

# What are E-Singles?



# “Curling Up”



Illustration by Debbie Ohi



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Read It Later



Kindle

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**PAPERBACK WRITER**

ERIC KONINGSBERG / THE ATLANTIC / JUL 2007

A profile of thriller writer Harlan Coben and what it takes to succeed as a novelist even when the literary establishment doesn't acknowledge your existence.



Read:

NOW

LATER

∞

**WHY I BECAME A CONSERVATIVE**

ROGER SCRUTON / NEW CRITERION / FEB 2003

In 1970s Britain, conservative philosophy was the preoccupation of a few half-mad recluses. Searching the library of my college, I found Marx, Lenin, and Mao, but no Strauss, Voegelin, Hayek, or Friedman. I found every variety of socialist monthly, weekly, or quarterly, but not a single journal that confessed to being conservative.

A young Brit goes against the political grain.



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NOW

LATER

∞

Tuesday, March 6

**THE UNPUNISHED KILLING OF JOE HENSON**

STEVE BOGIRA / CHICAGO READER / MAR 2012

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Part One

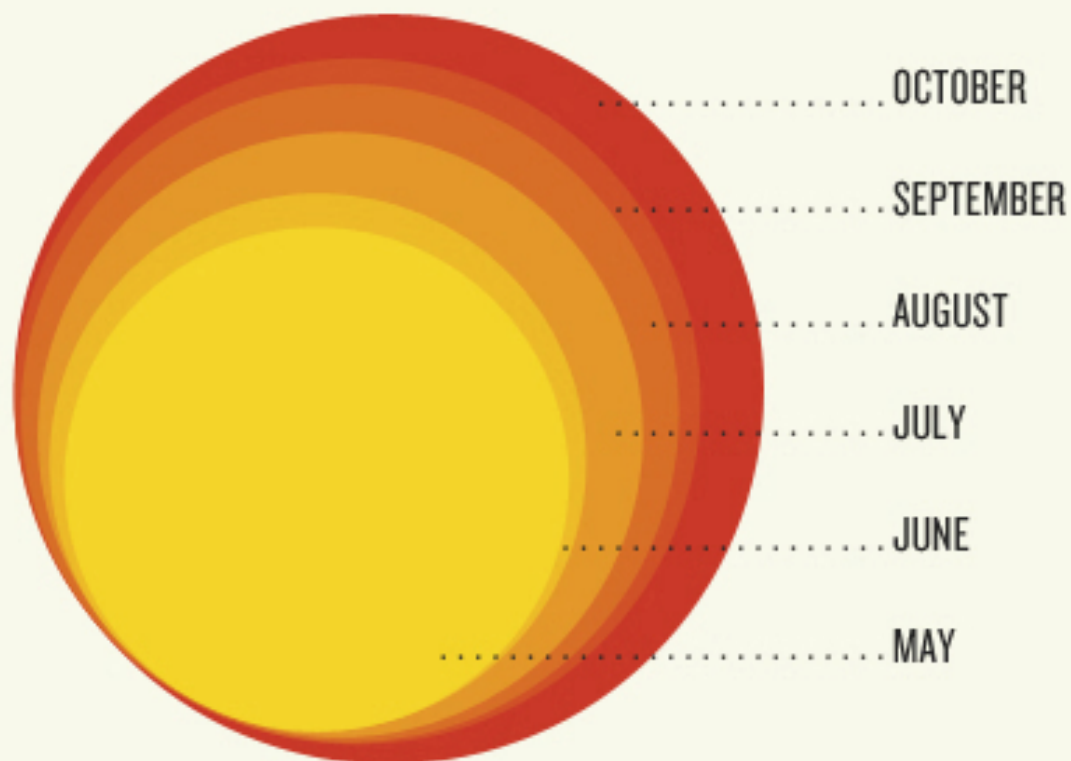
Read

Part Two

∞

Read It Later  
**Total Saves:  
47 million+  
May-Oct. 2011**

Up 37 percent over  
a 6-month period.

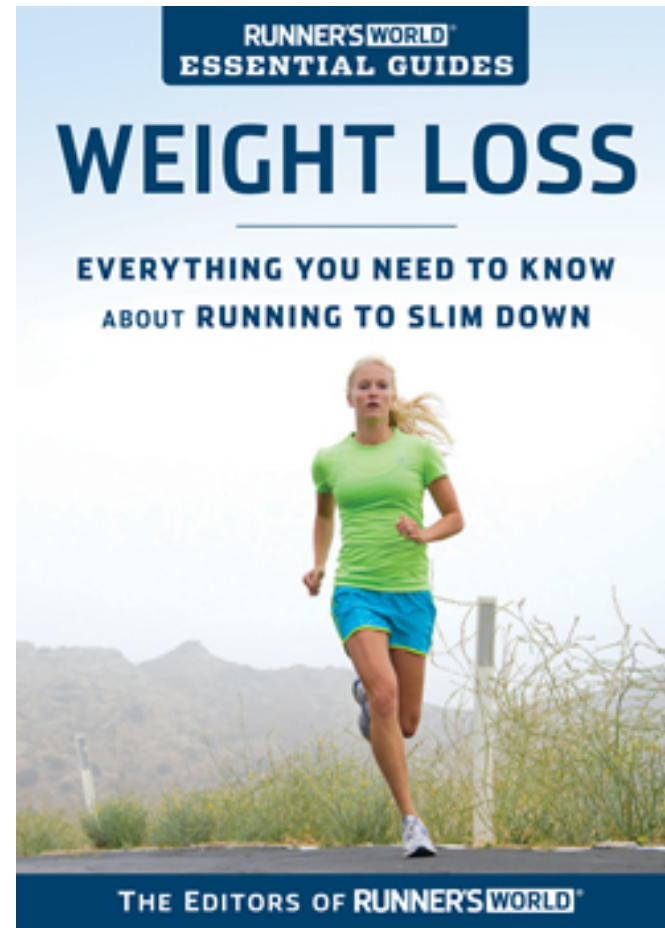
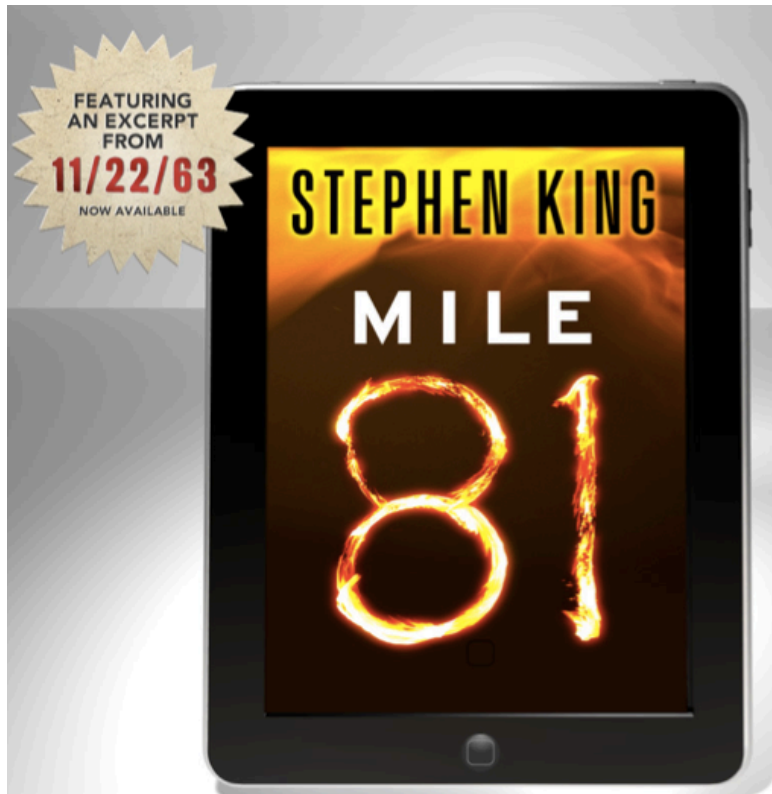


"Saves" defined as number of times Read It Later users clicked "read later" on a piece of content.  
Data compiled from Read It Later user activity, May-October 2011. For more, see the complete story at [readitlaterlist.com/blog](http://readitlaterlist.com/blog)

# Who Is Releasing Them?

Lots of different types of publishers...

# Traditional Book Publishers



# Magazines and Newspapers

Los Angeles Times

# A NIGHTMARE MADE REAL



With a man accused of sexual assault and torture,  
a determined detective must find the truth.

**CHRISTOPHER GOFFARD**




Startups...

Byliner Originals



Newest

Bestsellers

1  **I'm Starved for You**  
by Margaret Atwood  
Byliner Originals  
\$2.99 | [Buy now](#)


2  **One Way Forward**  
by Lawrence Lessig  
Byliner Originals  
\$1.99 | [Buy now](#)

3  **Death Comes to Happy Valley**  
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4  **The Secret World of Saints**  
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\$1.99 | [Buy now](#)

5  **Rules for Virgins**  
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6  **A Killing in Iowa**  
by Rachel Corbett  
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## Featured Originals



### I'm Starved for You by Margaret Atwood

Buy

Margaret Atwood, one of the most prophetic authors of our time, delivers a tale of sexual obsession that is equal parts *Tom Jones* and *Brave New World*. A hilarious yet harrowing story that lays bare the very real dangers of trading liberty for safety, *I'm Starved for You* evokes the irrepressibility of human appetite and asks just how far a man and a woman are willing to go to get what they're truly hungry for.

[Read an excerpt >>](#)



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Buy

Something is clearly rotten in our Republic. Americans are disillusioned with the political system and angry as hell. They feel like outsiders in their own nation, powerless over their own lives, blocked from having a real voice in how they are governed. But all of this can change. Lawrence Lessig, the renowned Harvard Law School professor and political activist presents a user-friendly, bipartisan manifesto for revolution just when we need it the most.

# ATAVIST

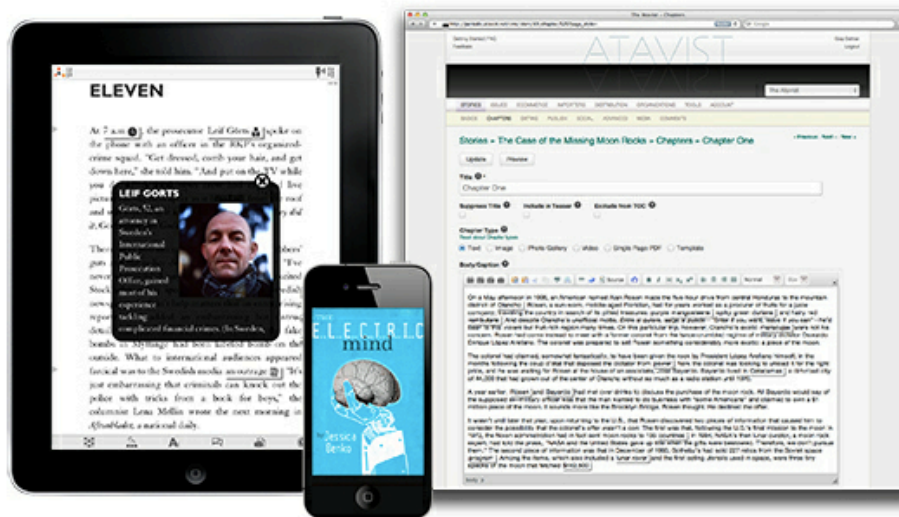
WHERE  
STORIES  
BEGIN

## our platform

- licensing
- support
- free version beta

## original stories

- the electric mind
- the accidental terrorist
- the kalinka affair
- case of the missing moon rocks
- mother stranger
- baghdad country club
- island of secrets
- goodbye surfing, hello god!
- blindsight
- the defender
- my mother's lover
- revival 2.0
- the instigators
- before the swarm
- lifted



*Atavist creates digital tools that help people and organizations tell their stories.*

## Our Platform

Enter to win a free copy of The Electric Mind! (ends Sunday)  
<http://t.co/qVls5jWJ> Get our app:  
<http://t.co/jjhAplLw> about 1 hour ago from HootSuite  
 Reply Retweet Favorite

RT @donovanhohn: Her "brain supplied the signals, BrainGate captured [them], and the robotic limbs responded in turn."  
 @jessicabenko <http://t.co/jjhAplLw> about 2 hours ago from HootSuite  
 Reply Retweet Favorite

RT @jessicabenko: Did you know brain implants can allow quadriplegic patients to control robots with their thoughts? My new story: <http://t.co/jjhAplLw> about 3 hours ago from HootSuite  
 Reply Retweet Favorite

RT @billmckibben: if you don't know about @theatavist yet, a good story to start with is The Electric Mind by @jessicabenko



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Our Authors

Nonfiction Books

Each week, Now and Then Reader publishes original **nonfiction books** and essays for Kindle, Nook, iPad and other popular e-readers. We concentrate on writings that are historically based but also have relevance for present day events with a focus on American History and European History.

Available for purchase through **Kindle Books, Nook Books, iPad Books** and other popular e-bookstores, Now and Then nonfiction titles range from 5,000 to 25,000 words or approximately 15 to 60 pages in length.

Nonfiction Books

## How Iran Got The Bomb

### The Twisted Path to a Nuclear Weapon

by Jeremy Bernstein

In this acute analysis, written in clear language for the intelligent layperson, the physicist Jeremy Bernstein traces the circuitous route by which Iran secured the expertise it needed to develop a nuclear capability. He then assesses the current status of ...

Read

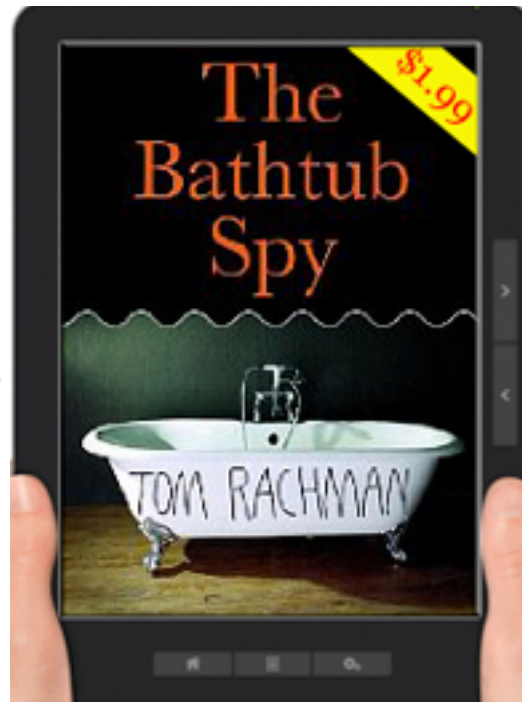
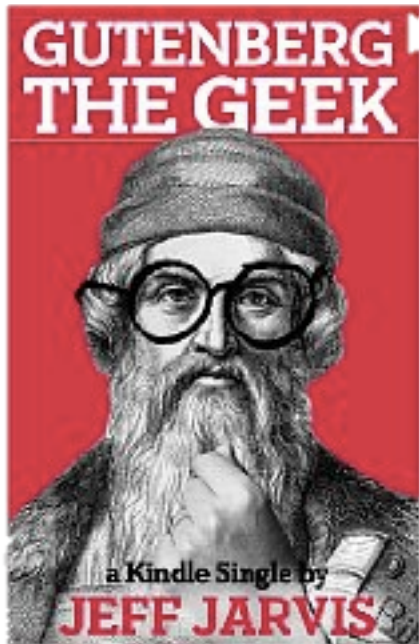
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buy at Amazon

BN buy at BN.com



# And Amazon!



## More to Explore in Kindle Singles

### Hot New Releases

[› See Top 100](#)

The best-selling new & future releases on Amazon



An Unexpected  
Twist (Kindle...  
Kindle Edition  
\$0.99



Fatal Voyage:  
The Wrecking...  
Kindle Edition  
\$1.99



Gutenberg the  
Geek (Kindle...  
Kindle Edition  
\$0.99

### Top Rated

[› See Top 100](#)

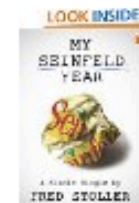
The best items on Amazon based on Amazon customer reviews



An Unexpected  
Twist (Kindle...  
Kindle Edition  
\$0.99



Are You  
Lonesome  
Tonight? (...  
Kindle Edition  
\$1.99



My Seinfeld  
Year (Kindle Si...  
Kindle Edition  
\$1.99

# They Can Be About Anything.

- Fiction
- Nonfiction – longform journalism
- Nonfiction – memoir and personal essays
- Nonfiction – useful/practical

# Where Does The Content Come From?

- Original
- Repurposed content from a newspaper or magazine

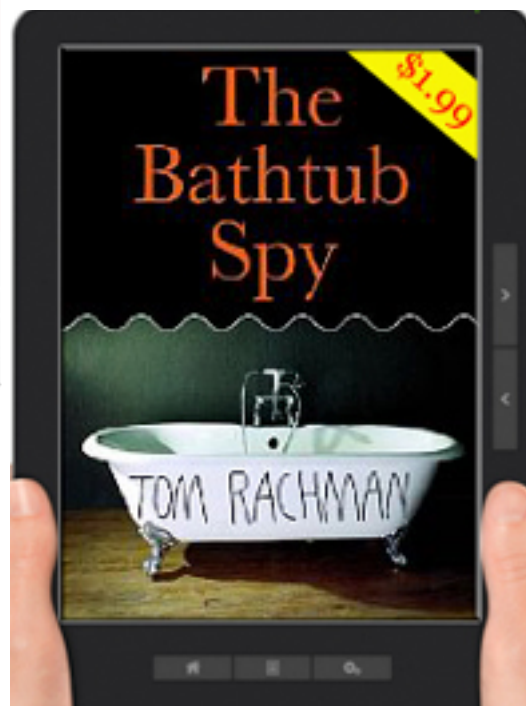
# Where Are They Sold?

- Separate sections of an e-bookstore
- Floating around in the general e-bookstore (not so great...stay tuned)
- Standalone websites and author websites
- Apps



# Kindle Singles

- Largest: Launched in January 2011, now up to 193 titles, about three new ones added per week
- Over 2 million sold
- Submissions process, vetted by editor
- For originals: Editing, cover design, jacket copy
- Extra promotion and marketing



## More to Explore in Kindle Singles

### Hot New Releases

[› See Top 100](#)

The best-selling new & future releases on Amazon



An Unexpected  
Twist (Kindle...  
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\$0.99



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Gutenberg the  
Geek (Kindle...  
Kindle Edition  
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[› See Top 100](#)

The best items on Amazon based on Amazon customer reviews



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Kindle Edition  
\$0.99



Are You  
Lonesome  
Tonight? (...  
Kindle Edition  
\$1.99



My Seinfeld  
Year (Kindle Si...  
Kindle Edition  
\$1.99

# Apple's "Quick Reads" in the iTunes Store

The screenshot shows the iTunes Store interface with the 'Quick Reads' section for Nonfiction books. The top navigation bar includes 'Music', 'Movies', 'TV Shows', 'App Store', 'Books', 'Podcasts', 'iTunes U', and 'Ping'. The user's account information is '\$0.29 laurahazardowen@gmail.com'. The 'Quick Reads' title is displayed in a large, white, cursive font against a dark orange background. Below the title, the 'Nonfiction' category is selected, and the 'Sort By' is set to 'Featured'. The books are arranged in a grid, each with a cover image, title, author, release date, and price.

Book Title	Author	Release Date	Price
Beyond Outrage	Robert B. Reich	Expected Apr 17, 2012	\$3.99 PRE-ORDER
One Way Forward	Lawrence Lessig	Released Feb 13, 2012	\$1.99 BUY
The Command	Marc Ambinder	Released Feb 07, 2012	\$2.99 BUY
Why American Newspapers...	Richard J. Tofole	Released Feb 08, 2012	\$1.99 BUY
How Iran Got the Bomb	Jeremy Bernstein	Released Feb 15, 2012	\$1.99 BUY
John F. Kennedy's Women	Michael O'Brien	Released Dec 16, 2011	\$1.99 BUY
Courtney Comes Clean	Maer Roshan	Released Jan 31, 2012	\$2.99 BUY
Mother, Stranger (Enhanced)	Cris Beam	Released Jan 26, 2012	\$2.99 BUY
The Secret World of Saints	Bill Donahue	Released Dec 23, 2011	\$1.99 BUY
Baghdad Country Club	Joshua Bearman	Released Dec 20, 2011	\$2.99 BUY

# Nook Snaps

NOOK Daily Find: Families  
NOOK Books Under \$5

## Subjects

Fiction  
Romance  
Mystery  
Sci-Fi & Fantasy  
Teens  
Biography  
Business  
Cookbooks  
Computers & Technology  
Health & Fitness  
History  
Politics & Current Affairs  
Religion & Inspiration  
Science  
Self-Help  
Travel  
NOOK Comics  
NOOK Kids  
NOOK Books en español  
NOOK Books International

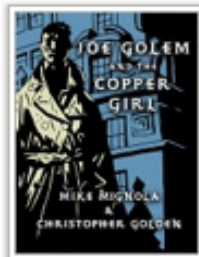
## Recommendations

Our Bookseller's Picks  
Best Books of the Month  
New York Times Bestsellers  
B&N Recommends

## Quick Links

New Release Tuesday

## Get Geared Up for Joe Golem



Joe Golem and the Copper Girl  
NOOK Book (eBook)

In anticipation of the forthcoming  
[Joe Golem and the Drowning City](#),  
authors [Mike Mignola](#) and  
[Christopher Golden](#) have created a  
special steampunk short: [Joe Golem  
and the Copper Girl](#).

## More Steampunk Snaps



The Mysterious  
Lady Law  
Robert Appleton  
NOOK Book  
(eBook)



Lightbringers  
and  
Rainmakers  
Felix Gilman  
NOOK Book  
(eBook)



The Twisted  
Tale of Stormy  
Gale  
Christine Bell  
NOOK Book  
(eBook)

## NOOK Snaps by Subject

[See All NOOK Snaps >](#)

### Religion & Inspiration



### Self-Help



### Health & Fitness



### Business



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TOP 50 EBOOKS

NEW RELEASES

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CATEGORIES

Read the *Fifty Shades* trilogy today and find out what all the hype is about! »

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- [NYT Fiction Bestsellers](#) »
- [Brand-New Bio & Memoir](#) »
- [NYT Non-fiction Bestsellers](#) »
- [New in Mystery & Thrillers](#) »
- [Short Reads](#) »
- [Great Reads Under \\$4.99](#) »
- [New in Contemporary Fiction](#) »
- [New Historical Fiction](#) »
- [New Romantic Reads](#) »
- [New Non-fiction](#) »

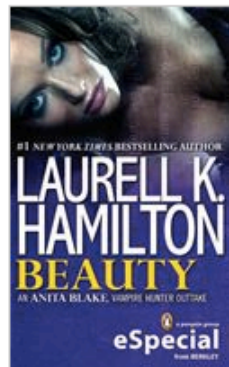
MORE [+]

## Short Reads

1 - 10 of 88 Results

Sort by:

1



### Beauty: An Anita Blake, Vampire Hunter... »

By [Laurell K. Hamilton](#)

★★★★☆ (1 customer rating)

Berkley, May 2012

Download options:  
Adobe DRM EPUB



Buy this Book

Price: \$2.99

BUY NOW

2



### Throttle »

By [Joe Hill](#)

★★★★☆ (3 customer ratings)

Buy this Book

Price: \$0.99

# Apps



## BAGHDAD COUNTRY CLUB

By Joshua Bearman  
\$2.99

[Learn More...](#)

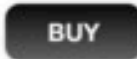


## ISLAND OF SECRETS

By Matthew Power  
\$2.99

A Chico State professor travels across the world in search of adventure

[Learn More...](#)



## GOODBYE SURFING, HELLO GOD!

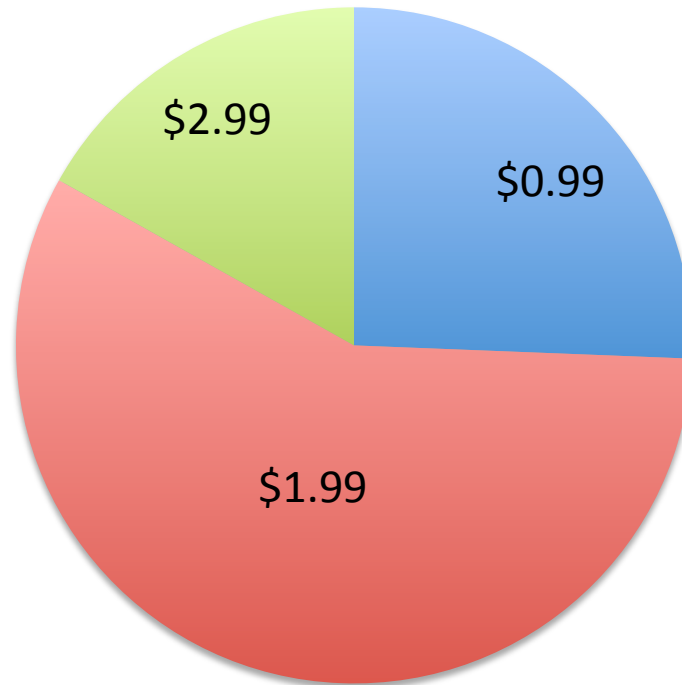
By Jules Siegel  
\$2.99

The Religious Conversion of the



# What do they cost?

**A Breakdown of Kindle Singles prices...**



# Business Models

- Standalone business/startup
- Additional revenue stream within larger company
- Partnerships
- Why Barnes & Noble, Apple and Kobo are different...



# Standalone Business/Startup

- The Atavist
- Byliner Originals
- Now and Then Reader

Byliner Originals




Newest

Bestsellers

1  **I'm Starved for You**  
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Byliner Originals  
\$2.99 | [Buy now](#)


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## Featured Originals



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# THE ATAVIST



WHERE  
STORIES  
BEGIN

## original stories

case of the missing moon rocks  
mother stranger  
baghdad country club  
island of secrets  
goodbye surfing, hello god!  
blindsight  
the defender  
my mother's lover  
revival 2.0  
the instigators  
before the swarm  
lifted  
piano demon  
coming soon

## Original Stories

The Atavist publishes bestselling nonfiction stories that are longer than typical magazine articles but shorter than books for digital devices like the iPad, iPhone, Kindle, and Nook. In our app publication for the iPad/iPhone, each story is laced with video, audiobooks, additional layers of information, and a host of other features. Click on a cover below for any of our most recent titles.



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Our Authors

Nonfiction Books

Each week, Now and Then Reader publishes original nonfiction books and essays for Kindle, Nook, iPad and other popular e-readers. We concentrate on writings that are historically based but also have relevance for present day events with a focus on American History and European History.

Available for purchase through Kindle Books, Nook Books, iPad Books and other popular e-bookstores, Now and Then nonfiction titles range from 5,000 to 25,000 words or approximately 15 to 60 pages in length.

Nonfiction Books

## How Iran Got The Bomb The Twisted Path to a Nuclear Weapon

by Jeremy Bernstein

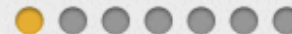
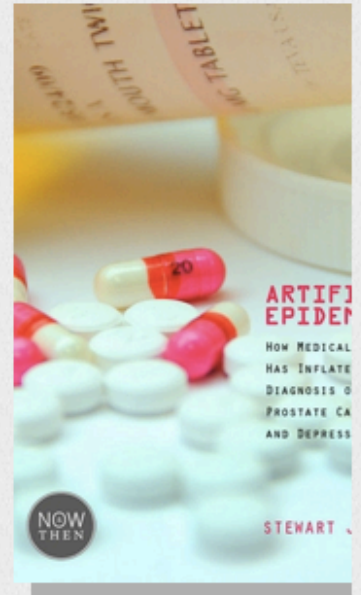
In this acute analysis, written in clear language for the intelligent layperson, the physicist Jeremy Bernstein traces the circuitous route by which Iran secured the expertise it needed to develop a nuclear capability. He then assesses the current status of ...

Read

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BN buy at BN.com



# Additional revenue stream within larger company

- Most newspaper/magazine models
- Book publishers
  - Penguin Shorts
  - Rodale Essentials
- Kindle Singles

# Partnerships

- Hachette + *Bloomberg Businessweek*
- Random House + Politico.com
- Random House + RealClearPolitics
- Penguin + *The Economist*
- Open Road + ProPublica

# Why Are Apple, Barnes & Noble and Kobo different?

The screenshot shows the iTunes Books interface. At the top, a navigation bar includes icons for Home, Music, Movies, TV Shows, App Store, Books (selected), Podcasts, iTunes U, and Ping. The user's account information, \$0.29 and laurahazardown@gmail.com, is visible on the right. The main title 'Quick Reads' is displayed in a large, white, cursive font against a dark orange background. Below this, a 'Nonfiction' section is shown with a 'See All >' link. A 'Sort By: Featured' dropdown menu is located in the top right of the book grid. The grid contains 14 book cards, each with a cover image, title, author, release date, and price. The books are arranged in two rows of seven.

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The Secret World of Saints	Bill Donahue	Released Dec 23, 2011	\$1.99 BUY
Baghdad Country Club (Enhanced)	Joshua Bearman	Released Dec 20, 2011	\$2.99 BUY

# Nook Snaps

NOOK Daily Find: Families  
NOOK Books Under \$5

## Subjects

Fiction  
Romance  
Mystery  
Sci-Fi & Fantasy  
Teens  
Biography  
Business  
Cookbooks  
Computers & Technology  
Health & Fitness  
History  
Politics & Current Affairs  
Religion & Inspiration  
Science  
Self-Help  
Travel  
NOOK Comics  
NOOK Kids  
NOOK Books en español  
NOOK Books International

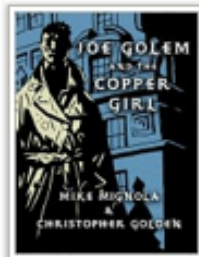
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Our Bookseller's Picks  
Best Books of the Month  
New York Times Bestsellers  
B&N Recommends

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New Release Tuesday

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NOOK Book (eBook)

In anticipation of the forthcoming [Joe Golem and the Drowning City](#), authors [Mike Mignola](#) and [Christopher Golden](#) have created a special steampunk short: [Joe Golem and the Copper Girl](#).

## More Steampunk Snaps



The Mysterious Lady Law  
Robert Appleton  
NOOK Book (eBook)



Lightbringers and Rainmakers  
Felix Gilman  
NOOK Book (eBook)



The Twisted Tale of Stormy Gale  
Christine Bell  
NOOK Book (eBook)

## NOOK Snaps by Subject

[See All NOOK Snaps >](#)

### Religion & Inspiration



### Self-Help



### Health & Fitness



### Business





# What are the advantages?

- Maintain reader interest between book releases
- Give people more of a topic or author they love:  
“Length is not a driving factor for people who are buying these” – Penguin’s Carrie Swetonic
- Content that writers simply could not sell before
- Repackage content for new revenue streams, cheaply
- Monetize instead of just giving it away free

Maintain reader interest between  
book releases.

Give readers more of a topic/author  
they love.

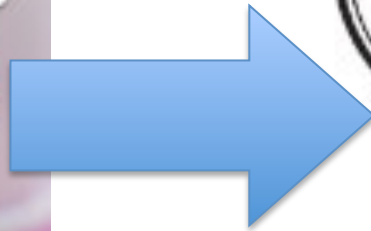
Drive pre-orders for the next book.

“Length is not a driving factor for people who are buying these.”

--Penguin's Associate Director of Marketing, Carrie Swetonic

# Sampling...upsell!

\$0.99



\$35



Repackage content to create new revenue streams – cheaply.

Monetize content that might have been free before.

A home for content that authors simply couldn't sell before...usually because it was too long for most magazines but too short to be a full-length book.

# And what are the risks?

“If publishers think this is just a way of getting anything out there, as opposed to something that’s been edited and watered and fed and cared for, we risk screwing up the genre on the front end”

– Random House Executive Editor Jon Meacham

“Fill a genuine gap in the market”

--Penguin's Associate Director of Marketing, Carrie  
Swetonic



“It has been a bit of a challenge to make more people aware of the story’s existence. It’s not on any real-world bookshelves, and Atavist doesn’t have an army of publicists working on my behalf. Even people who want to read it sometimes need guidance on how to get it.”

--David Wolman, author of “The Instigators”

Low cost means you have to sell a lot  
of them to make a significant amount  
of money

(100,000 sold sounds good, but...)

Possible consumer confusion about  
what they are

\$0.99?

Separate sections of the store are key

Despite fast publishing process,  
picking a topic that is relevant...

Especially when readers are  
accustomed to getting the content for  
free.

# So how are they doing?

- Kindle Singles
- Byliner
- Atavist
- Magazines
- Traditional publishers

What's Next?



# Apps



## BAGHDAD COUNTRY CLUB

BUY

By Joshua Bearman  
\$2.99

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## ISLAND OF SECRETS

BUY

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\$2.99

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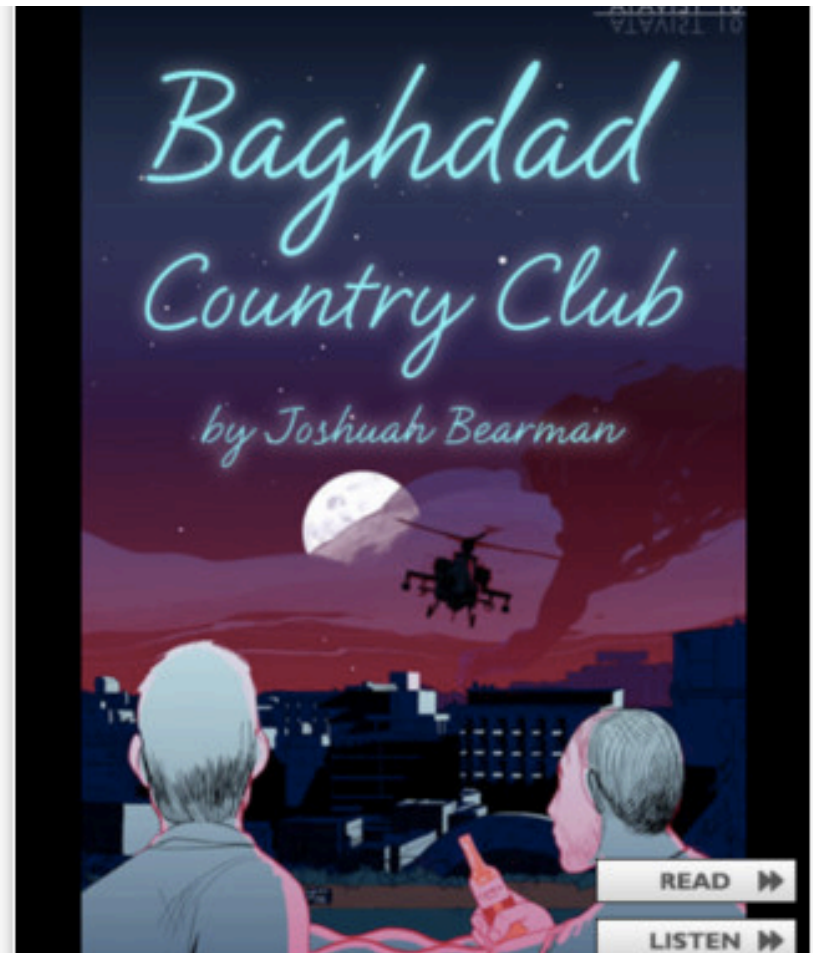
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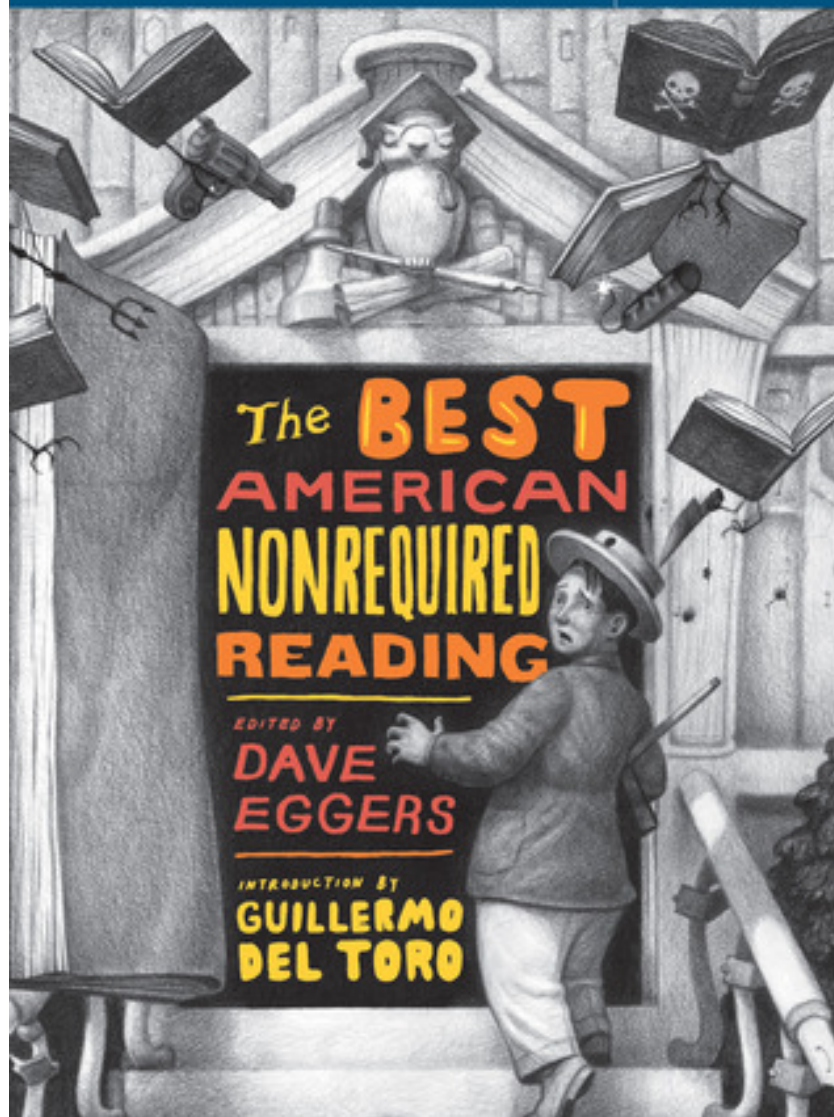
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