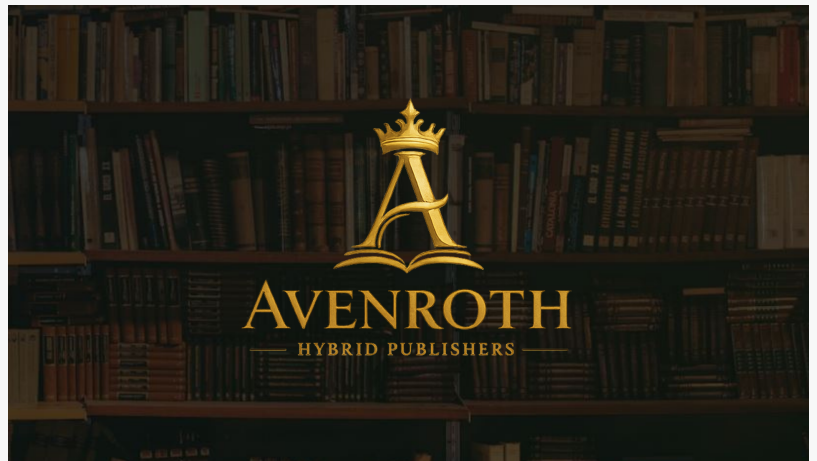


Avenroth Hybrid Publishers Debuts With a High-End Alternative for Authors Who Want More From Publishing

New imprint pairs professional book production with major promo initiatives, including Times Square exposure and Amazon and Barnes & Noble bestseller campaigns.

LOS ANGELES, CA, UNITED STATES, August 7, 2026 /EINPresswire.com/ -- A new name has entered hybrid publishing, but the business behind it has been nearly two decades in the making.



Avenroth Hybrid Publishers

[Avenroth Hybrid Publishers](#) has

officially launched as a premium imprint of [MindStir Media](#), introducing an application-based publishing model for authors seeking professional book development, worldwide distribution and substantial launch support within a single engagement.

“

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J.J. Hebert, CEO, Avenroth Hybrid Publishers

Publishing engagements begin at \$20,000.

The new imprint is aimed primarily at entrepreneurs, executives, experts, thought leaders and serious authors who see a professionally published book as more than another product for sale. Avenroth's premise is that for certain authors, a book can become part of a professional reputation, an authority platform or a body of work intended to endure.

“Avenroth isn't about finding a more expensive way to publish a book,” said J.J. Hebert, founder of Avenroth

Hybrid Publishers and USA Today bestselling author. “It's about recognizing that some authors have bigger objectives for their books. They care deeply about the writing, the design, the way

the book is presented and what happens when it enters the marketplace. We built Avenroth around that level of ambition.”

Rather than positioning publication itself as the finish line, Avenroth brings book development and book launch together.

Publishing engagements include professional editing, custom cover design, interior design and typesetting, hardcover, paperback and ebook production, ISBN and publishing setup, print-on-demand production, metadata optimization, worldwide distribution and dedicated project management.

The promotional side of the offering is considerably more ambitious than what is commonly associated with hybrid book publishing packages.

Avenroth incorporates a Times Square billboard promotion as well as Amazon and Barnes & Noble bestseller campaigns. Qualifying titles also receive automatic entry into the Manhattan Book Awards, with additional media and promotional opportunities available depending on the individual project.

“If an author is going to spend months or years developing an important book, I don't believe the strategy should suddenly become small when it's time to release it,” Hebert said. “We wanted publishing and promotion to feel like parts of the same mission. Produce the book exceptionally well, then give it a launch that reflects the work that went into creating it.”

The approach also reflects a broader shift in the independent publishing market.

Technology has made basic publication widely accessible. Authors today can independently arrange printing, distribution and online retail availability at relatively little cost. Avenroth is deliberately competing elsewhere, focusing on authors who prefer to have experienced publishing professionals coordinate the editorial, creative, technical and promotional sides of the project.

That distinction is reinforced by the company's application process.

Avenroth does not operate as a conventional online publishing store where prospective customers choose a package and proceed directly to checkout. Authors instead apply for consideration, and potential projects are evaluated before a publishing engagement moves forward.

“We're not trying to publish the greatest possible number of books,” Hebert said. “I'd rather have Avenroth become known for the attention given to the books we do accept. We want to publish great books. Selectivity gives us the ability to ask a better question than, ‘Can we publish this?’ We can ask, ‘What could we make of this?’”

While Avenroth is a newly introduced brand, its foundation comes from MindStir Media, the independent publishing company Hebert founded in 2009.

MindStir provides the operational launchpad for the imprint, allowing Avenroth to enter the market with established publishing processes and experience already behind it rather than building those capabilities from the ground up.

That history is particularly relevant for a company selling high-end publishing services. The work behind a book can involve numerous interconnected stages, from editing and design to production specifications, distribution, metadata, author communication and marketing execution. Avenroth's relationship with MindStir allows the new imprint to draw upon systems developed through years of publishing projects.

MindStir Media's business growth has also earned outside recognition. The company has appeared on the Inc. 5000 list of America's fastest-growing private companies for three consecutive years, in 2023, 2024 and 2025.

Hebert's own career adds another dimension to the imprint. In addition to founding and operating publishing businesses, he is a USA Today bestselling and award-winning author. That dual perspective helped shape Avenroth's emphasis on both producing the book and creating opportunities around its release.

"Being an author changes the way you look at publishing," Hebert said. "A manuscript isn't inventory to the person who wrote it. There's a name on that cover. There may be years of someone's life behind those pages. With Avenroth, I wanted the level of care on our side to match the level of importance the book has to the author."

The imprint's business model also preserves two elements of author control that can be particularly important for entrepreneurs and professionals.

Avenroth authors retain their publishing rights and receive 100% of royalties on net sales, subject to the terms of their individual publishing agreements.

For authors whose books may eventually support speaking, consulting, education, business development or other professional activities, retaining publishing rights can have implications extending well beyond bookstore sales.

Avenroth's positioning reflects that broader view of what a book can accomplish.

A business author, for example, may value a book for the credibility it creates before a client meeting. An executive may use one to establish a point of view within an industry. A speaker may incorporate a book into appearances and events. An expert may use authorship to expand

a professional platform.

In those circumstances, sales royalties can be only one measure of the book's value.

Avenroth's high-visibility promotional components were developed with that reality in mind. A Times Square appearance, for example, can produce promotional assets that live beyond the billboard itself, while bestseller and awards initiatives can create additional opportunities for an author to build recognition around a title.

The result is a business that occupies a deliberately narrow position within hybrid publishing.

Avenroth is not attempting to replace inexpensive self-publishing platforms, nor is it structured to serve every author who completes a manuscript. Its \$20,000 starting investment, application process and extensive service offering make clear that the imprint is pursuing a different part of the market.

"We don't need Avenroth to be for everyone," Hebert said. "In fact, it shouldn't be. The idea is to create a home for authors who have reached the point where they don't want to compromise on how their book is brought into the world."

That philosophy is encapsulated in the imprint's tagline: "Ideas Made Enduring."

Prospective authors can review the publishing model and apply for consideration through the [Avenroth Hybrid Publishers website](#).

About Avenroth Hybrid Publishers

Avenroth Hybrid Publishers is a premium hybrid publishing imprint of MindStir Media founded by USA Today bestselling author J.J. Hebert. The company provides selective, professionally managed publishing engagements for entrepreneurs, executives, experts, thought leaders and serious authors. Services encompass professional editing, custom book design, hardcover, paperback and ebook production, worldwide distribution, dedicated project guidance and high-impact promotional initiatives, including Times Square billboard promotion and Amazon and Barnes & Noble bestseller campaigns. Authors retain their publishing rights and receive 100% of royalties on net sales, subject to their individual publishing agreements. Publishing engagements begin at \$20,000.

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