



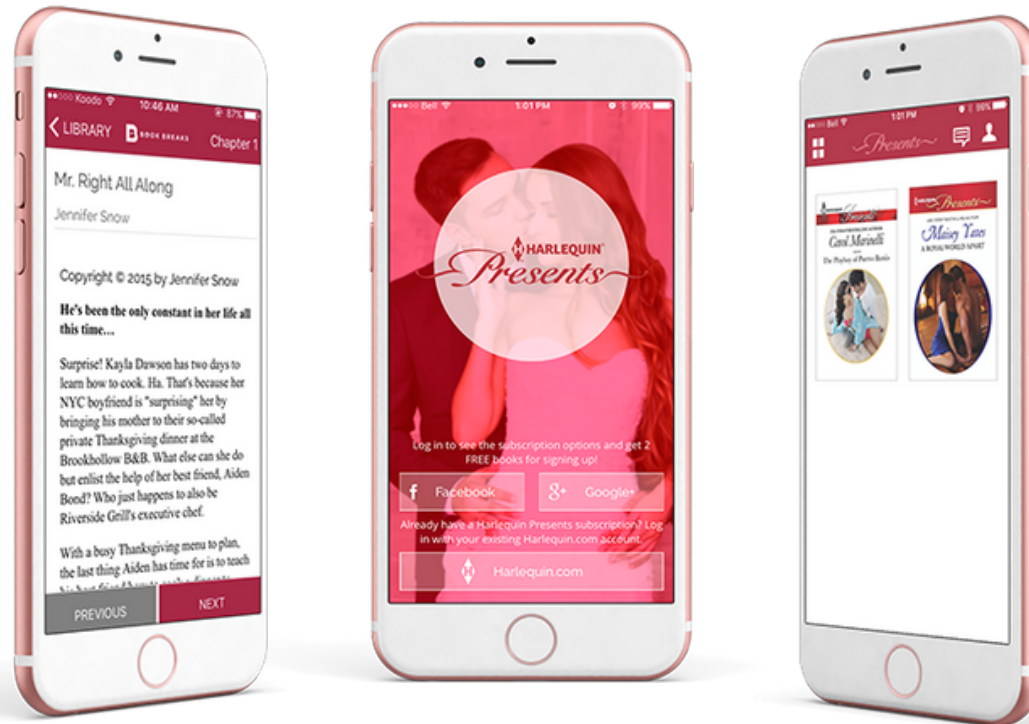
HARLEQUIN BOOKS

Great stories on the go

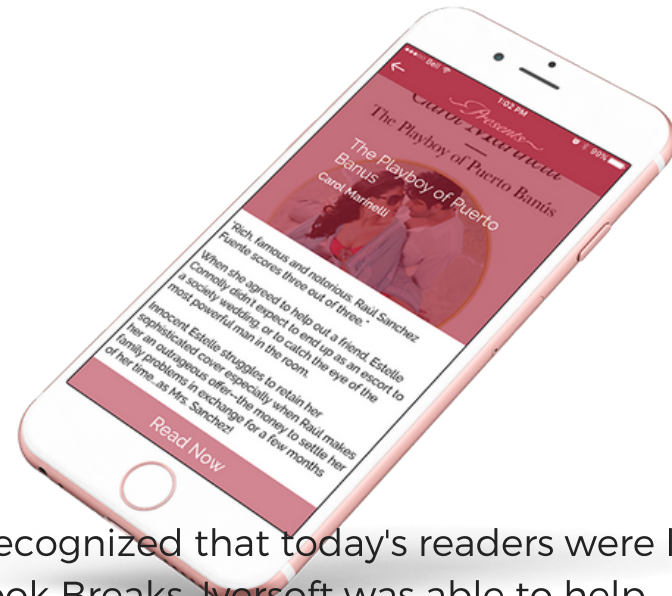
Press Kit

Client

One of Canada's most recognized brands for its association with books for women, Harlequin is not only the country's most successful publisher but also one of its most successful international businesses, with 95% of its books sold outside our borders. In addition to the 6.28 billion books sold to date, however, Harlequin is also committed to creating entertaining and enriching experiences for women readers on all platforms, including through their active online community forum, podcasts, ebooks, social media engagement and video content.



Project Summary



Even with book sales remaining steady, Harlequin recognized that today's readers were looking for different content for different situations. With Book Breaks, Iversoft was able to help Harlequin create the perfect app for readers wanting free romance stories - whether they were waiting in line for a few minutes, passing time on their bus commute, or binge reading on a rainy morning.

With hundreds of stories available through the app and new chapters posted every weekday, both the casual reader or the Harlequin die-hard can select the best story for their mood or length of time they have to read, get recommendations, manage a reading list, and share favourites through social media.

For Harlequin, the app provides a valuable engagement tool, allowing them to connect with readers every day, reach new audiences, stay front-of-mind as the go-to brand for romance stories, and get valuable insights into which content resonates with which demographic at any given point.

Press Assets

Website: <http://www.harlequin.com/>

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Photos: [Click Here](#)

