

REPRINTING THE *INDIE NEXT* AND *HEARTLAND INDEPENDENT BESTSELLER LISTS*

Thank you for your interest in reprinting the **Indie Bestseller List**, a weekly, national list of top-selling books in independent bookstores nationwide. The American Booksellers Association produces [the Indie list for both national and regional sales](#). This list differs in method, content, and source from other national bestseller lists, reflects the independent bookselling market, and will offer your readers a nice alternative list of outstanding books.

First, some facts:

*The Indie Bestseller List is free to the media, is produced two days following the end of the sales week, and shows what is truly selling in the independent bookstore market.

*Independent bookstores are renowned for their uniqueness, and independent booksellers for their knowledge and love of books. And, aside from the local independent bookstore itself, nowhere are these traits more apparent than in the Indie Bestseller List.

*Compiled from data gathered from nearly 500 independent bookstores across the country, the Indie Bestseller List is both timely and distinctive, consistently providing consumers with knowledgeable hand sells not often found on other bestseller lists until weeks or months later, if at all.

We also recommend considering the **Heartland Independent Bestseller List** for a regional focus. The Heartland list reflects independent bookstore sales in the Great Lakes and Upper Midwest. For an example of a recent Heartland list, [please see here](#).

Here's how it works:

Either every Tuesday (for the national list), or Wednesday (for the Heartland list), I email the media our Indie Bestseller List and/or the regional list. The paper is not required to run the entire list. On Thursdays, for the national list, [we post a color PDF file of the list that includes some jacket cover art which the paper is encouraged to use as well](#).

We do ask is that the list is named correctly, as it appears in the **email header** each week. You can re-print any or all of the lists, as you see fit, and while we rank up to 15, **you may re-print fewer titles and categories if space requires**.

Please let us know if we can answer any questions. The lists are original content that I'm sure your readers will appreciate, especially as there is an independent bookstore right in your midst!

We hope you'll consider running the **Heartland Independent Bestseller List** or the **Indie Bestseller List**. To receive the weekly email of the list(s), contact:

Meg Smith
Chief Marketing Officer
American Booksellers Association
meg@bookweb.org

or

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If you have questions about the lists, feel free to contact Jim Dana, Executive Director, Great Lakes Independent Booksellers Association at jim@gliba.org or 800-745-2460.