

## **Bookmate agrees deal with Bloomsbury, Faber Factory and Harlequin**

*Social e-reading service adds more than 15,000 new titles*

**14th April 2015:** Bookmate, the subscription based social e-reading service, has today announced an agreement with Bloomsbury, Faber Factory and Harlequin. This deal will add more than 15,000 new titles to the Bookmate library.

Faber Factory, a digital conversion and distribution service for publishers, will provide Bookmate's users with access to books from publishers such as: Atlantic Books, Allison & Busby, John Blake, Titan Books, The History Press, Birlinn, Oldcastle Books, Pushkin Press and Short Books.

This announcement follows a partnership between Bookmate and HarperCollins and brings the Bookmate library to more than half a million books. Bookmate currently has 2 million readers using the service with an average active daily engagement time 54 minutes reading ebooks on the app.

Simon Dunlop, CEO of Bookmate, comments: "I am thrilled to be able to announce the addition of these publishers to the Bookmate service. Bloomsbury is one of the UK's largest independent publishers. Along with the addition of Harlequin and Faber Factory, Bookmate has gained some fantastic titles. The addition of these books is in line with our goal to bring the right book to each of our readers and is especially awaited by our readers in SouthEast Asia who we are reaching through our broad partnership with local Mobile Operator, Starhub".

Bookmate is an open platform connecting publishers and readers directly. This means that authors listed on Bookmate

are able to discover who is reading their books and access analytics which can aid their own promotional and marketing efforts. Bookmate operates on a subscription-based model, allowing users unrestricted access to a vast library of ebooks and a range of social and discovery features making the reading experience more fun.

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