



**Contact:**

Amy Edelman

973/320-4310

amy@indiereader.com

**AFTER 8 YEARS, INDIEREADER SHIFTS FOCUS FROM READERS TO AUTHORS**

***IR Author Services Site Will Assume IndieReader URL***

MONTCLAIR, NJ, December 12, 2016 – The end of this year will mark the 8th anniversary of the launch of the IndieReader (IR) blog and the beginning of a new focus. IR will cease posting reader-centric editorial content and IndieReader Author Services (IRAS), IR’s sister company, will assume IndieReader’s URL.

When IR launched in 2009, indie titles weren’t “allowed” on *The New York Times* bestseller list and the general perception of self-publishing was that it was a last resort by lousy authors who weren’t good enough to get a traditional publishing deal. IR’s mission was to showcase and highlight great indie books and authors, and in the process, to create an indie movement similar to what was happening in music and film.

Self-published titles now routinely appear on *The New York Times* and *USA Today* bestseller lists, as well as being shortlisted for prestigious book prizes like the PEN/Robert W. Bingham Prize and The Bookseller Industry Book of the Year Award. Indie books have been turned into award-winning films and have been bought by traditional publishers, eager to share in their profits. IR’s content has been shared by and linked from Amazon’s home page, *The Huffington Post* and *USA Today*, along with trade publications including *Publisher’s Weekly* and *Shelf Awareness*. At its peak, IR’s readership topped 200,000 pageviews a month.

In its new iteration, IR will focus its full attention on helping self-published authors produce books that can compete in today’s more crowded publishing marketplace. Differing significantly from companies that offer packages emphasizing the “bells and whistles”, IR’s Publishing Services will focus on helping authors with their book’s core elements: editing, cover design, and formatting. The new site will also have a blog component that will continue to post IR staples, including the weekly bestseller list, the monthly Book Fair + Conference Calendar and author interviews.

Says Amy Edelman, founder of IR and IRAS, “Since IR’s launch we have seen the perception of self-published titles shift, and we are proud to have been a small part of that. But the challenge for authors is now greater, since indie books are not just being measured against other indie titles, but the larger world of traditionally published books as well. IndieReader has both the experience and expertise to help those authors compete and succeed.”

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