

Stockholm, May 14 2012

SWEDISH CRIME WRITERS GO GLOBAL: LAUNCH OF STOCKHOLM TEXT PUBLISHING

As the only dedicated digital-first publisher in Scandinavia, Stockholm Text is set to publish 25 English language books for worldwide distribution in 2012. The first titles will be on sale as trade paperback and e-books on all leading platforms beginning May 15th.

Stockholm Text has attracted some of the most popular authors of the region, in genres ranging from bestselling fiction to edgy non-fiction. Among the books to be released this summer are four mystery novels, written by a few of Sweden's true crime queens, including **Mari Jungstedt** and **Carin Gerhardsen**, both with millions of books sold in regional markets. But there are also prize-winning niche authors, with fan bases that extend throughout Europe and beyond.

"We will publish a number of bestsellers," explains Claes Ericson, founder and publisher of Stockholm Text. "However, our ambition is also to present a variety of exceptional and so far untold stories from our corner of the world. We aim to find the best books, and to add value through quality translations and intelligent packaging."

Stockholm Text will focus on North America because of the high interest in the mystery/thriller genre as well as the rapid growth of the e-book market, but the UK and Australia are also considered core markets with a high interest in Scandinavian literature.

"We know there is a ready market for these books," says Claes Ericson, "and we know how to find these readers through social media as well as classic marketing and public relations. We are confident that once our books have been discovered, a loyal following will be the result."

For more information, please contact:

Claes Ericson, founder and publisher
claes.ericson@stockholmtext.com
+46 721 666 933

Press material: www.stockholmtext.com/authors/press-material/

Stockholm Text's offer ranges from suspenseful novels in digital and trade paperback formats to truly enhanced e-books with video and interactive features. Although physically based in Stockholm, Sweden, the reach of Stockholm Text is global.
