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**OPTIMIZATION OF THE MODEL OF QUALITY FACTORS  
FOR THEMATIC PLANNING OF BOOK EDITIONS**

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***Research Methodology.*** *The methodological basis of the study is the formation of weighted values of factors, which determines the procedure for constructing an inverse symmetric pairwise comparison matrix for the synthesis of an optimized model of the priority influence of factors on the thematic planning process.*

***Results.*** *A matrix of pairwise comparisons has been constructed using the scale of the relative importance of objects and the multilevel model of the weights of the quality factors of thematic planning, obtained by the ranking method. The normalized components of the main intrinsic vector of the matrix have been determined. The adequacy of the results has been confirmed by the acceptable values of the index of coherence and the random index. Based on the obtained data, an optimized multilevel model of the factors influence on the quality of thematic planning has been constructed.*

***Novelty.*** *The model of factors of quality assurance for thematic planning of book publications has been optimized.*

***Practical Significance.*** *The results of the study can become the basis for designing and calculating alternative options for the implementation of the thematic planning of publications and the predicted estimation of prepress quality of book products by means of fuzzy logic.*