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FOR IMMEDIATE RELEASE

Digital-first publisher Editia to unlock more doors for readers

Australian digital-first publisher Editia, which launches this week, is set to attract a new audience to non-fiction shorts and longform journalism.

Editia founder and publisher Charlotte Harper believes ebooks are integral to the future of journalism and bridge the gap between news articles and traditional printed books.

“Readers are hungry for short works in ebook form, quick to pounce upon them once they’ve learnt of them via social media, and already comfortable with paying for great reads for their tablets and ereaders,” she said.

“Entrepreneurial young journalists, and more experienced writers who are looking to build a digital career, should be looking to longform.”

Editia’s ebook and print on demand program is designed for pieces that are too long for newspapers, magazines and websites, but not long enough to justify publication in a traditional printed book. Digitally, they can run to their natural length.

Editia’s first title, *Crowdfund it!*, is by Sydney-based digital publishing consultant and blogger Anna Maguire. Already on sale at editia.com, it will be available through small Australian independent ebookstores and major outlets including Amazon, Apple, Kobo and Google next month. The book’s official launch will be held at Sydney’s Gleebooks on September 23.

Editia corporate advisory board member and president of the Australian Booksellers Association Jon Page said that Editia caters to time-poor readers.

“Short pieces are something we can more easily find time to read and will appeal more to readers who are on the go or don’t have the attention or time for longer reads,” he said.

“Through innovative publishing, Editia is unlocking more doors for more readers.”



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As a small start-up Editia is better positioned than the traditional publishers to capture something of the *Zeitgeist* in long-form journalism or short nonfiction and to get it to readers quickly in a format that is convenient and offers great value.

Editia titles are between 10,000 and 35,000 words long. They may be extensions of magazine features or newspaper articles; reinterpretations of academic, government or business research; or completely original works.

Future Editia titles will cover the fields of the arts, culture, literature, media, travel, technology, politics, business, economics, science, sport, crime, society, life and food.

All works are available globally and, where possible, DRM-free.

The publisher's name (pronounced "edeesha") is derived from the Latin "editio" meaning the "publishing of a book" or "an announcement".

For more information about Editia, visit Editia.com.

About Editia founder and publisher Charlotte Harper

Charlotte Harper covered the digital transformation of the book industry between 2010 and 2012 for Fairfax Media, Bookseller + Publisher and the EBOOKISH.com.au and Booku.com blogs.

She is a former Sydney Morning Herald technology journalist, a Walkley Award-winning web producer and ex-literary editor of The South China Morning Post in Hong Kong. At The Canberra Times, she was variously chief sub-editor, online editor, and editor of the Saturday news features section and the Sunday magazine. Harper is also publisher of Mt magazine, resident blogger at Booku.com and a teacher of journalism at the University of Canberra and digital communications at the Canberra Institute of Technology.

She is available for interview.

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