

Flat rate books sales promote culture

LOCATION: Cordova

DURATION: 1'33"

SUMMARY: Utopia, a publishing house in Cordova, offers readers a flat rate subscription to their entire library of books. For a modest monthly fee of 8.50 euros, book lovers can browse through nearly one hundred titles and reserve one text a month. The service includes online and in-store catalogues that allow subscribers the choice to pick up their books at the store or have them sent straight to their homes. Additionally, this offer aims to encourage readership by inviting subscribers to participate in book presentations and other cultural activities hosted by the publishing house.

VTR:

Fill the world with books and culture will be within reach of all. That is the premise upon which Utopia, a Cordoba Bookstore and Publishing house, has launched a new initiative purposed to decrease prices and revitalize interest in reading: a book a month for a flat rate subscription of eight and a half euros.

DANIEL VALDIVIESO
Publisher of Utopia

"I thought of the flat rate by putting myself in the mind of the user, the reader. We think as a publishing company that great readers always have to have a book by their bedside, but not everyone can afford to constantly buy books."

The reader can choose one book each month from a catalogue of nearly one hundred of titles in a variety of genres including essays, biographies, novels and poetry. Subscribers can choose to buy the texts in store or order online and receive them at home.

ALEJANDRO RUIZ-HUERTA
Writer and Flat rate
subscriber

"This not only makes the book more accessible, but culture in general too, because Utopia devotes itself to that idea... This is really exciting for the readers, for friends of the book, for allies of the bookstore. It is essential."

This special offer also includes an invitation for its most loyal customers to attend various cultural activities that Utopia performs in a unique space that can be found in their library: a classic Cordoban courtyard where readers and visitors feel at home. Committed to the idea that reading enthusiasts should never be without a book, Utopia already has a large group of flat rate subscribers.

For more information or questions contact +34 647 310 157 or email info@andalusianstories.com