



De Marque and Supadu Create One Stop Shop For Direct Sales And International Distribution For Book Publishers

Québec City & London, March 2, 2026 – De Marque and Supadu announce a partnership that brings direct to consumer ebook and audiobook sales into a single streamlined solution, while preserving access to global retail and library markets across thousands of channels.

Positioned as a one-stop sales shop, the partnership combines De Marque's worldwide distribution network, which reaches 1,300 online bookstores and 1,800 libraries, with Supadu's all-in-one publisher branded ecommerce websites designed for direct sales and friction free operations. The result is a **first-of-its-kind, end-to-end ecosystem** that makes it simple to sell directly to readers without technical expertise or substantial ecommerce investment, while maintaining an international presence.

"Publishers want solutions that are powerful, reliable, and easy to implement," said Sarah Arbuthnot, President of Supadu. "Together with De Marque, we are offering a turnkey path to direct-to-consumer sales while preserving the reach, quality, and discoverability of global distribution."

Trusted by 6 out of 10 leading publishing houses, Supadu enables publishers to roll out branded ecommerce storefronts to manage pricing, customer relationships, and sales data. At the same time, De Marque ensures premium international distribution, as it already does for many of the largest publishing houses in the world, notably from Canada, France, Spain, and Italy.

The integration also improves the reader experience. Customers who purchase titles through Supadu-powered publisher websites can start reading right away on their device of choice thanks to De Marque's instant reading service, reducing friction from and improving the overall reading experience from checkout to first page.

"At De Marque, our mission is to make reading more accessible by removing barriers between books and readers, and Supadu shares that same DNA," said Marc Boutet, President of De Marque. "We are reducing technical and commercial obstacles so publishers can reach more readers, and readers can access books more easily, no matter where they live or how they choose to buy."

About Supadu

Supadu is the leading provider of website, eCommerce and metadata automation solutions for the publishing industry. With over 350 publishing customers worldwide, Supadu helps to empower publishers to sell directly to their customers through innovative technologies, designed to enhance discoverability and drive sales.

About De Marque

De Marque is a global leader in digital cultural content distribution, specializing in ebooks and audiobooks. Headquartered in Quebec City since 1990, with teams in Montreal, Barcelona, and Paris, the company distributes over 3 million titles from 3,000+ publishers across 1,300+ sales points worldwide via Cantook Publishers. De Marque also provides a comprehensive range of digital services for publishers, including ebook access for public libraries in Spain, Portugal, and Canada, as well as academic and library networks in France and northern Africa.

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