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# Distribution and Agents

## Applying to become an agent

Please email the Publisher with your enquiries mute AT metamute.org

## Distributing Mute

Mute is distributed in the UK by Central Books and in the US by AK Press. However this distribution system is frequently unable to reach all the people we would like it to. Commercial distributors frequently overlook small bookshops and other independent venues interested in selling Mute. They are also unable to distribute Mute to the kinds of (often informal) networks for whom our content is relevant. This is why we are looking for agents to help us reach the parts normal distributors can't.

## Become an Agent

Agents can be editorial, promotional or distribution related. An agent can be one of the above or all three at once. Each agent has a singular relationship to Mute which can be remote, close or diffuse, but is always reciprocal. The relationship with agents is based on trust. Register on the Mute site, send us an email <webmaster AT metamute.org> and we can start a dialogue.

## Distribution Agents

People can act as distribution agents, selling Mute publications to bookstores or selling them directly at events and through the web. Mute is still devising an appropriate commissions structure for the complex array of sales scenarios, but the base figure we are working with is a 30% commission for the agent, which can then be adapted for each changing situation (for example, agents selling direct to individuals at small events might get an increased cut or, once an agent had introduced a new outlet, we would start dealing directly with that outlet from there on in). At special events we often sell the magazine at a reduced price – say £4.00 – but each of these changes will be discussed with agents with the specifics of geographical and cultural contexts in mind.

Prices may also alter for each event or location depending on local currency and shipping costs, but generally these guidelines apply and, with some communication, we will hopefully be able to come to an arrangement that suits the various parties and venues.

## Promotional Agents

There may be people or organisations who are already involved with Mute – through editorial, organisational, technical or activist work – and who would like to help promote it without getting involved in distribution. If you are willing to put up posters, carry our fliers in your mail outs, email our news as part of your e-letter, or include Mute in an event you are involved in, please get in touch. There will doubtless be some kind of promotion we can do for you or your organisation in exchange.

The following is a suggestion of some of the places we would like to see Mute made available: art galleries, book shops, media centres, social centres, hacklabs, festivals, workshops, record shops, conferences, talks and other events.

## Editorial Agents

Mute is always looking to broaden its coverage and deepen its powers of analysis. At present, we have an editorial board of ten people principally based in London, UK. The idea of inviting editorial agents to participate in our publication through the website is partly based on the desire to gain more global

and nuanced perspectives and insights. But we are also interested in nurturing different expertises, styles, methodologies and postions above and beyond the geographical location of the agent.

To this end, we will be inviting editorial agents to contribute to our site in various ways: by starting a thread on the Forum, posting regularly on certain issues to News & Analysis, suggesting articles for us to publish in our Articles section and in our themed print publications. Although we will not be able to pay agents, the idea is that anyone who has put time and trouble into developing our coverage will gain a greater role in the overall orientation of Mute. We will also bring editorial agents and editors together through a dedicated mailing list. Editorial Agents will have their names listed on the site and, as with other agents, be able to purchase Mute products on order.

If you feel that you would be particularly well placed to become an editorial agent, please contact us through [mute@metamute.com](mailto:mute@metamute.com), explaining your ideas and critical perspective, and suggest a thread you would like to initiate.