



Folio

Provide an Integrated Ebook Experience

CONNECTING READERS TO CONTENT WITH A POWERFUL EBOOK SOLUTION

Disappearing shelf space at traditional bookstores and the growing problem of how readers will discover new books are some of the biggest issues facing ebook publishers.

Folio solves this challenge by providing an integrated ebook solution that allows publishers to showcase their ebooks alongside their scholarly journals through integrated search, recommendations, and site pages designed to cross--promote both types of content.

WITH FOLIO PUBLISHERS CAN:

- Promote ebook and journal content with an image-- and content--rich homepage
- Increase ebook discoverability with integrated book and journal search
- Grow revenue with a seamless ecommerce experience that handles book, chapter, and article sales
- Encourage engagement through targeted recommendations

Folio is highly scalable and designed to expand with your publishing program— whether you have ten or ten thousand ebooks it's easy to get started and simple to add new titles.

What is Folio?

Folio is a highly scalable all-in-one-solution where ebooks can be published, promoted, sold, and read. It includes a front-end bookstore, an intuitive browser-agnostic ereader and integration with scholarly journals.





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GROW WITH FOLIO

Folio helps you grow your readership and your business by offering increased opportunities to experiment with cross-promotion, productization, and data analysis. Other growth opportunities include:

- Sell by chapter, by ebook, or by collection
- Offer time--limited access, perpetual access, or combinations of access and outright purchases
- Engage readers with free access to tables of contents and sample chapters
- Create custom collections that include ebook and journal content

EACH FOLIO SITE INCLUDES:

- A branded home page for marketing your online bookstore
- Configurable book landing pages where readers can learn everything about the book
- Integrated book and journal search results, which can be faceted on content type
- Collection pages where groups of content are organized around similar themes like subject
- Recommendations designed to promote book and journal content
- User--friendly e-reader that is accessible from any browser
- Content processing managed through HighWire Express--a secure, efficient, and highly automated intake system
- COUNTER 4-compliant usage reports
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