2021 Bookstore Marketing Kit
Reach more readers in new ways.

In the remarkable year that was 2020, five regional independent booksellers’ associations joined forces to produce consumer print and digital catalogs, leveraging a combined 150 years of winter and holiday catalog production and distribution. Bookstores across the Mid-Atlantic (NAIBA), Great Lakes (GLIBA), New England (NEIBA), Midwest (MIBA), and South (SIBA) reached 10 MILLION CONSUMERS with new title recommendations during the holiday season.

RAMP UP YOUR SUMMER SALES!

2021 provides fresh opportunities to reach more readers in new ways. In addition to the always-popular winter print and digital catalogs, RAMP is introducing four summer email campaigns this year, designed to match books with readers during another “holiday” season — summer vacation. Join RAMP in 2021 for year-round reading, indie style!
Print/Digital Catalog and Email Distribution

Featuring a record 10 million copies, the 2020 Winter Catalog was distributed across multiple channels, reaching readers throughout the United States. In 2021, an additional 4 million Summer Emails will be sent.

Total Distribution: 10,000,000
- Social Media: 4,500,000
- Email: 3,500,000
- Direct to Store: 535,000
- Direct Mail: 740,000
- Newspapers: 725,000
Say hello to RAMP Summer Emails, a series of 4 FREE customized emails designed to capture your customers' attention on a regular basis over the summer months, driving online and in-store sales. All you need to do is provide RAMP with a few details and your personalized summer reading program will be good to go!
Themes and Dates

Just in time for warmer weather, RAMP’S Summer Emails will deliver the hottest titles directly to your readers’ inboxes, setting you up for sales both online and in-store. Each Summer Email will focus on a specialty theme and will include a broad array of titles for adults and children.

Wellness: Summer Email 1 – May 21, 2021

The Great Outdoors: Summer Email 2 – June 10, 2021

Hot Summer Reads: Summer Email 3 – July 1, 2021

Back to School/Work: Summer Email 4 – July 30, 2021

ORDER ONLINE AT rampbooks.com
Winter Catalogs and Emails

Up to 12,500 catalogs per member store are FREE and all orders include free freight

Minimum order quantity is 500; you must order in multiples of 500 unless using direct mail

Quantities over 12,500 may be purchased for $55 per 500 or $.11 per catalog if using direct mail

Catalogs are full color, 16 pages, 6” x 10.5”

Catalogs can be sent to your store, mailed directly to customers, and/or inserted in newspapers

Winter Catalog emails are available for FREE
**CUSTOM PRINT**

- Personalize your catalogs by adding your store logo, hours of operation, a coupon, and more.
- Cost to customize is $150 and includes front and back covers.
- Minimum of 2,000 catalogs must be ordered for customization.

**DIRECT MAIL**

- Direct mail postage is $.20 per catalog.
- **House List:** Deliver print catalogs to existing customers using your current store mailing list.
- **Saturation:** Reach potential customers in your area by mailing catalogs to targeted neighborhoods and zip codes.

**E-COMMERCE**

- Four Winter Catalog emails are available at no extra charge to send directly to your customers to drive sales online and in-store.

**NEWSPAPERS**

- Catalogs may be sent in boxes of 500 to your local newspaper or multiple newspapers for insertion.

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**Details**

Order online by **July 31, 2021** @ rampbooks.com
Payments are due **August 31, 2021**
Target date for catalog delivery is **November 1, 2021**
Key Dates

Winter Print Catalog Orders Due – July 31, 2021

Winter Print Catalogs Delivered – November 1, 2021

Winter Catalog Email 1* – October 19, 2021

Winter Catalog Email 2* – November 2, 2021

Winter Catalog Email 3* – November 16, 2021

Winter Catalog Email 4* – November 30, 2021

*Winter Catalog Emails are included FREE for all Winter Print Catalog subscribers.
Winter Catalog by the Numbers

88% RAMP bookstores say the print Winter Catalog is an important to very important part of their 4th quarter marketing plans

71% RAMP bookstores say direct mail is effective to very effective in generating new customers

76% RAMP bookstores say direct mail is effective to very effective in generating sales

77% RAMP bookstores say the digital Winter Catalog is an important to very important part of their 4th quarter marketing plans
Order online at rampbooks.com

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