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**MULTIFACTORIAL CHOICE OF ALTERNATIVE OPTIONS OF EDITION DESIGN BASED ON PREFERENCE FUZZY RELATION**

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***Research Methodology.*** *Pareto principle has been used to distinguish the set of the studied factors. A multifactorial selection of alternative options for the implementation of the publication design process has been done on the basis of a fuzzy superiority.*

***Results.*** *As a result of the research, an optimal alternative variant of the im­ple­men­tation of the design process has been determined.*

***Novelty.*** *For the first time an optimal alternative variant of the implementation of the design process of the publication has been identified due to the unclear relationships of such factors as thematic and production planning, the kind and type of the publication, the volume of the publication, the format of the publication and the assembly pages.*

***Practical Significance.*** *The research finds out the optimal alternative variant of the design of the publication and contributes to obtaining the projected results of the design process of the book edition.*