

## **Mills & Boon celebrates first year of eBooks** **High sales mark 1 year anniversary**

September 2009 marks one year since Harlequin Mills & Boon launched their eBook range. With higher than predicted sales, the romantic fiction publisher has much to celebrate.

*'It was a bold move to publish our entire catalogue as eBooks in addition to paper versions, but it's paid off,'* says Tim Cooper, director of direct and digital marketing at Mills & Boon. *'We always believed in eBooks, and it's great to see our readership embracing this convenient and instant way of buying content and enjoying our titles.'*

One year ago, in September 2008, Mills & Boon became the first UK publisher to produce all its titles as eBooks simultaneously to publishing the paper versions. **The result:** one year on, eBooks look set to make up 4% of the company's total sales, and month-on-month sales of eBooks have grown exponentially.

*'eBook sales have been higher than we had forecast – a real sign that eBooks are what our readers want, and they're here to stay,'* explains Tim.

In addition to launching eBooks, Tim and his team redesigned the Mills & Boon website ([www.millsandboon.co.uk](http://www.millsandboon.co.uk)) to include **exclusive free online reads**, the facility to sample books before buying, and a **Facebook-style Community** for fans of romantic fiction.

*'We've had a great uptake with the Community; it's the ideal way for Mills & Boon fans to communicate with each other and get writing advice from our authors and editors,'* says Tim.

Working in partnership with the Reading Agency, Mills & Boon has also launched an online **book challenge**: if readers review 5000 books on their website, Mills & Boon will donate 5000 books to the Reading Agency.

**To celebrate the first year of eBooks, Mills & Boon are giving away 10 free eBooks, with the aim of getting everyone reading Mills & Boon. To try them yourself, visit [www.everyonesreading.com](http://www.everyonesreading.com)**

### **About Tim Cooper**

As director of direct and digital marketing for Harlequin Mills & Boon, Tim Cooper is responsible for the successful launch of the company's digital products and the redevelopment of the popular Mills & Boon UK website.

Over the past year, Tim has seen Mills & Boon eBook sales exceeding all growth forecasts. In 2008, website sales accounted for 3% of the company's total market contribution and this is now on track to increase to 4% in 2009. To improve the Mills & Boon UK website, Tim introduced the online Community for fans and recent results show a **20% rise in monthly sales** as a direct result of the website's expansion.

Tim lives in London and is married with two young children.



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Tim Cooper, director of Mills & Boon's direct and digital marketing, is available for interview.

Mills & Boon eBooks are available to buy from [www.millsandboon.co.uk](http://www.millsandboon.co.uk)