



Sales of Hymnal Surpass 100,000

By Andrey Kravchenko

Andrey Kravchenko directs Ezdra in Alexandria, Ukraine. Kim Pettit edits CCMi Partners. Ezdra Publishing House's mission is to fill the Christian market of Ukraine with publications based on the certain authority of God's Word.

"We calculated the total print runs of our best-selling title, *Songs of Revival* (http://ezdra.com/knigi/PV_2500.htm)," says Andrey Kravchenko, director of Ezdra Publishing House (www.ezdra.com) in Alexandria, Ukraine. "We were very surprised! We sold more than 110,000 copies of this hymnal in seven years."

"This is a great achievement," he continues. "The average print run in the Ukraine for Christian books is 3,000 to 5,000 copies. A print run of 10,000 is exceptional."

Ezdra is a leading Ukrainian publisher of hymnals for worship services," says Kravchenko. "Our books are used by all of the Protestant churches in the Ukraine. We usually sell and deliver them directly to the churches. There are around of 800 churches in our data base."

Ezdra also sells it books through Christian bookstores, at exhibitions, fairs, and by mail.

"This year we attempted door-to-door with the titles we have already published. Only a few of them are fit for the general market," says Kravchenko. He attributes Ezdra's success with hymnals to "the hard work of our sales team."

"In all of our promotional materials," he adds, "we give our hymnals the greatest prominence. We want to fix our publishing house in our customer's minds as the one that publishes hymnals. We have managed this task."

Ezdra hopes to duplicate its success with titles other than hymnals.

"This fall we will publish the *Step-by-Step Bible*," says Kravchenko. "We plan to repeat and even surpass our achievement. We already negotiated to sell this children's Bible in the post offices of the Kirovograd region. There are nearly 700 such post offices. We will print a special edition of the children's Bible for them, and at Christmas time, in the Christian market, we will offer the *Step-by-Step Bible* in a luxury edition as well."

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