

Exhibit 7

PW PUBLISHERS WEEKLY

YOU CAN'T MISS THIS ONE
JUNE 4-5, 2012
EARLY BIRD RATES NOW AVAILABLE
 JAVITS CENTER NEW YORK CITY
 #DIGITALBOOK2012

PLATINUM SPONSORS
 JEFF HARRIS TAYLOR INGRAM
 OverDrive 5PI Global

PUBLISHERS WEEKLY®
 REGISTER NOW!

SUBSCRIBE: PRINT + DIGITAL | LOGIN | E-NEWSLETTERS

REVIEWS | BESTSELLERS | BLOGS | NEW TITLES | THE ROUNDUP

HOME | INDUSTRY NEWS | BOOK NEWS | CHILDREN'S | DIGITAL | INTERNATIONAL | AUTHORS | LIBRARIES

Search

HOME -> PW IN PRINT -> 05/24/1999

Volume 245 Issue 21 05/24/1999

Preiss's Ibooks Imprint to Feature Web Promotion

Jim Miller
May 24, 1999

Send Tweet Like

Sign Up to see what your friends like.

Subscribe by the Month

Byron Press Visual Publications will launch a new imprint in September that will focus on books with content appropriate for marketing on the Internet. The imprint, Ibooks, will be done in cooperation with Pocket Books, which will serve as Ibooks distributor.

Free chapters of all the books appearing under the imprint will be available over the Internet at ibooksinc.com, and in some cases the complete book will be sold through the site. "We believe this is a good way to use the Internet to market books," BPPV president Byron Press said. "We think people still want to read books on paper." Although BPPV will release occasional books in hardcover, most titles will be published in trade paper.

Press estimated that approximately two-thirds of Ibooks' list will be drawn from backlist titles. According to Press, the imprint is actively looking for authors' backlists as well as original works that can benefit from the relationship between print and the Internet.

The company will publish two titles per month between September and next March and is planning on doing four each month starting in April. The first titles to be released will be *The Deceivers* and the first volume in Arthur C. Clarke's Venus Prime series. The imprint will emphasize titles in science, history, science fiction and mystery.

Add a comment...

Comment using...

YOU CAN'T MISS THIS ONE
JUNE 4-5, 2012
EARLY BIRD RATES NOW AVAILABLE
 JAVITS CENTER NEW YORK CITY
 #DIGITALBOOK2012

PLATINUM SPONSORS
 JEFF HARRIS TAYLOR INGRAM
 OverDrive 5PI Global

THE ROUNDUP
Publishing news from across the Web

Publishers Pick to India
From *NY Times*: "Mita Kaour, the founder of Syahi, a literary agency, says the number of books published in English is growing by 30 percent a year."
Art Ardisani, *Pencil Sharpener*
He charges \$15 per pencil.

Why Amazon Should Take On Publishers
Guardian: "Screenwriters who write or of a potential movie or TV show get that one already exists in shape of legacy publishers."
Charlie Kaufman, "To Adapt 'Cirios Walking' Kaufman will adapt the first book of Patrick Ness's YA series for Lozsgate."

