

# BOOK PUBLISHING **REPORT**

WEEKLY NEWS AND ANALYSIS OF EVENTS SHAPING THE BOOK INDUSTRY

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## Instabook.net Launches Self-Publishing Service

Bookstores used to only be for buying books, but new technology from Instabook.net (Gainesville, Fla.) is allowing stores to publish as well as sell them.

Bookends, a Ridgewood, N.J.-based independent bookshop recently became the first U.S.-based bookstore to offer a digital self-publishing in their stores.

By partnering with Instabook.net, Bookends allows an aspiring author to hand over a manuscript on a floppy disk or CD-ROM and have it converted into a perfect-bound trade paperback, with a cover of the author's own design. Prices for the print-on-demand service begin at \$150 for the first ten copies of the book (more for books longer than 250 pages) and go down after that.

"The author arrives with their book, in electronic format, and ten minutes later it is bound, just like any other book in the store," said Victor Celorio, president of Instabook.net. "At same time, the bookstore provides the selling of the book at no extra charge, so it's a one-stop service for the author."

See '*Instabook.net*' on p. 5

## Bookstore Shelves Sagging Under Weight Of Obesity Books

The glut of fast food, sugary snacks and oversized meal portions are creating an epidemic of overweight, inactive, and unhealthy children and adults, and book publishers are addressing those concerns by producing more books designed to help them.

The number of books about obesity has more than doubled since 1999, according to R.R. Bowker's Books in Print, reflecting national concerns about the physical and emotional strain of being overweight.

Rodale Press (Emmaus, Pa.) has emerged as a leading publisher covering the self-help sub-category, and not just because of its immensely successful *South Beach Diet* guide by