

# THE 2008 MBA CATALOG IN REVIEW

## THE NUMBERS - An Overview -

Nearly 300,000 MBA Catalogs were distributed this year.

MBA bookstores...

- ✓ Direct-mailed MBA Catalogs to their stores' current and new customers, some renting mailing lists to increase circulation;
- ✓ Distributed MBA Catalogs in their stores; and/or
- ✓ Inserted MBA Catalogs in their local newspapers.

100 MBA bookstores contributed customer mailing lists for MBA Catalog direct mail distribution. Five stores rented mailing lists to generate *new* customers and earned up to \$150 in MBA rebates for this expense.

76 bookstores used MBA Catalogs custom-imprinted with their store names and logos, plus store events or extra advertising content.

230 MBA bookstores received boxed quantities of the MBA Catalog to distribute in-store. Member stores received 100-500 free copies this year.

20+ MBA bookstores advertised the MBA Catalog in their local newspapers and earned up to a \$50 rebate from MBA. MBA stores inserted 50,000+ catalogs in their local newspapers, earning up to a \$150 rebate per stores. Stores which took photos of their MBA Catalog displays earned \$20 display rebates.

MBA stores are earning \$2000+ in MBA rebates for newspaper ads, newspaper inserts, mailing list rental and/or photos of their MBA Catalog displays.

3000+ 10% OFF coupons from the MBA Catalog were redeemed by customers at MBA bookstores.

32 MBA Catalog titles appeared on the Heartland and/or National Indie Bestseller Lists from late October 2008 through January 2009.

4 MIDWEST CONNECTIONS PICKS books featured in the MBA Catalog - *LITTLE HEATHENS*; *SO BRAVE, YOUNG, AND HANDSOME*; *DEWEY*; and *A DOG NAMED CHRISTMAS* - were Heartland Indie Bestsellers. Three of these were National Indie Bestsellers, too.

10 other 2008 MIDWEST CONNECTIONS PICKS titles were featured in the MBA Catalog as well.

Our 2008 Midwest Booksellers' Choice Award winning titles were advertised FREE in the MBA Catalog. 2008 Midwest Booksellers' Choice Award Honor Book titles could be advertised at a discount.

3 Midwest Booksellers' Choice Award Winners/Honor Books were bestsellers in the MBA Catalog.

23 Indie Next/Book Sense Picks and Recommended titles were advertised in the 2008 MBA Catalog.

12 Indie Next/Book Sense Picks and Recommended titles in the 2008 MBA Catalog were bestsellers.

51 "Midwest Favorites" titles and books with Midwest regional interest subjects were included in the 2008 MBA Catalog, including 5 of our Midwest Booksellers' Choice Award titles.

8 titles with Midwest subjects and/or Midwest authors made the Heartland Independent Bestseller List. This included several books that were backlist titles.

9 of the books with feature or cover placement in the 2008 MBA Catalog became bestsellers.

44 books in the 2008 MBA Catalog were highlighted with personal recommendations from MBA booksellers. These recommendations are a popular and persuasive marketing feature of the MBA Catalog each year - and there's no extra charge to publishers. We urge all publishers to take advantage of this value-added opportunity.



## MIDWEST CONNECTIONS PICKS Featured in the 2008 MBA Catalog

The following MIDWEST CONNECTIONS PICKS appeared in the 2008 MBA Catalog. An asterisk \* means the title also appeared on the Heartland and/or National Independent Bestseller List between late October 2008 and early February 2009.

**APPLE BETTY & SLOPPY JOE**, the Sanvidge sisters (WI Historical Society Press)

\* **DEWEY**, Vicki Myron (Grand Central/Hachette)

\* **A DOG NAMED CHRISTMAS**, Greg Kincaid (Doubleday/Random House)

**DRIFTLESS**, David Rhodes (Milkweed Editions)

**THE LATEHOMECOMER**, Kao Kalia Yang (Coffee House Press)

\* **LITTLE HEATHENS**, Mildred Armstrong Kalish (Bantam/Random House)

**LITTLE KLEIN**, Anne Ylvisaker (Candlewick Press)

**OLD FARM**, Jerry Apps (WI Historical Society Press)

**THE PLAIN SENSE OF THINGS**, Pamela Carter Joern (U of Nebraska Press)

\* **SO BRAVE, YOUNG, AND HANDSOME**, Leif Enger (Atlantic Monthly Press)

**SHELTER HALF**, Carol Bly (Holy Cow! Press)

**SNOW**, Cynthia Rylant & Lauren Springer (Harcourt/HMH)

**A SPLINTERED HISTORY OF WOOD**, Spike Carlsen (Collins/HarperCollins)

**THANK YOU FOR ALL THINGS**, Sandra Kring (Bantam/Random House)

## 2008 Midwest Booksellers' Choice Award Winners Featured in the 2008 MBA Catalog

The five winners of our 2008 Midwest Booksellers' Choice Awards were featured on the outside back cover of the 2008 MBA Catalog, *at no charge to their publishers*.

\* = Bestseller List title

### Fiction

\* **Loving Frank: A Novel**  
Nancy Horan  
(Ballantine Books/Random House)

### Nonfiction

\* **Little Heathens:**  
Mildred Armstrong Kalish  
(Bantam Books/Random House)

### Poetry

**Valentines: Poems**  
Ted Kooser  
Illustrated by Robert Hanna  
(University of Nebraska Press)

### Children's Picture Book

**Agate: What Good Is a Moose?**  
Joy Morgan Dey and Nikki Johnson  
(Lake Superior Port Cities)

### Children's Literature

**Little Klein**  
Anne Ylvisaker  
(Candlewick Press)

One of our Honor Books for Fiction was featured on the front cover:

**So Brave, Young, and Handsome**  
Leif Enger  
(Atlantic Monthly Press/Grove/Atlantic)

## Indie Next / Book Sense Picks & Recommendations Featured in the 2008 MBA Catalog

The following Book Sense Picks and Notables appeared in the 2008 MBA Catalog. An asterisk \* means the title also appeared on the Heartland and/or National Independent Bestseller List between late October 2008 and early February 2009.

**Agate:**  
**What Good Is a Moose?**  
(Lake Superior Port Cities)

**The Better World Shopping Guide**  
(New Society Publishers)

\* **The Brass Verdict**  
(Little, Brown)

\* **Dewey**  
(Grand Central /Hachette)

\* **The Graveyard Book**  
(HarperCollins)

\* **The Guernsey Literary and Potato Peel Pie Society**  
(The Dial Press)

\* **Home**  
(Farrar, Straus & Giroux)

\* **The Hour I First Believed**  
(HarperCollins)

\* **The Hunger Games**  
(Scholastic Press)

**An Irish Country Christmas**  
(Forge)

**The Latehomecomer**  
(Coffee House Press)

\* **Little Heathens**  
(Bantam Books)

**Little Klein**  
(Candlewick Press)

\* **The Longest Trip Home**  
(William Morrow)

**Lost in the Woods**  
(Carl Sams II Photography)

\* **Louise, the Adventures of a Chicken**  
(HarperCollins)

\* **Loving Frank**  
(Ballantine Books)

\* **The Monsters of Templeton**  
(Hyperion)

**Old Bear**  
(Greenwillow Books)

\* **So Brave, Young, and Handsome**  
(Atlantic Monthly Press)

**Stranger in the Woods**  
(Carl Sams II Photography)

**Thank You for All Things**  
(Bantam Books)

**Too Many Toys**  
(Blue Sky Press)

## KUDOS from our MBA BOOKSELLERS for the 2008 MBA CATALOG!

***"The MBA Catalog was a BIG hit!!! Sales were 130% UP for us for December. No, that is not a misprint. Yes, I'm excited. Yes, I believe the AGGRESSIVE catalog/marketing combo helped TREMENDOUSLY. The first wave of catalogs "hit" at the end of October. Imprinting, a personalized front page, and the rented mailing list has brought us many new customers who didn't know we were their local independent store. The combined effects of the catalog and AGGRESSIVE support digital advertising and e-mail newsletter blasts have made a huge difference for us this year. LOTS of people walk in the door with the catalog in their hands and walk out the door with catalog AND other books/sidelines in their bags! My staff are really excited about the catalog as a marketing tool. Thank you so much!"***

**-- Miah Shull Olmsted, Back to Books, Hudson, WI**

***"Compared to last year, our sales from post-Thanksgiving through New Years were UP! The week AFTER Xmas was huge. Yes! The MBA Catalog helped our sales. We received many more 10% coupons back this year."***

**-- Sue Davis, River Lights Bookstore 2<sup>nd</sup> Edition, Dubuque, IA**

***"The catalog this year was GREAT. I can't tell you how many people came into my store with their catalogs marked up. We kept a big display of catalog books throughout the holiday season and the books did well. There were good picks in the catalog and the catalog itself looked very professional. I got a lot of compliments on it from other business owners."*** -- Jennifer Wills Geraedts, Beagle Books, Park Rapids, MN

***"Not only were sales WAY up this year, but this has been my BEST holiday season in the 8 years I have been in business! Today is the 7th of January and it still has not slacked off!! MBA Catalog sales are up. In addition, because of what they saw in the MBA Catalog, I sold other related titles. For example *This I Believe I*, Jason Wright's first book, *The Christmas Jars*, *Gallop*, other *Fix-It and Forget-It* cookbooks, other Ronald Smith, other books in the Paolini series, Sandra Kring's novels and graphic novels. All these were because of what people saw in the catalog. I think it is important to note this because the catalog sales actually transcend the catalog's own content. Also, I got WAY more coupons back this year. Maybe it is the current economic times, but I was surprised how many more I got this year."*** -- Angela Grafstrom, Inspiration Hollow, Roseau, MN

***"I was up 40% for Dec. Lots of hard work. Everything helped a bit including the catalog & Midwest Connections."***

**-- Jerry Bilek, Monkey See Monkey Read, Northfield, MN**

***"Our Christmas season was UP from 2007 and 2006! Surprise, surprise! We had fantastic response from the MBA catalog. This year we purchased a mailing list and that made a huge impact, I highly recommend it! I also felt people were conscious of supporting the local merchants and going out of their way to purchase from us."***

**-- Leslie Hakala, Best of Times Bookstore, Red Wing, MN**

***"The catalog went out in a neighborhood newspaper and we are distributing to groups. People are coming in with the catalog and buying from it as well. You do such a good job on it and it looks great. The book selection is interesting and appeals to so many sensibilities."*** -- Sarah Bagby, Watermark Books & Café, Wichita, KS

***"We are having excellent response to the MBA Catalog and our own store's super regionalized catalog. Over half our bestseller list had strong regional connections, followed by book group selections."***

**-- Anita Zager, Northern Lights Books & Gifts, Duluth, MN**

***"Yes -- the MBA Catalog helps our sales! People comment on it all the time!"***

**-- Candy Pearson, Apple Blossom Books, Oshkosh, WI**

***"Sales were up 19%. Our new location continues to yield increases. Catalog titles were a hit this year. Our display was heavily shopped. We had them displayed on the main table as you enter the store, and they continued to move well."*** -- Chris Livingston, The Book Shelf, Winona, MN

***"It is always a beautiful catalog with wonderful gift ideas. People are very happy to see it in the mail."***

**- Valerie Stadick, Main Street Books, Minot, ND**

***"We had our Holiday Open House on the Tuesday before Thanksgiving and many people had the catalog in their hands."*** -- Carl Wichman, NDSU Bookstore, Fargo, ND

***"We've had more people bring in the MBA Catalog wanting specific books than ever before. In addition, Midwest Connections highlights books that we probably wouldn't sell without the help of that program."***

**-- Carla Ketner, Chapters Books & Gifts, Seward, NE**

***"My sales were up over previous years. The MBA catalog & the Midwest Connections program help my sales."***

**-- Keri Holmes, The Kaleidoscope, Hampton, IA**

***"The Catalog ALWAYS helps sales. I can tell you the exact time the mailman has delivered the first catalog (give or take an hour or so). I would really like to use the Catalog next year as a book fair/fundraiser for smaller schools in our community."*** -- Lisa Baudoin, Books & Company, Oconomowoc, WI