

Blackwell Announces Launch of New Online Magazine Subscription Service



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Blackwell, the UK's leading academic bookseller, has launched a new online magazine subscription service in partnership with magazine group ThreePM.

The new [magazine service](#) offers more than 850 titles including specialist and B2B magazines as well as more popular titles. With Blackwell's historic strength in specialist, academic and professional markets the integration of upmarket magazine publications will provide even greater product choice for Blackwell customers.

Jessica Armishaw, head of online, said: "We feel that this is the ideal time to launch a new magazine subscription service in the run up to Christmas. Magazines make fantastic gifts, especially for that hard-to-buy-for relative. The site provides subscriptions for a diverse range of titles from The Economist, National Geographic, Country Life, Wired and the Spectator to the less familiar Selvedge, Nano and Decanter Magazine."

The various categories including arts and culture, business and finance, career and industry, computers and technology, food and home, hobbies and leisure, lifestyle, motoring and transport, news and current affairs, science resources, women's interest and even overseas titles.

Adding magazines to the diverse range of books already available from Blackwell Online further substantiates Blackwell as The Knowledge Retailer.

Many of the magazine subscriptions such as Time and Reader's Digest are available on special offer and The Economist comes with a free gift. All magazines come with free delivery

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About Blackwell Ltd:

Blackwell is the leading academic bookseller in the UK with more than 50 outlets across England, Scotland and Wales. It has built an international reputation for bookselling excellence with links to academic institutions and libraries around the globe and has continued to expand its UK base on high streets and in university campuses up and down the country.

In 1995, Blackwell online [bookshop](#) became the first transactional online bookstore in the UK. In 1998, Blackwell opened its central London flagship store in Charing Cross Road, the book-lovers' Mecca. Since this time, two flagship stores, Broad Street and Charing Cross Road, have both won Chain Bookseller of the Year at the Nibbies, the annual British Book Awards and also The Bookseller - Bookselling chain of the year and Retail chain of the year 2007.

Today Blackwell has been trading for more than 125 years from its world-famous flagship store at Broad Street in Oxford. Its staff continues to be renowned for their expertise, depth of knowledge and love of books since the first Blackwell shop opened its doors.

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