



Ms Angela Reinhardt
Abebooks Europe GmbH
Marketing & Business Devel
Ronsdorfer Str. 77a
40233 Dusseldorf
Germany

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Abebooks moves into new niche

Abebooks, the web portal for rare and secondhand booksellers, has moved into the sale of new titles.

Booksellers in the UK are now being encouraged to list new titles on Abebooks.co.uk. Already, 10% of the 50 million books for sale on its UK, US, Canadian, German and French sites are new.

Abebooks currently handles the sale of 20,000 used books a day from 12,000 booksellers and publishers. A study that it conducted in November revealed that most book buyers visiting Abebooks would also purchase new releases and best-selling fiction.

The company has launched a print advertising campaign in the US, Canada and the UK to improve its profile.