latvia  
renate\_dubrovskaa@pgm.lv  
pgm.lv

## **UNITED PRESS**

United Press Printing house is one of the market leaders in the Baltic States for high quality, full color, multiple page publication printing using web offset and sheet feed offset. United Press Printing house is one of the largest exporters of printed materials from Latvia.

**Number of employees (2018) –**

**60**

**Founded in**

**1992**

**Turnover (2018) –**

**4.5 million EUR**

**Main markets:**

Norway, Sweden, Finland, Denmark, Germany, United Kingdom

6 Vestienas iela, Rīga, LV-1035, Latvia  
+ 37127773345  
prepress@unitedpress.lv  
unitedpress.lv

## VEITERS PRINTING HOUSE

Veiters is a full-service printing house providing pre-press, press, and post-press services. Veiters handles a wide variety of printing requests and is especially known for its expertise in manufacturing products for children and young adult audiences—books, coloring books, activity books, sticker sets, memory games, etc.

**Number of employees (2018) –**

**66**

**Founded in**

**2004**

**Turnover (2018) –**

**6.83 million EUR**

**Main markets:**

Sweden, Denmark, Norway, Finland, Germany, the Netherlands, Belgium, France, Estonia, Lithuania, the UK, Iceland

445e Brīvības gatve, Rīga, LV-1024, Latvia  
+371 67994419  
veiters@veiters.lv  
veiters.com

## ZEMGUS

Zemgus offers offset printing for large runs, and digital printing for smaller jobs. In our repro center, we employ a creative team of artists with shared interests. We are one of the few printing companies in Latvia that has the facilities to provide every printing and publishing service in one place, from the initial idea to the finished product on your table.

35

**Number of employees (2018) –**

**47**

**Founded in**

**2000**

**Turnover (2018) –**

**2.85 million EUR**

**Main markets:**

the Baltic states, Scandinavia, Germany

401-1 Brīvības gatve, Rīga, LV-1024, Latvia  
+371 67808608  
zemgus@zemgus.lv  
zemgus.lv

# LITERARY AWARDS

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## THE ANNUAL LATVIAN LITERATURE AWARD

The Annual Latvian Literature Award (LALIGABA) is the most important literary award in Latvia. Every year the award is given to Latvian authors for the best prose and poetry books, the best children's books, the best translations of foreign literature into Latvian, and the best literary debut. There is also an annual award for lifetime achievement. A special award ceremony is held every year in April to celebrate these literary achievements.

### Winners 2019

**Poetry:** Idilles [Idylls] by Uldis Bērziņš

**Prose:** Paradīzes putni [The Birds of Paradise] by Māra Zālīte

**Translation:** Kalevdēls [Kalevipoeg] translated by Guntars Godiņš

**Children's book:** Skelets skapī [Skeleton in the Closet] by Lilija Berzinska

**Debut:** Vidusskiras problēmas [Middle Class Problems] by Haralds Matulis

**The special award:** Valts Ernštreits, Baiba Damberga, Ķempju Kārlis for their collection of poems Trillium in the Livonian language

laligaba.lv

## INTERNATIONAL JĀNIS BALTVILKS PRIZE IN CHILDREN'S LITERATURE AND BOOK ART

The International Jānis Baltvilks Prize in Children's Literature and Book Art is the most important award for children's literature in Latvia. Every year, prizes are given to Latvian authors and artists for the best new children's books and best illustration. There is also an annual award for a foreign author whose works for children have been published in Latvian, as well as the translator. The award is named after the distinguished Latvian poet and author Jānis Baltvilks (1944–2003) who did so much for the development of Latvian children's literature in his lifetime.

### Winners 2019

**Jānis Baltvilks Award:** Ceļš uz nezināmo zemi [The Road to the Unknown Land] by Aivars Kļavis

**Prize in book art:** illustrator Anete Melece for Kiosks [The Kiosk] and Sveiks, Vai! [Hello, Whale!]

**International laureate:** Angela Nanetti from Italy

**Translation:** translator Dace Meiere for Mans vectēvs bija ķiršu koks [My Grandfather was a Cherry Tree]

**Young adult prize:** Sergej Timofejev for Pasaka par bruņinieku, kuram sāpēja zobi [A Tale of the Knight who had a Toothache] illustrated by Rūta Briede

latvianliterature.lv/en/awards

## **THE GOLDEN APPLE TREE AWARD**

The Golden Apple Tree (Zelta ābele) is an annual competition for book design, with awards given to the designers of the most beautiful books in Latvia. Zelta ābele has been held since 1993, making it the oldest industry-oriented competition in the history of the restored Republic of Latvia. The awards are given to the most beautiful and high-quality books of poetry, prose and children's literature, documentary books, scholarly books, textbooks, reference books and art books. There is also an annual lifetime achievement in the book industry award.

[latvianliterature.lv/en/awards](http://latvianliterature.lv/en/awards)

# LITERARY FESTIVALS

## 38 INTERNATIONAL POETRY AND ARTS FESTIVAL POETRY DAYS

The international poetry and arts festival Poetry Days is one of the most important literary festivals in Latvia, and one of the most memorable phenomena on the Latvian cultural scene. This festival has been celebrating poetry ever since the centennial of Latvian poet Rainis in 1965. The aim of the festival was, and still is, to increase people's interest in literature—poetry in particular—and to introduce the public to different literary forms, current trends and new concepts of poetry. Poetry Days take place in September, when poets and poetry are celebrated all across Latvia at numerous events. The core of the festival, however, is a 10-day program of more than 30 events reflecting current trends in Latvian poetry. All of the events in the 10-day span take place in various parts of Riga. Every year, Poetry Days welcomes more than 10 international guests, who perform in cooperation with local artists.

**Festival dates:** September

[dzejasdienas.com](http://dzejasdienas.com)

## PROSE READINGS FESTIVAL

The Prose Readings festival has been held every December since 1995. The event began as a literary evening dedicated to writer Andrejs Upītis' birthday, and from its modest beginnings it has grown into a multi-day annual festival with many generations of Latvian writers and guests from other European countries performing from their latest works. Prose Readings has become an inspiring meeting place for authors and their readers. It is an important literary landmark that shows the continuous growth and latest developments in Latvian culture.

**Festival dates:** December

[prozasklasijumi.lv](http://prozasklasijumi.lv)

## POETRY WITHOUT BORDERS

On 2–4 June, 2017, the trilingual festival Poetry Without Borders was held for the first time. The festival features poets writing in Latvian, Russian, and in a guest language—for the first season, Swedish was selected as the third language. Four authors represent each language, and all the poems are recited in three languages to enable real-time dialogue between the poets and their texts. The festival is organized by the Literature Without Borders project, a non-profit organization publishing poetry in Russian, Latvian and English, as well as providing a residency program for poets and translators of poetry. The project focuses on furthering creative writing in Latvia, promoting Latvian literature abroad, fostering accessibility to culture and literature for wider audiences, and informing Latvian readers of the latest innovations in contemporary poetry.

**Festival dates:** June

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

## THE PUNCTUM FESTIVAL

Every May the literature and philosophy online magazine Punctum organizes its own festival, offering an opportunity to enjoy a versatile cultural program showcasing the most compelling writing in Latvian and world literature. The festival reflects on contemporary developments in poetry and prose, and aims to enrich literature with interdisciplinary solutions. Every year, the Punctum festival has one unifying theme. In 2019 the festival celebrated Monta Kroma's centenary.

**Festival dates:** May

[punctummagazine.lv](http://punctummagazine.lv)

# PUBLISHING INDUSTRY ORGANIZATIONS

## LATVIAN PUBLISHERS ASSOCIATION

The Latvian Publishers Association (LPA) was founded in 1993 with the aim of supporting the stability and visibility of the publishing sector. It is actively involved in resolving legislative issues related to the printing and publishing sector and lobbying for prudent and balanced policy in the cultural and educational sectors. Together with the Latvian Writers Union and the International Writers and Translators House, LPA is a consortium curating export strategies and promotion of Latvian literature abroad. LPA is an active member of the Federation of European Publishers and a part of European Book Fair Network ALDUS.

**40** **Contact persons:** Renāte Punka, Līva Ostupe  
**Number of members:** 30 full or associate members

37-3 Baznīcas iela, Rīga, LV-1010, Latvia  
+371 67217730, +371 29407288  
lga@gramatizdeveji.lv  
gramatizdeveji.lv

## LATVIAN WRITERS UNION

Latvian Writers Union is a professional association of writers and translators in Latvia. The organization safeguards the professional interests of its members and administers various projects, such as the annual Poetry Days festival, as well as organizing valuable workshops for young authors.

**Contact person:** Arno Jundze  
**Number of members:** 274

37-1 Čaka iela, Rīga, LV-1011, Latvia  
+371 6755518  
lrs@rakstnieciba.lv  
rakstnieciba.lv

## LATVIAN BOOKSELLERS ASSOCIATION

The Latvian Booksellers Association is a member of the European and International Booksellers Federation. It is a public organization that unites the largest and oldest of Latvia's booksellers. The association's main aim is to represent members' interests in society and government, and compile and disseminate information about books published in Latvia. It follows the book-selling processes and supports reading promotion in Latvia.

**Contact persons:** Ināra Beļinkaja, Ineta Škapare  
**Number of members:** 3 legal companies (including 75 bookstores)

10 Atlasa iela, Rīga, LV-1026, Latvia  
+371 67501562  
lgta@latnet.lv  
lgta.lv



## INTERNATIONAL WRITERS AND TRANSLATORS HOUSE

The International Writers and Translators House is a non-profit organization whose goal is to create a multifunctional, international center for writers and translators in Latvia to promote the development of literature, foster intercultural dialogue, further the inclusion of Latvian literature in the international literary scene, support the decentralization of literary development in Latvia, and develop the cultural scene throughout the country.

**Contact person:** Andra Konste

13 Annas iela, Ventspils, LV-3601, Latvia  
+371 63623596  
ventspilshouse@ventspilshouse.lv  
ventspilshouse.lv

## LATVIAN LITERATURE

The Latvian Literature platform was established in order to promote Latvian literature and its distribution abroad, thus ensuring international cooperation among publishers, literary agents, writers, translators, and organizations working in the fields of literature and publishing. The Latvian Literature platform provides wide-ranging information about Latvian authors, books, translators and translations, the publishing industry and innovations within the industry.

info@latvianliterature.lv  
latvianliterature.lv

## LATVIAN LIBRARIANS ASSOCIATION

The Latvian Librarians Association was founded in 1923 as an independent, voluntary professional organization uniting library and information technology specialists who have shared interests and goals. The objective of the association is to unite library professionals in Latvia, motivate professional development, stimulate the growth of the industry nationwide, increase the professional prestige of librarians, and defend the rights and interests of libraries and librarians.

**Number of members:** 420 private members and 65 institutions

3 Mūkusalas iela, Rīga, LV-1423, Latvia  
+371 67716050  
bibliotekarubiedriba@gmail.com  
bibliotekari.lv

## LATVIAN BOARD ON BOOKS FOR YOUNG PEOPLE (IBBY LATVIA)

The Latvian Board on Books for Young People was founded in 1993. It is the Latvian branch of the International Board on Books for Young People (IBBY), which consists of seventy national organizations from all over the world ([www.ibby.org](http://www.ibby.org)). IBBY Latvia members are authors, illustrators, publishers, researchers of children's and young adult literature, art historians, librarians, teachers, and others who specialize in children's and young adult literature. The organization currently serves 78 members. In April 2015, Ilze Stikāne, an expert on children's literature and Professor at the University of Latvia, was re-elected as president of IBBY Latvia.

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**Contact persons:** Ilze Stikāne, Silvija Tretjakova

3 Mūkusalas iela, Rīga, LV-1423, Latvia  
+371 67716038  
[berni@lnb.lv](mailto:berni@lnb.lv)

## LATVIAN GRAPHIC INDUSTRY ASSOCIATION (LPUA)

LPUA is an independent non-profit association of printing companies set up to support and coordinate its members' activities. LPUA's members represent a broad range of industry services, from pre-press and printing to bookbinding.

**Year of foundation:** 1997

**Number of members:** 32

14-8 Pērses iela, Rīga, LV-1011, Latvia  
+371 67282447  
[ieva@lpua.lv](mailto:ieva@lpua.lv)  
[printing.lv](http://printing.lv)

## THE PACKAGING ASSOCIATION OF LATVIA

The Packaging Association of Latvia is a non-governmental organization bringing together Latvia's producers, traders, and consumers of packaging materials and machinery, as well as packaging consultants. The association has been a full member of the World Packaging Organization since 1996 and provides extensive options for obtaining and exchanging information in the field of packaging. The activities of the association are aimed at developing an advanced packaging industry in Latvia.

**Year of foundation:** 1995

11 Vienības gatve, Rīga, LV-1004, Latvia  
+371 67326597  
[packaging@packaging.lv](mailto:packaging@packaging.lv)  
[packaging.lv](http://packaging.lv)



