



ArcheBooks Publishing 2.0

Six Year Old Independent Publishing House Relaunches its New Website and Revitalized Publishing Model

Cape Coral, FL – October 6, 2009 – Founded in 2003, ArcheBooks Publishing has given publication opportunities to over 50 new literary voices and released almost 100 new active titles in-print, one of which was Optioned by Paramount Pictures, and several enjoying subsidiary Foreign Language rights sales around the world.

In 2009, ArcheBooks terminated its Las Vegas incorporation status and reincorporated in the State of Florida. Due to the economic slowdown, it's operations scaled back in kind throughout 2008. But as of Fall 2009, ArcheBooks is launching itself anew with a new look, a new momentum, and some new wrinkles to its publication process.

“ArcheBooks was founded six years ago with the intent to give new publication opportunities to aspiring novelists and new literary voices,” said Founder, Publisher, and Editor-in-Chief, Robert Gelinas. “That hasn't changed, nor will it ever.”

What's new with ArcheBooks 2.0? Mr. Gelinas explained, “Streamlined formats. Expanding editing resources. More Marketing and Publicity for our authors. More SEM Internet leverage. In light of the recent decisions by all the major book retailers to only stock a very finite number of bestselling titles, small- to medium-sized independent publishers have to become more resourceful and innovative in terms of wholesale and retail sales venues. We've recognized that, and we're responding to it aggressively.”

Other refinements include, beginning in October 2009, all online retail book sales of ArcheBooks titles are being facilitated by Amazon.com and no longer from the ArcheBooks' website. Trade paperbacks have been discontinued in lieu of the exclusive ArcheBookZine format, which is a magazine-styled paperback book. The standard cloth-bound hardcover format with dust-jacket is still the ArcheBooks flagship standard.

ArcheBooks has also modified its submission requirements, dropping the longstanding Literary Agent requirement. Asked if this might result in a deluge of submissions, Mr. Gelinas replied, “It might. Our acceptance standards of high quality work has not changed. But we're seeking a special kind of new author to be a part of ArcheBooks 2.0 – an author who not only wants to see their works published in a premium fashion, but more importantly, an author who understands and accepts the challenge of developing a viable and growing retail audience for their works.”

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