

## CASE STUDY – LION HUDSON

Lion Hudson is committed to publishing quality literature worldwide for adults and children under five imprints: Lion Books, Lion Children's Books, Lion Fiction, Candle Books and Monarch Books. Their books sell around the world, are translated into over 200 languages, and reflect a Christian worldview, supporting families, individuals and communities in their devotional and spiritual lives.

### WHAT THEY NEEDED

Lion Hudson has a wealth of content in its Lion Books backlist. Following the acquisition of Lion Hudson's assets by ZipAddress Limited and joining the AFD Group, the new company looked to repurpose and repackage that content, with a view to both reissuing it as part of a front list programme, inviting some authors to update text for new editions, as well as licensing the translation rights to publishing partners worldwide. To this end in 2018 they launched a new imprint called Lion Scholar and are now commissioning new works as well as reissuing appropriate backlist gems under this imprint.

### THE CHALLENGE

An audit of the content revealed that it was only available in out-of-date and superseded digital formats, or as hard copies. Furthermore, some files were incomplete and/or needed re-editing and proofreading to reflect the current cultural climate and market needs.

### WESTCHESTER'S SOLUTION



Westchester received content in multiple formats, including Quark, InDesign, Word, and hard copies, with instructions for modification of text, removal of figures, and retention or redrawing of maps and diagrams. For Quark or InDesign files, text was extracted as RTF, verified against the converted PDF (from the app files) for continuity and sequential order. Images were removed, retaining all maps, key dates sections, and other diagrams. For Word files, changes were made as instructed. Hard copies were OCR scanned, then double-keyed and checked for accuracy. Standard processes were also applied for all input types, including identification of source and target terms, creation of appropriate templates and samples, art adjustments including 4-colour to b/w conversion, relabelling of keys/legends, adding boxed features, fixing layers to improve map clarity, and redrawing where necessary. All files were then proofread, indexed, corrected, double QC'd and pre-flight checked. Taking these steps ensured Lion Hudson was able to launch Lion Scholar on time and within budget.

Contact Westchester Publishing Services to learn how we can help:

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