



The Booksellers Association and NetGalley Announce New Initiative to Boost Book Discovery

FOR IMMEDIATE RELEASE

24 July 2015---The Booksellers Association (BA) and NetGalley today announced a joint initiative to give UK booksellers quicker and wider access to advanced digital proofs from over 50 publishers –including Bonnier, Hachette, HarperCollins, Penguin Random House and Pan Macmillan.

By entering their member ID to their NetGalley profiles, BA members will receive a prominent BA logo badge that will allow publishers to identify them as BA members, and so approve requests quickly.

“This partnership will put more proofs in the hands of individual booksellers, who drive discovery and sales on the shop floor,” said Meryl Halls, Head of Membership Services at the BA. “Though many booksellers love traditional paper proofs, there’s no question that digital proofs are an easy, fast and efficient way for new titles to be previewed as early as possible. This new arrangement with NetGalley will let more booksellers try digital proofs, and delivers a clear member benefit. We are really pleased to be working with NetGalley and introducing the service to more booksellers.”

With the publishing industry recognizing the power of booksellers’ experience and enthusiasm, this is the perfect time for booksellers to access all kinds of titles, from big names to emerging writers, from mass-market fiction to specialist interest. Those members signing up will also be pre-approved for three key forthcoming titles: *Splinter the Silence* by Val McDermid (Little, Brown); *City of Flame* by Garth Risk Hallberg (Jonathan Cape); and *Nelly Dean* by Alison Case (Borough Press)

Susan Ruszala, NetGalley’s President, commented, “Often physical proofs are available in limited quantity or for top titles only. Digital proofs ensure that individual booksellers within a BA member shop can preview a wide and diverse selection of forthcoming books, improving their recommendations and purchasing decisions for the store. We are delighted to be working with the BA and look forward to expanding this partnership in future.”

NetGalley has long had similar programs in partnership with the American Booksellers Association (ABA) and American Library Association (ALA). Professional readers – reviewers, bloggers, media, librarians, booksellers, and educators – can register for free at www.netgalley.com to request titles, or be invited to view titles directly by publishers. There are over 40,000 UK-based professional readers who use the service to request or be invited to view titles, and 250,000 members worldwide.

About NetGalley (www.netgalley.com)

[NetGalley](http://www.netgalley.com) is part of Firebrand Technologies (www.firebrandtech.com), which provides leading software and services to help publishers achieve success. NetGalley delivers secure, digital galleys to professional readers on behalf of over 300 publishers and hundreds of authors, to help promote and market new books.

Contact: Stuart Evers, UK Community Manager, NetGalley: stuart.evers@netgalley.com.

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