



**Contact: Susan Ruzala, NetGalley**  
[susan.ruzala@netgalley.com](mailto:susan.ruzala@netgalley.com)

### **NetGalley adds publisher and imprint “showrooms;” nears 200,000 members**

Newburyport, MA (May 1, 2014)---NetGalley, a service to promote and publicize forthcoming titles to professional readers of influence, today announced a redesign of the site’s Browse Publisher section, allowing members to connect more directly with publisher and imprint brands, and view titles previously on NetGalley and now available for sale. The announcement comes as the site nears 200,000 professional readers members registered.

“NetGalley is unique in that our members already have a direct relationship with the publisher via the site,” said Susan Ruzala, President of NetGalley. “We wanted to capitalize on that relationship by providing each publisher or imprint with a customizable showroom window to market their brand, social media links, and full collection of titles.”

The NetGalley site is a frequent destination for book influencers, bloggers, media, librarians, booksellers and educators, who use the site to preview and review titles, to generate buzz about new books. In addition to the Browse Publisher redesign, clients using NetGalley will now also be able to add member reviews to the title records on the site. Over 25,000 reviews are shared per month via the site; members can share reviews with their Twitter, Facebook and LinkedIn networks; and indie booksellers can nominate titles for the ABA’s Indie Next program via NetGalley.

“Our goal is to give book influencers a set of evolving tools to be effective recommenders, whatever type of recommender they are,” added Ruzala. “New ways to share reviews, better ways to navigate the site, simple tools to acknowledge member reviews: all combine to make the site essential to early success of a new book.” Monday May 5<sup>th</sup> also marks the launch of a second-annual Wellness Challenge for members, an extensive online, in-person and social media campaign to engage members in providing more, and more meaningful, feedback. Members can join the Wellness Challenge at <http://netgalley.tumblr.com/wellness>.

Over 300 publishers worldwide use NetGalley to interact with professional readers. Reviewers, bloggers, media, librarians, booksellers and educators can register for free at NetGalley, and request digital galleys from the catalog, or be invited to view a title by a publisher using the NetGalley widget. Once approved by the publisher, NetGalley members can view secure digital galleys on all major reading devices and tablets.

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#### **About NetGalley**

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