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Wilderness Press Joins Creative Byline

Creative Byline's publishing options continue to grow with addition of long-time publisher of books on hiking, maps and trails, and the out of doors.

Holland, Michigan October 1, 2008 – Wilderness Press has joined Creative Byline, a new web-based technology serving the publishing industry. Creative Byline's innovative program streamlines the process of connecting writers to publishers, while keeping writers' manuscripts secure and private. Already on board are Dutton Children's Books, Globe Pequot, St. Martin's Press, Tor/Forge, and Zest Books.

Based in Berkeley, California, Wilderness Press is a 40-year publisher of books on hiking, kayaking, climbing, canoeing, surfing, camping, cycling, and other outdoor activities, as well as maps of trails, rivers, parks, and cities.

Brad MacLean, Creative Byline CEO, says, "We're pleased to have Wilderness Press," says Brad MacLean, Creative Byline CEO. "Their addition extends our already significant range of genres, providing authors with a one-stop online location to find editors interested in their work."

All of Creative Byline's participating publishers receive submissions that match their criteria online through the Creative Byline website; they can change their criteria as the market changes. Creative Byline's expert readers and process tools save them time in reviewing manuscripts. Convenience and quality make Creative Byline a source of choice for publishers, which in turn benefits writers.

Writers can identify editors interested in manuscripts like theirs and then submit digitally for a modest fee-- \$19 for full-length manuscripts, \$9 for children's picture books (roughly the cost incurred to print, package, and ship a hard copy of their work). Writers can find editors with specific interests, submit directly to them, and get a response much more quickly than through the traditional, paper-and-snail-mail-based process.

About Creative Byline, Inc.

Formed in 2007 and based in Michigan, Creative Byline uses technology to connect book writers with the editors who are looking to publish them. Introduced to the world and challenges of book publishing by his writer wife, Christine Kole MacLean, founder Brad MacLean spent two years researching the industry before launching the website.

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