

Press Kit - Press Release

iUniverse Introduces Marketing Toolkit

First-of-its-kind Marketing Toolkit Includes Expanded Promotional Resources to Increase Authors' Success

LINCOLN, Neb., July 11, 2002 - Answering a need voiced by thousands of authors worldwide, iUniverse, Inc. , announced today the launch of its Author Marketing Toolkit, a complete, customized marketing guide that helps authors publicize their work, create demand and sell books. The Marketing Toolkit is now available in all the standard iUniverse author publishing programs, including the industry-leading Writers Club imprint. iUniverse is the world's leading independent publisher that offers authors the opportunity to publish, produce and promote their books.

"Authors tell us that what they most want is more marketing help," said Steve Dunbar, vice president and general manager of iUniverse Author Publishing. "With the advice and help of professional book marketers, PR pros and experienced book sellers, we created this complete and customized Marketing Toolkit."

The Marketing Toolkit contains templates for the promotional tools used most often by successful publishers such as customized postcards, posters, bookmarks, business cards and sales sheets. It also boasts an assortment of Web-oriented promotions including "live-link buttons" that can go on Web sites and html e-mails that promote iUniverse books. The pieces include cover art from the book and the author's book description in every piece. Authors can print any of these customized marketing pieces at any copy center in just the quantities they need to meet their promotional plans and budget.

"We have helped a number of frustrated authors break-through and achieve national acclaim," said Dunbar. "Authors everywhere recognize the need to have the best possible marketing tools at their disposal and our Author Marketing Toolkit is another example of our author-centric programs that help iUniverse authors succeed. Early testing among our authors showed large and immediate welcome to this program."

Additional iUniverse marketing support includes a book marketing community where authors can discuss how to best promote their work with other authors as well as a resource center that includes articles on a wide range of book marketing and publicity topics.

About iUniverse

iUniverse (www.iUniverse.com) helps individuals publish, market, and sell fiction and non-fiction books. The company is the largest independent publisher in the U. S. and last year published more than 5,000 new titles, making it the second largest publisher, by title, in the world. The company provides high-quality trade paperbacks with unique covers and professional book blocks. Distribution is the broadest available and includes Barnes & Noble, BN.com, Amazon.com, Books-A-Million, Borders, and tens of thousands of other online and brick & mortar booksellers. iUniverse publishing programs are endorsed by industry leading author organizations, including the Authors Guild, American Society of Journalists and Authors, and Mystery Writers of America. The company has been in the publishing business since 1999 and has received major equity investments from Warburg Pincus and Barnes & Noble.

