



Infinity Publishers Group™

## NEWS RELEASE

**Media Contact:**

**Sara Matz**  
**media@infinitypublishing.com**  
**(610) 941-9999 Ext 12**

**Elizabeth Nickless**  
**National Geographic**  
**(202) 775-6163**  
**enickles@ngs.org**

### **Infinity Publishing Teams with National Geographic Creative**

*Pioneer in Indie publishing rolls out new program allowing access to 11.5 million unique photographic images for authors' book cover designs and promotional materials*

**West Conshohocken, Penn. – March 9, 2015** – Infinity Publishing, a pioneer in Indie Publishing, has teamed up with National Geographic Creative to bring a new level of imagery to the process of creating truly unique and compelling cover designs for its authors and emerging new writers. Through Infinity, these emerging talents will be able to license National Geographic Creative's collection of 11.5 million images at preferred rates. The new program was kicked off this week and it marks the beginning of a new series of collaborations and partnerships that will support Infinity authors in their publishing journey. Infinity Publishing and National Geographic Creative will work together to assist authors in their search for the perfect photograph for the cover of their book.

“By including a National Geographic Creative photograph on an author's cover it conveys a certain originality and professionalism that is often difficult to find,” said Arthur Gutch, Chairman, Infinity Publishers Group.

The program is now being rolled out to Infinity authors who publish with Infinity or those that are seeking a publishing partner. Each author will be given the opportunity to search the National Geographic Creative's photography online collection directly or to work with a sales representative to find the photograph that fits their criteria.

“National Geographic has one of the world's richest archives of still and moving imagery, featuring the award-winning work of some of the world's foremost photographers,” said Alice Keating, Vice President, Image and Video



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Sales for National Geographic Creative. “This new program will offer Infinity’s authors a simple way access some of the most exciting and unique photographs, and create a compelling backdrop for their editorial projects.”

Infinity Publishing revolutionized the category of self-publishing by providing “author-originated book publishing” services for authors. Infinity has worked with more than 5,000 authors who have collectively published more than 8,000 titles with the company.

National Geographic Creative ([natgeocreative.com](http://natgeocreative.com)) inspires big ideas and brings them to life. The agency is a stand-alone resource within National Geographic providing professional content buyers a full suite of products and services that span all media platforms. The asset library includes **Photography**, **Motion**, and **Talent** that span 125 years and over 11.5 million assets.

### **About the National Geographic Society**

With a mission to inspire, illuminate and teach, the National Geographic Society is one of the world’s largest nonprofit scientific and educational organizations. The member-supported Society, which believes in the power of science, exploration and storytelling to change the world, reaches over 600 million people each month through its media platforms, products and events. National Geographic has funded more than 11,000 research, conservation and exploration projects, and its education programs promote geographic literacy. For more information, visit [www.nationalgeographic.com](http://www.nationalgeographic.com), and find us on [Facebook](#), [Twitter](#), [Instagram](#), [Google+](#), [YouTube](#) and [Pinterest](#).

### **About Infinity Publishing**

Founded in 1997, Infinity Publishing’s industry leading, author-originated book publishing model puts authors in control of the publishing process to carry out their vision for their books. Infinity’s authors retain all rights to their books, earn royalties paid monthly, and benefit from an extensive distribution network that is backed-up by Infinity’s liberal return policy for bookstores. The company’s on demand publishing and content solution was designed to support all authors with a story to tell, who have ever thought about writing a book, or who have been on an endless journey to find an agent or publisher. For more information, please go to [www.infinitypublishing.com](http://www.infinitypublishing.com) or visit us at [Facebook](#), [Twitter](#), [Linkedin](#) or our new [AuthorStore](#).

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