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**SMALL PRESS IN THE CONTEXT OF BOOK’S NATIONAL RATINGS
AND AWARDS IN UKRAINE (2009–2013)**

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***Research methodology.*** *In this research in the field of book ratings and awards the methods of analysis and content analysis, comparing and modeling has been used to construct hypotheses for further research on other criteria and indicators. The national book ratings and awards, of course, are not the only criteria and are not claiming to be complete in objectivity. They give a fragmented picture of the potential book market leaders. The main attention was paid to those ratings and awards, which often featured in the media, as a factor of prestige of award or ranking that considered being an additional factor for the success of the book.*

***Results.*** *The analysis allowed us to highlight the best Ukrainian small publishers according to the results of six national awards and rankings, including, above all, «Yaroslaviv Val», «Krytyka», “Laurus”, “Vydavnytstvo Zhupanskoho”, “Rodovid” and “Baltiya-druk”. In addition, we have identified a niche positioning of small press’ projects to focus on a narrower audience (partly because of underdeveloped retail networks) and predominance of the «intellectual» publications.*

***Novelty.*** *The theme determines the number of quality criteria publishing products of small publishers and number of publishers working in the field of social communications. In addition, the study highlights the range of the most significant books published in 2009-2013 and partly reveal the role of small publishers in the Ukrainian market.*

***Practical significance.*** *This article is a part of the research, that aims to give the recommendations for improving small publisher’s strategy, based on publications that can, on the one hand, satisfy the tastes of a wide range of readers, on the other — be important for Ukrainian cultural and Ukrainian media market.*