



MAKING INFORMATION PAY 2008

MICHAEL CADER

Michael Cader accidentally created Publishers Lunch about eight years ago, followed—slightly less accidentally—by PublishersMarketplace.com about a year-and-a-half later. Lunch is now far and away the most widely-read publication in the world for book publishing professionals with a daily audience of close to 40,000 people. And PublishersMarketplace.com both reports and helps to drive transactions and practical interactions throughout the industry, through deal reports and a deal database covering thousands of "dealmakers" in 45 different categories; 1,500 annual job listings; hosted web pages and blogs for over 1,300 individuals and companies; and many other databases and features.

Before spending too much time online, Cader ran his own book packaging firm for 15 years.