



Bookmate

Bookmate Launches In Balkans

Popular e-reading app continues European expansion with Serbian launch.

<https://bookmate.com>

30 October, 2017

Bookmate, the social e-reading service, has officially launched in Serbia – at the Belgrade Book Fair, one of the biggest literary events in southern Europe.

From today, readers across the southeastern European nation will have access to Bookmate's growing catalogue of 850,000 ebooks, in 12 languages – including 1,500 Serbian titles, alongside English 300,000 books.

Bookmate has already established close links with major local publishers such as Laguna, Vulkan, Čarobna knjiga, Otvorena knjiga, Znanje, Paladin, Odiseja etc., and all teams are in the process of digitising their diverse selections of titles – and will offer some exclusive Bookmate-only ebooks.

"Serbia is a very interesting market for us and the gateway to the rest of the Balkan nations," said Andrew Baev, Bookmate's CEO. "With some fantastic titles and excellent local relationships in place we're confident of continued success and look forward to serving the local market."

Bookmate also plans to launch in Croatia, and other countries in the region, in coming months.

About Bookmate

www.bookmate.com/about

Bookmate is a mobile social reading service with more than 6 million readers worldwide. With Bookmate you have access to over 850,000 books: new fiction, bestsellers, classics, romance, sci-fi, business books – and many other genres. All available for just one subscription fee.

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