

Underground Book Club launches on London's tube

Submitted by: YUDU Media

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London, UK – A new book club is being launched for commuters travelling on London's tube network.

The brainchild of 24-year-old Bath aeronautical student Andy Brown, The Underground Book Club (<http://www.undergroundbookclub.co.uk>) lets commuters read the first three chapters of three top titles for free. Once the books have been sampled, commuters can then continue reading by purchasing the titles online or in book stores.

The first three titles include the best-sellers Stephen May's *Life! Death! Prizes!* (<http://www.undergroundbookclub.co.uk/bookfocus.aspx?id=1>); Roberta Rich's *Midwife of Venice* (<http://www.undergroundbookclub.co.uk/bookfocus.aspx?id=2>); and Mark Edwards & Louise Voss' *Catch your Death* (<http://www.undergroundbookclub.co.uk/bookfocus.aspx?id=3>). The Underground Book Club will also focus on new authors in an attempt to bring outstanding, unknown writers to the public's attention.

Publishers signed up to the book club include Harper Collins, Ebury (imprint of Random House), Penguin and Bloomsbury.

The Underground Book Club is available as a magazine handed out free at 10 main underground stations including Paddington and Waterloo. It is also available as an iPad and iPhone app (<http://itunes.apple.com/gb/app/underground-book-club/id519020426?mt=8>) created by YUDU Media (<http://www.yudu.com>) (who also publish iPad apps for Reader's Digest (<http://itunes.apple.com/gb/app/readers-digest-magazine-uk/id378089819?mt=8>), Beano Comic (<http://itunes.apple.com/gb/app/app/id471875379>) and DJ Mag (<http://itunes.apple.com/gb/app/app/id421146884>) amongst others).

Andy has had full support from Bath's Student Union Enterprise Team as well as being the winner of a Bath University 'Dragons' Den' funding competition and a business pitching event with Deloitte.

Andy says, "I thought it was a good idea and I've had tremendous support from many people. Initial feedback has been great and it seems people would prefer to read great writing rather than the same old gloomy headlines."

YUDU Media's CEO, Richard Stephenson, says: "As a venture capitalist by background I was immediately drawn to Andy's idea which I think is both innovative and creative." Stephenson continues, "the iPad app will allow book club members to read the first three chapters and then download the entire book if they wish."

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For further information please call Jez Walters on 07931 381209 or email jez.walters@virgin.net

Notes to editors:

About YUDU Media

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The Underground Book Club app
<http://tinyurl.com/cvlq5up> (<http://tinyurl.com/cvlq5up>)