



IRON GATE PUBLISHING

AUTHOR SERVICES

CATALOGUE

Editorial, Design, Marketing, Rights & Distribution Support

Publishing comes first. Applicants indicate the professional support they would be prepared to commission; accepted authors commission at least one applicable professional service.

2026 EDITION • INDIA

00

THE IRON GATE MODEL

Selective publishing. Partnership after acceptance.

No payment is requested for manuscript submission or editorial consideration, and willingness to purchase services does not influence the acceptance decision.

Iron Gate Publishing is an independent selective publisher, not a pay-to-accept self-publishing service. Manuscripts are accepted solely on editorial and commercial merit. Applicants indicate at least one professional service or publication package they would be prepared to commission if accepted. No payment is requested for submission or editorial consideration. Once a project is accepted, the author is required to commission at least one applicable professional service as part of the publishing partnership.

01 ACQUISITION COMES FIRST A manuscript is assessed on editorial and commercial merit. Selecting or purchasing a service does not secure acceptance.	02 PARTNERSHIP REQUIRES PARTICIPATION Applicants indicate at least one applicable professional service they would be prepared to commission if accepted. This indication does not influence acceptance. Accepted authors commission at least one applicable service, while individual services may be declined or substituted according to project needs.	03 SCOPE BEFORE SPEND No paid work begins until the scope, fee, timeline and payment terms have been agreed in writing.
--	---	---

HOW TO READ THIS CATALOGUE

01 Editorial Services Deep editing, realism, developmental work, proofreading and rescue.	02 Design & Production Premium covers, interiors, graphic adaptation and special editions.	03 Marketing & Platform Managed marketing, ads setup, metadata, creatives, branding and PR.
04 Rights & Adaptation Film/OTT, foreign rights, translation and audiobook support.	05 Distribution & Reach Offline expansion, premium retail and rush work.	06 Publication Scheduling Normal pipeline and optional accelerated release windows.

All rates are in INR. GST and applicable taxes are additional where required. “From” prices are scope-based and may change with complexity, word count, revisions, turnaround or third-party costs.

01

01 / EDITORIAL SERVICES

For manuscripts that need more than a light touch.

Editorial services are commissioned when a manuscript requires deeper intervention than the ordinary acquisition and production review.

Full Editorial + Negative Audit Pass

₹0.75 / word

Deep final-manuscript work across prose drift, repetition, POV, chronology, continuity, logistics, scene transitions, revision fossils and consistency.

Realism & Authenticity Pass

From ₹1 / word

Procedure and plausibility review for police, intelligence, military, legal, medical, crime, geography, institutions, weapons and operational logistics.

Developmental Editing

₹1–₹1.50 / word

Story-level diagnosis and revision guidance for plot, pacing, structure, character arcs, stakes, subplots and ending.

Proofreading

₹0.30–₹0.50 / word

Final spelling, grammar, punctuation, typo and surface-consistency pass after substantive editing is complete.

FOR INTENSIVE INTERVENTION

Manuscript Rescue / Major Rewrite

From ₹1.50–₹3 / word

For manuscripts requiring substantial restructuring, rewriting or reconstruction rather than conventional editing. Quoted after assessment.

WHAT THE FULL EDITORIAL SERVICE MEANS

Where commissioned, the Full Editorial + Negative Audit service may involve approximately four to five distinct editorial/checking stages depending on manuscript condition and agreed scope. Specialist realism or technical review remains a separate service unless expressly included.

02

02 / DESIGN & PRODUCTION

The book as an object.

Standard production and bespoke design are not the same thing. Premium visual work is scoped according to the ambition and complexity of the edition.



HIGH-END
ILLUSTRATED
COVER
FROM ₹10,000

Bespoke cover direction for books that need artwork beyond the standard catalogue treatment.

Complex character art, elaborate compositions, extended wraps, premium illustration and unusual formats are quoted according to scope. Multiple concepts or specialist artwork may increase the fee.

STANDARD COVER ≠ PREMIUM ILLUSTRATED COVER

Premium Interior Design	₹7,500–₹20,000+	Custom chapter treatments, typography, ornaments, maps, special section pages, poetry layouts, decorative elements or special-edition interiors.
Comic / Graphic Adaptation	From ₹80,000	Adaptation, script/panel breakdown, art direction and production. Final price depends on page count, style, colour and illustration complexity.
Special Edition Production	Quote on scope	Hardcovers, foil, sprayed edges, illustrated endpapers, collector packaging, signed editions and other bespoke manufacturing projects.

03 / MARKETING & AUTHOR PLATFORM

03

Visibility is work. Media spend is spend.

Iron Gate separates professional campaign management from the money actually spent on advertising platforms.

Managed Book Marketing

Strategy, campaign management and ongoing optimisation across the agreed scope.

The advertising/media budget is funded separately by the author.

₹30,000

PER QUARTER

₹10,000 / month

Billed quarterly in advance

Amazon Ads Setup Only

₹7,500–₹12,000

Campaign architecture, targeting, negative targeting and launch setup. Ongoing management remains with the author afterwards.

Metadata & Store Optimisation

₹5,000–₹10,000

Keywords, categories, product description, positioning, pricing review and store-page optimisation.

Launch Creative Package

₹10,000–₹25,000

Launch graphics, reels/trailer assets, quote cards, character cards, countdown material and selected retailer/social formats.

Author Branding Package

₹15,000–₹30,000

Author-facing identity system, social templates, profile assets, bio positioning, banners and multi-book visual direction.

Press & PR Campaign

From ₹25,000

Press materials, outreach, interview/podcast pitching and campaign coordination. Media coverage or placement is never guaranteed.

Book Launch / Event Management

From ₹25,000 + costs

Planning and coordination for launches, readings, signings and bookstore events. Venue, travel, hospitality and production are additional.

MANAGEMENT FEE VS ADVERTISING BUDGET

The quarterly management fee pays for Iron Gate’s professional time and campaign execution. It does not include Amazon, Meta or other media spend. Sales, ranking, reviews, coverage and return on ad spend are not guaranteed.

04

04 / RIGHTS & ADAPTATION

When the book travels beyond the page.

These services support adaptation and rights work. They do not guarantee meetings, options, acquisitions, production or foreign licensing.

Film / OTT Rights Representation ₹9,000 For authors requesting dedicated active representation and pitch handling. Iron Gate may also explore opportunities organically under the applicable rights arrangement.	Film / OTT Pitch Bible ₹15,000–₹30,000 Adaptation-facing package such as logline, one-page pitch, synopsis, character sheets, format/season framing, comparables and adaptation notes.
Foreign Rights Preparation From ₹15,000 Rights sheet, pitch material, catalogue positioning and outreach preparation for selected territories and languages.	Translation & Localisation Quote per language Literary translation/localisation based on language pair, manuscript length, complexity and specialist requirements.
PRODUCTION SERVICE Audiobook Production Quote on runtime & casting Narrator casting, recording, editing/mastering, quality control and distribution preparation where commissioned.	

RIGHTS CONTROL IS NOT THE SAME AS ACTIVE PITCHING

The publishing agreement may give Iron Gate rights-management authority during the term. Dedicated author-requested pitching, representation or pitch-material preparation is a separate professional service where commissioned.

05

05 / DISTRIBUTION & EXTENDED PRODUCTION

Reach, inventory and exceptional timelines.

Physical expansion beyond the initial publishing model brings printing, logistics, retailer, inventory and coordination costs into play.

Offline Distribution Expansion

Expanded physical distribution and placement programme. Scope, territory and commercial route are agreed in advance. Stock, printing, warehousing, logistics, distributor and retailer costs may apply separately.

Author-requested offline expansion is subject to Iron Gate approval and a separate written arrangement.

FROM

₹2,00,000

professional service fee

Airport Stores / Crossword / Premium Retail

Quoted separately

Premium placement is outside the base offline-distribution service and depends on retailer terms, access, inventory, commercial viability and third-party charges.

Rush Surcharge / Individual Services

+25% to +50%

Applies only where Iron Gate accepts accelerated turnaround for an individual paid service such as editing, cover or design. Whole-title acceleration uses Priority Publication.

WHAT IS NOT INCLUDED IN A BASE DISTRIBUTION FEE

• printing and stock procurement	• warehousing and fulfilment	• courier and logistics
• retailer/distributor margins and placement charges	• airport or premium-chain commercial terms	• returns, damaged stock and other third-party expenses

06

06 / PUBLICATION SCHEDULING

The pipeline is standard. Priority is optional.

Accepted titles enter Iron Gate’s normal production and release pipeline. Authors who request a materially earlier, specific publication window may apply for Priority Publication.

NORMAL PUBLICATION PIPELINE

No additional scheduling fee. Titles are sequenced according to manuscript readiness, existing catalogue commitments, ISBN/production status, editorial capacity, cover and typesetting workflow, platform readiness and commercial planning. The applicable publishing agreement governs the outer publication period.

PRIORITY PUBLICATION

NORMAL PIPELINE	NO ADDITIONAL FEE	Scheduled within Iron Gate’s ordinary production queue.
WITHIN 4 MONTHS	₹15,000	Accepted, publication-ready title; accelerated slot subject to capacity.
WITHIN 3 MONTHS	₹25,000	Priority scheduling confirmed by Iron Gate after feasibility review.
WITHIN 2 MONTHS	₹40,000	Materially compressed production schedule; complexity may affect availability.
30–45 DAYS	FROM ₹60,000	Exceptional acceleration only where feasible. Specialist editing/design/vendor timelines may make this unavailable.

WHEN THE PRIORITY CLOCK STARTS

Only after Iron Gate has received the final publication-ready manuscript, required author materials, rights clearances/declarations, approvals, and the applicable Priority Publication fee. Time spent waiting for author revisions, missing material or approvals does not count toward the confirmed priority window.

Priority scheduling does not override editorial standards and does not automatically displace titles already committed in the production pipeline.

COMMERCIAL TERMS

Clear before commencement. Clear after delivery.

This catalogue is designed to keep professional work and author investment transparent while preserving editorial independence. Payment for a service does not secure manuscript acceptance or guarantee publication.

IMPORTANT COMMERCIAL TERMS

Indicative selection at application. Commissioning after acceptance.

Applicants indicate at least one service or publication package they would be prepared to commission if accepted. No payment is requested at submission. Accepted authors must then commission at least one applicable professional service; individual services may be declined or substituted according to project needs.

A paid service is professional work, not a promised outcome.

Sales, bestseller status, reviews, media coverage, retailer placement, rights acquisition and screen adaptation are never guaranteed.

Third-party expenditure is separate unless included in writing.

Advertising, printing, travel, venue, retailer, platform, licensing, courier, stock and external production costs may be additional.

“From” prices are not fixed quotations.

Complexity, word count, revision volume, artwork, turnaround and outside costs may change the final scope and fee.

Work starts after approval and payment terms are settled.

Where a project expands beyond the approved scope, Iron Gate may pause and issue a revised quotation before continuing.

Rates may change for future assignments.

The rate accepted in writing for a specific commissioned service governs that engagement.



PUBLISH WITH US

Start with the project. Indicate the support it may need.

When submitting for evaluation, please include:

- Book title
- Manuscript word count
- Genre / language
- Current manuscript status
- Intended service / package
- Target timeline + synopsis + 3 sample chapters

PUBLISHING ENQUIRIES

info@irongatepublishing.com

Iron Gate reserves the right to assess manuscript suitability, commercial fit, capacity and final scope before accepting any project or paid service engagement.

SELECTIVE PUBLISHING. PROFESSIONAL WORK. CLEAR TERMS.

Iron Gate Publishing • Author Services Catalogue • 2026