

# THE 2009 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;
- ✓ Inserted MBA Catalogs in their local newspapers.
- ✓ Distributed MBA Catalogs in their stores; and/or

MBA bookstores contributed their customer mailing lists for MBA Catalog direct mail distribution. Stores rented over 40,000 names to generate *new* customers and earned up to \$100 per store in MBA rebates for this expense.

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

MBA bookstores received boxed quantities of the MBA Catalog to distribute in-store. Member stores received 100 free copies this year, and the majority of stores ordered additional copies.

MBA stores inserted 82,000+ catalogs in their local newspapers, earning up to a \$100 rebate per store.

12+ MBA bookstores advertised the MBA Catalog in their local newspapers and earned up to a \$50 rebate per store from MBA.

Stores which took photos of their MBA Catalog displays earned \$20 display rebates.

MBA stores are earning \$3000+ 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. MBA will be creating a consumer e-mail list from customers who opt in by providing their e-mail addresses on their coupons.

32 MBA Catalog titles appeared on the Heartland and/or National Indie Bestseller Lists from late October 2009 through early February 2010.

2 MIDWEST CONNECTIONS PICKS books featured in the MBA Catalog -- *A RELIABLE WIFE* and *OTIS* -- were Heartland Indie Bestsellers. Both of these were National Indie Bestsellers, too.

17 other 2009 MIDWEST CONNECTIONS PICKS titles were featured in the MBA Catalog as well.

5 of our 2009 Midwest Booksellers' Choice Award winning titles were advertised FREE in the MBA Catalog. 2 of our 2009 Midwest Booksellers' Choice Award Honor Books were advertised at a discount.

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

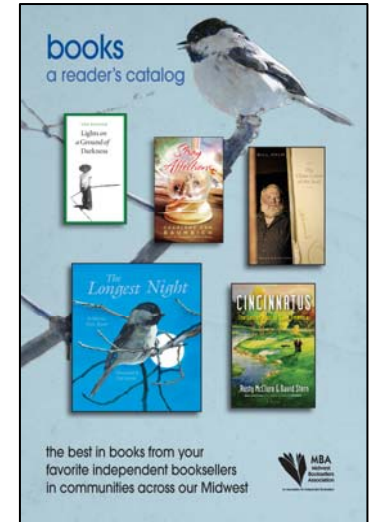
24 Indie Next Picks and Recommended titles were advertised in the 2009 MBA Catalog.

11 Indie Next Picks and Recommended titles in the 2009 MBA Catalog were bestsellers.

47 "Midwest Favorites" titles and books with Midwest regional interest subjects were included in the 2009 MBA Catalog, including 5 of our Midwest Booksellers' Choice Award titles.

7 titles with Midwest subjects and/or Midwest authors made the Heartland Independent Bestseller List.

48 books in the 2009 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 2009 MBA Catalog

The following MIDWEST CONNECTIONS PICKS appeared in the 2009 MBA Catalog. An asterisk \* means the title also appeared on the Heartland and/or National Independent Bestseller List between late October 2009 and early February 2010.

HEAVEN TO BETSY / BETSY IN SPIKE OF HERSELF, Maud Hart Lovelace (Harper Perennial)

BETSY WAS A JUNIOR / BETSY AND JOE, Maud Hart Lovelace (Harper Perennial)

BETSY AND THE GREAT WORLD / BETSY'S WEDDING, Maud Hart Lovelace (Harper Perennial)

THE CHAIN LETTER OF THE SOUL, Bill Holm (Milkweed)

COOP: A YEAR OF POULTRY, PIGS, AND PARENTING, Michael Perry (HarperCollins)

FRONT AND CENTER, Catherine Gilbert Murdock (Houghton Mifflin Harcourt)

LIGHTS ON A GROUND OF DARKNESS, Ted Kooser (University of Nebraska Press)

THE LONGEST NIGHT, Marion Dane Bauer, Ted Lewin (Holiday House)

MOOSE ON THE LOOSE, Kathy-jø Wargin, John Bendall-Brunello (Sleeping Bear Press)

\* OTIS, Loren Long (Philomel/Penguin)

OUT OF THE NORTHWOODS, Michael Edmonds (Wisconsin Historical Society Press)

PIONEER GIRL, Andrea Warren (University of Nebraska Press)

\* A RELIABLE WIFE, Robert Goolrick (Algonquin Books)

SAVVY, Ingrid Law (Dial Books for Young Readers)

SELDOM SEEN, Patrick Dobson (University of Nebraska Press)

SHIVER, Maggie Stiefvater (Scholastic Press)

SING THEM HOME, Stephanie Kallos (Grove/Atlantic)

STRAY AFFECTIONS, Charlene Ann Baumbich (WaterBrook Press/Random House)

THIS WATER GOES NORTH, Dennis Weidemann (Mániténáhk Books)

## 2009 Midwest Booksellers' Choice Award Winners Featured in the 2009 MBA Catalog

The five winners of our 2009 Midwest Booksellers' Choice Awards were featured on the outside back cover of the 2009 MBA Catalog, *at no charge to their publishers*. \* = Bestseller List title

### Fiction

\* THE STORY OF EDGAR SAWTELLE  
David Wroblewski (Ecco/HarperCollins)

### Nonfiction

COOP  
Michael Perry (HarperCollins)

### Poetry

SWIMMING WITH A HUNDRED YEAR OLD  
SNAPPING TURTLE  
Freya Manfred (Red Dragonfly Press)

### Children's Picture Book

LOUISE, THE ADVENTURES OF A CHICKEN  
Kate DiCamillo and Harry Bliss  
(Joanna Cotler Books/HarperCollins)

### Children's Literature

\* THE GRAVEYARD BOOK  
Neil Gaiman (HarperCollins)

Two of our Honor Books for Fiction were featured in the MBA Catalog:

\* A RELIABLE WIFE  
Robert Goolrick  
(Algonquin Books/Workman)

SAVVY  
Ingrid Law  
(Dial Books for Young Readers/Penguin)

## Indie Next / Book Sense Picks & Recommendations Featured in the 2009 MBA Catalog

The following Indie Next/Book Sense Picks and Notables appeared in the 2009 MBA Catalog. An asterisk \* means the title also appeared on the Heartland and/or National Independent Bestseller List between late October 2009 and early February 2010.

109 FORGOTTEN  
AMERICAN HEROES  
(DK/Penguin)

BELOVED ON THE EARTH  
(Holy Cow! Press/CBSD)

\* CARL'S SNOWY AFTERNOON  
(FSG/Macmillan)

COOP  
(HarperCollins)

EVERYTHING I NEED TO KNOW I  
LEARNED FROM A CHILDREN'S  
BOOK

(Roaring Brook/Macmillan)

\* FIRE  
(Dial Bks for YR/Penguin)

FRONT AND CENTER  
(Houghton Mifflin Harcourt)

THE GIFT OF  
AN ORDINARY DAY  
(Grand Central/Hachette)

\* HER FEARFUL SYMMETRY  
(Scribner/S&S)

\* THE GRAVEYARD BOOK  
(HarperCollins)

\* JULIE ANDREWS' COLLECTION  
OF POEMS, SONGS, AND  
LULLABIES  
(Little, Brown/Hachette)

\* LOST IN THE WOODS  
(Carl Sams II Photography)

THE MAZE RUNNER  
(Diacorte Press/RH)

\* MILLION-DOLLAR THROW  
(Philomel/Penguin)

MY BREAD  
(W.W. Norton)

\* OTIS  
(Philomel/Penguin)

PRINCESS HYACINTH  
(Schwartz & Wade/RH)

\* A RELIABLE WIFE  
(Algonquin Books/Workman)

SAVVY

(Dial Bks for YR/Penguin)

SHIVER, Maggie Stiefvater  
(Scholastic Press)

SING THEM HOME  
(Grove/Atlantic)

\* THE STORY OF EDGAR  
SAWTELLE  
(Ecco/HarperCollins)

\* STRANGER IN THE WOODS  
(Carl Sams II Photography)

WISHIN' AND HOPIN'  
(HarperCollins)

\* THE WOLF AT TWILIGHT  
(New World Library/PGW)

## KUDOS from our MBA BOOKSELLERS for the 2009 MBA CATALOG!

"We've done very well, sales are up. This was my 9th Christmas in business and I had my BEST holiday season ever!! And as I have told you before, the MBA Catalog continues to help. This past Easter season I had someone bring in a catalog from 2 YEARS AGO (they save them all) and asked for a book they found in it! Last year I had leftover catalogs into July, but I continued to give them out, updating them with sales fliers and misc. book information. This year I had customers in before the catalogs came out ASKING when they would be here. Anyway, I think the catalogs are a very important marketing tool and I hope to increase my use of it in the years to come. Also, I used the on line link in my e-newsletter. My newsletter recipients also said they appreciated getting it online. I think a combination of strategies is the best way to reach the most number of people, but what I received the most feedback from customers on is the following: the MBA Catalog, our newspaper insertion of the Catalog, newsletter and email blasts, gift cards and certificates, Free gift wrapping, extended hours, special orders, direct-to-home shipping."

-- Angela Grafstrom, *Inspiration Hollow, Roseau, MN*

"A good holiday season! Yes, the MBA Catalog helps our sales! Sales up 14% for December. We tripled the number of catalogs we inserted into our local paper and worked hard to insure we were never out of catalog titles. The MBA catalog helped us a lot this holiday season." -- Judith Kissner, *Scout & Morgan Books, Cambridge, MN*

"We were steady and busy over Thanksgiving weekend with many families from out of town. Children's books and new releases did particularly well. Watermark Books had a December gain of between 8% to 9%. We praise the Midwest Booksellers Association Catalog, which was distributed through our local newspaper on the Sunday after Thanksgiving. That alone brought more new faces into the store than ever before, and the store saw sales from it all that week and through December. Customers were calling and coming into the store with the catalog in hand. The publishers were well represented with great selections in the catalog this year, and the titles were flat-out fun to sell."

-- Sarah Bagby and Beth Golay, *Watermark Books, Wichita, KS*

"Our sales for the month of November, 2009 were the fourth highest since we opened in April of 2007. Children's books are always good sellers for us. This month and the Friday and Saturday after Thanksgiving were no exception. Between the time we first distributed the MBA Catalog in early November and Friday, Dec. 4th, 61 titles from the MBA Catalog have been sold. The MBA Catalog is making its way into the store! Customers are bringing the catalog into the store when they shop for books and gifts. They have redeemed coupons as well. Our (college) employee discount is 10% off entire purchase, so the incentive to faculty and staff is not there. Still, we are doing a catalog stuffing to all staff and faculty at our college this week as a way to remind them of the wonderful titles we have in our collection and spur shopping at the downtown location this week. We will however honor purchases and discounts at the college store as well, so we may see employees visit the campus store and request titles from the catalog at that location." -- Vicki Wade, *Pioneer Bookshop, Grinnell, IA*

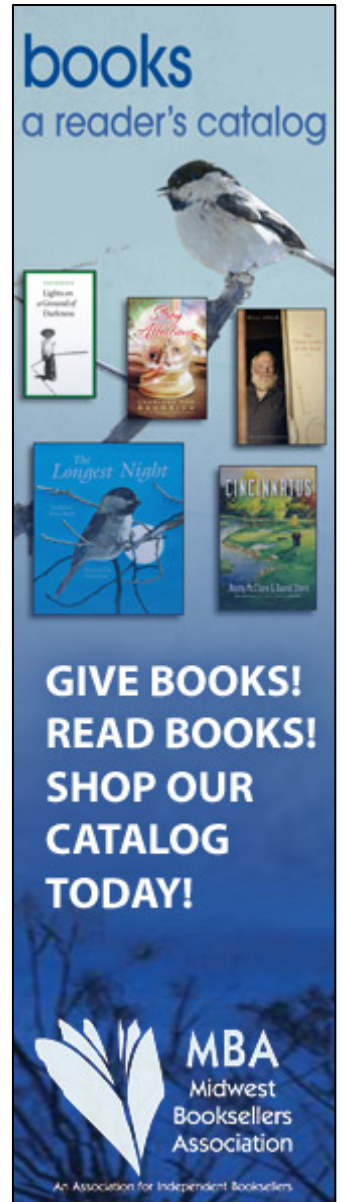
"We used the MBA Catalog for our mailing list, in-store display, and stuffed an additional 800 into selected zones of our local newspaper. Response to the mailing was immediate and good. The MBA Catalog was really well received this year. Folks who got it in the mail starting coming in as soon as it arrived, and the books on the list on the Catalog table sold well. Facebook has been a very recent addition to our efforts and has re-connected us to quite a few lapsed customers. Our Little Falls Business Association Open House is always a big kick-off to the season."

-- Laura Hansen, *Bookin' It, Little Falls, MN*

"We had a great Thanksgiving weekend...approximately 25% above last year! In general, we were up 15% over last year. The catalog definitely helped us. Customers had it in hand when they came in the store and we got phone inquiries as well. Coupons have been redeemed." -- Molly Rice, *Valley Bookseller, Stillwater, MN*

"Holiday sales this year were up from last year. The Midwest Booksellers Association Catalog titles did very well - we mailed it to our customers and stuffed it in a local 'what's happening' paper, which has a circulation of about 8,000. This year, River Lights increased its marketing initiatives, and that seemed to pay off in sales. Cookbooks were hot. More advertising and Facebooking. The store stayed open until 9:00 p.m. every weekday."

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



## KUDOS from our MBA BOOKSELLERS for the 2009 MBA CATALOG!

"The catalog this year was GREAT. We inserted it in the local newspaper, and people came in it with marked up for the books they wanted to buy. 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*

"Yes, the MBA Catalog has definitely helped our sales. We inserted catalogs into our local buyer's guide paper. We used it as a bag stuffer, handing out at offsite sales events. People love getting the catalog, and I've gotten a lot of people to fill out the wish list on the front inside cover." -- *Candy Pearson, Apple Blossom Books, Oshkosh, WI*

"We did extremely well. Our sales almost doubled this year. We did newspaper inserts with the MBA Catalog and a toy catalog. E-mail newsletters have been huge since I started and have really bumped up my sales since I started in August." -- *Valerie Stadick, Main Street Books, Minot, ND*

"We did very well! In the beginning of our 2nd year in business, we doubled our sales for Friday and Saturday over last year's numbers. The MBA Catalog has been a great selling tool, and we think our really beautiful window displays, fun radio ads, and word of mouth are also working very well." -- *Tressa Mott, The Next Chapter, Knoxville, IA*

"We had strong response from the MBA catalog. People came in with the catalog in their hands. This year again we purchased a mailing list and that made a big 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*

"We've had people bring in the MBA Catalog wanting specific books, and we've sold quite a few books from our MBA Catalog display. 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*

"We did great. Up over 2008 & 2007 by just a hair. Customers were in good spirits. They clearly expressed how much the store meant to them and that shopping local was important. *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.) One of the leading paperbacks was *The Story of Edgar Sawtelle*. The store is starting the year with a robust roster of author events. Books & Company is hosting an extravaganza with 10 local scribes, followed by appearances with Robert Goolrick (*A Reliable Wife*) and other authors." -- *Lisa Baudoin, Books & Company, Oconomowoc, WI*

"Our sales were up, and we did a lot of special orders. We used the MBA Catalog, and there are some atypical titles for us that we sold only because they were out on the catalog display table." -- *Tripp Ryder, Carleton College Bookstore, Northfield, MN*

"I used the MBA Catalog titles for displays and have had good success. We distributed the catalog to the faculty/staff and have gotten a good response, even for some of the Wisconsin books. We sold a Wisconsin cheesemakers book here in Minnesota!" -- *Ruth Block, St. Olaf College Bookstore, Northfield, MN*



We were up 28.5% from last Thanksgiving weekend. We did advertise a Black Friday sale which spiked our sales. We had a table with notable MBA Catalog titles featured." -- *Reader's Loft, Green Bay, WI*

"We were up a little over last December but overall up 7% from 2008. The MBA Catalog does help our sales. Our local paper asked for holiday shopping recommendations from us, too." -- *Eileen Fesco, Book Mouse, Ottawa, IL*

"Yes, the MBA Catalog definitely helps our sales. There were some titles in the MBA Catalog that I would not have ordered in, and we sold two or three copies of these books." -- *Jane Stroh, The Bookstore, Glen Ellyn, IL*

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To see additional information and promotional materials for the 2009 MBA Catalog, please visit our website: <http://www.midwestbooksellers.org/catalog/>

## MIDWEST BOOKSELLERS ASSOCIATION

2355 Louisiana Avenue N, Suite A, Golden Valley, MN 55427 / 763-544-2993, 800-784-7522, Fax 763-544-2266  
[susan@midwestbooksellers.org](mailto:susan@midwestbooksellers.org) / [kati@midwestbooksellers.org](mailto:kati@midwestbooksellers.org) / [www.midwestbooksellers.org](http://www.midwestbooksellers.org)