



## Subsidiary Rights for Self-Publishers: ALLi and Toby Mundy Associates unveil groundbreaking partnership

*The Alliance of Independent Authors & Toby Mundy Associates announce groundbreaking subsidiary rights service for writers who self-publish.*

(LONDON DEC 2014) The Alliance of Independent Authors (ALLi) and the agency Toby Mundy Associates (TMA) have come together to create a unique subsidiary rights service for independent ('self-published') authors. From 1 January 2015, TMA will begin selling translation and other subsidiary rights for eligible ALLi members.

Toby Mundy comments: 'It is author-publishers who are driving much of the growth in the publishing industry and many of them are the stars of the future. ALLi's members are incredibly hard-working and creative and many have achieved astonishing sales of their work in English. It is very exciting that TMA, working closely with our associates at Ed Victor Ltd, will enable these writers to licence their subsidiary rights.'

Orna Ross, Founder and Director of ALLi comments: "Toby was a highly dynamic and creative publisher at Atlantic Books and is already demonstrating the same qualities as an agent. The combination of a young, nimble agency associated with the deep experience of Ed Victor Ltd. gives TMA the drive and verve to make it the perfect rights partner for ALLi. We are delighted to be working with TMA to help eligible members extend their readership and the reach of their books."

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### About ALLi

ALLi (The Alliance of Independent Authors) is a non-profit association of author-publishers. It offers connection and collaboration, trusted guidance and advice to its fast-growing global membership. <http://allianceindependentauthors.org>

### About TMA

Toby Mundy Associates is an author management and content agency founded by Toby Mundy in 2014. Mundy was previously CEO of Atlantic Books Limited. TMA works in association with Ed Victor Limited.

For further information, please contact  
Nerys Hudson: [[press@allianceindependentauthors.org](mailto:press@allianceindependentauthors.org)]  
Toby Mundy ([tobymundy@tma-agency.com](mailto:tobymundy@tma-agency.com) / 020 3713 0067