

NEW E-ZINE FOR BOOKLOVERS

Submitted by: Brandnation Integrated Ltd

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Wise Dog Books has launched the UK's first digital e-magazine dedicated to readers and booklovers. The Booklover, launched 1st May 2010, will be bi-monthly, and will be free to subscribers, who will be able to access the magazine at dedicated website www.thebooklover.co.uk. The magazine in 'flip-page' format will include pages dedicated to book news, features, themed reading lists and competitions, as well as lots more to help readers get the most out of their precious reading time.

The Booklover has something for everyone, including sections dedicated to children, young people, crime lovers and avid readers of biography. Also featured is a section that links the wonderful world of food and drink to the world of reading; features on particular writers and on the literature of travel, so readers can match their reading to their travels.

Editor Victoria Barry explains the thinking behind the launch:

"In a difficult economic climate, books still represent great value. Whether readers are buying, swapping, giving, receiving or borrowing books, and whether they belong to book club or not, we believe The BookLover will offer lots of extra enjoyment, reader participation and inspiration for further reading. The fact that it's electronic means that anyone who can access the internet can enjoy it for free, and refer to it again and again or even download it in PDF format.

"The BookLover will concentrate on the whole world of books, not just the newest or latest, so we're a complement to review sections. We're also committed to supporting the network of local bookshops, both independent and chains, so we really hope everyone in the book world will want to join in"

Bookshops are invited to forward a link to the new digital magazine onto their existing customers and in future issues The Booklover team have plans to feature in focus some of the UK's leading local booksellers. Booksellers wishing to participate can also request a free promotional pack including window stickers and information cards either via email info@thebooklover.co.uk or directly through the website at www.thebooklover.co.uk.

For further information, please contact Wise Dog Books:
t: 01225 326405 e: wiseteam@wisedogbooks.co.uk