

An open letter from Carl Lennertz, HarperCollins Publishers:

April 24, 2009

Dear publishing friends,

I know we are all struggling with tight budgets, but I can offer some data I just found to support that the regional holiday catalogs work. Using Bookscan, I isolated a few books and found a definite effect on sales. There's also plenty of anecdotal evidence to show that initial orders double or triple when a rep says a book is in the catalog.

The regional association execs have also done a great job getting stores to do prominent displays and to order up in the fall. These marketing vehicles are THE holiday tool for everyone from Tattered Cover and Powell's to hundreds of small indies whose combined sales in rural markets constitute a top 5 Bookscan market all by themselves.

Email me if you'd like more info, but I hope you'll support the catalogs best you can. It's important to your books and authors, to the bookstores, and to the associations who put on shows that will be more important than ever to all of us this fall.

Best,

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