

## **SEVEN SQUARED EXTENDS WATERSTONE'S BOOKS QUARTERLY ONLINE**

Waterstone's, the UK's leading bookseller is to launch a digital version of its quarterly print magazine Books Quarterly, created by Seven Squared.

Seven Squared has been briefed to design, develop, build and host an online version of the highly successful magazine. [www.wbqonline.com](http://www.wbqonline.com) will be a digital representation of the print versions with similar features and review content.

The site, going live on March 11th, will only carry content on titles that have featured in Books Quarterly, and is not designed to be transactional. All featured titles link back into Waterstones.com for more product information and purchase.

Mike Burgess Digital Director at Seven Squared said: "We're really excited about the site. It has a little of the feel of Last FM for books, but with real human recommendation that will help it grow into a hugely useful resource for readers and bring the expertise of the fantastically literate Waterstone's Bookseller to an e-commerce environment".

There will be extra online-only material from featured authors including audio and video that expands on the articles in the magazine and provides new standalone content. Readers will have opportunities to debate with others in the 'Have your say' forums area of the site, and seed content across the web with the 'Share this feature' element.

At the same time the magazine itself has undergone a refresh with a change of format to a squarer style making it more elegant, tactile and modern. The reviews section will be printed on a different, heavier, more matt stock to differentiate it from the rest of the magazine and will sit in the centre of the magazine as a 32pp section. It is published four times a year, in January, April, July, September/October) with a cover price of £2.95.

Rodney Troubridge, Marketing Planner of Waterstone's said: "Books Quarterly allows us to talk to readers in a way no other bookseller can, and it is wonderful that it will now have a web presence that will make the world of books even more immediately available. This is another exciting step for Books Quarterly".

**-ENDS-**

### **Notes to Editors:**

Seven Squared was established in 2007 following the acquisition of Square One Publishing by Seven Customer Publishing. With total revenues of £30m, Seven Squared is now a top player in the fast-growing customer-publishing sector.

Clients include ASOS.com, British Airways, Capital Shopping Centres, Coutts & Co, David Morris International, English Heritage, First Great Western trains, Fortnum & Mason, HM Revenue & Customs, The Home Office, Jobcentre Plus (part of the Department for Work and Pensions), Defra, St George, Highways Agency, Royal Mint, Vision Express, LighterLife, Marks & Spencer, Metropolitan Police Service, RAC, Sainsbury's, Training and Development Agency, First TransPennine Express, UniChem and Waterstone's.

Joining Sean King, Seven Squared Director and co-founder, on the Seven Squared board of directors are Simon Chappell, Peter Dean and Roger Baker.

Michael Potter, Seven Squared Chairman, was previously Chief Executive and founder of contract publisher Redwood Publishing and is widely recognised as the pioneer of customer publishing.

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