

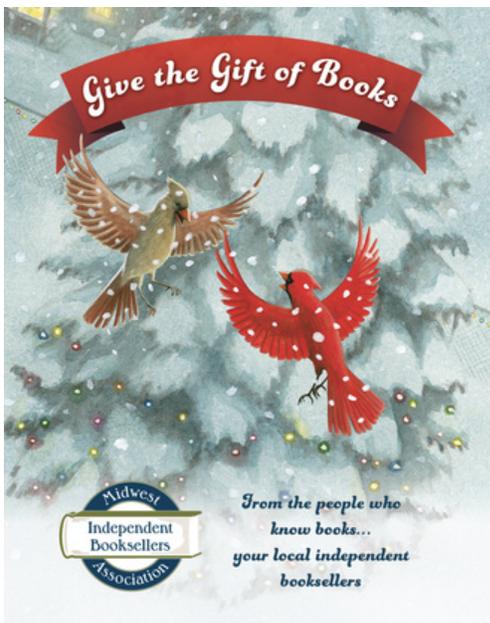


# Holiday Catalog Campaign 2019

Our book lover's holiday catalog is a highly valued, direct-to-consumer marketing piece featuring roughly 100 gift-worthy books in a wide range of subjects for adults and children of all ages. Designed as an interactive winter traffic-builder, our catalog drives indie bookstore sales in-store and online during the busy gift-giving season. The catalog is a time-tested and proven marketing tool. Stores report a higher rate of traffic once the catalog is in their customers' hands.

**Using our catalog increases your sell-in  
Our booksellers increase your sell-through**

**Deadline: July 26**



*Last year's catalog cover*

## Gretchen Treu, Room of One's Own (Madison, WI)

"The holiday catalog was wonderful this year. We got lots of people coming in from our saturation mailing and others saw it as an insert in the *Isthmus*, our local arts and entertainment weekly. MIBA did a fantastic job choosing titles to make our store a destination for holiday shopping. We sold very briskly out of our catalog titles."



**Print  
Features**

**500,000  
Print Circulation**

*We heavily subsidize our print ordering options, making extensive marketing campaigns affordable year after year.*

- **Customization.** Over 70 stores place a custom order, with their unique branding on the cover
- **Direct mail.** Out stores send over 300,000 catalogs to existing customers via direct mail, and to new customers via saturation mailing, which lets stores "saturate" entire zip codes via USPS direct to customer mailboxes; so far, we're the only regional to offer this service, which our booksellers love
- **In-store point-of-sale.** Every store receives a free hard-copy point of sale package, including shelf-talkers, posters, bookmarks, and catalog-branded decor to creative catalog displays that sell

**Digital  
Features**

**125,000  
Digital Circulation**

*We offer three main tiers of digital campaign resources for our stores, all free.*



### Online shopping platform

- Each store receives a free, shoppable e-catalog with custom store branding, unique URL, and click-through to each product on the stores' e-commerce website

### Huge digital promo kit

- We post 1) an extensive collection of catalog-branded digital assets and 2) title-specific graphics and data, making e-newsletter and online marketing fast and effective

### Social media amplification

- We supply content on our social media channels for stores to repost to help boost the catalog's signal



**Midwest Independent Booksellers Association**  
[www.midwestbooksellers.org/winter-catalog](http://www.midwestbooksellers.org/winter-catalog)

**Place your catalog order today!**

Carrie Oby • [carrie@midwestbooksellers.org](mailto:carrie@midwestbooksellers.org)

# Holiday Catalog Campaign 2019



Last year's catalog theme was created with artwork from Candlewick's *Red and Lulu*, with art from the book saturating our print, digital, and in-store campaigns.

## Ad Rates

### Be our theme!



#### **\$12,000** Cover placement PLUS

Art from your holiday- or winter-inspired title is used comprehensively, including cover art, interior layout, and a stunning array of digital and print point-of-sale items. Includes one standard print ad.

### Deluxe Ads

Interior layout is 6 books per page. Use this real estate to promote one big title or a series at a discounted rate over standard ads.

**\$10,000 Full page.** Use a full page to promote a major title or series. Include jacket, author photo, headers, and copy. Highly flexible with custom layout collaboration with our designer.

**\$6,500 Half page.** Use a half page to promote a major title or series. Include jacket, author photo, headers, and copy. Highly flexible with custom layout collaboration with our designer.

### Standard Ads

Standard ads are 6 per page and include jacket and 40 words of copy.

**\$2,500 Standard Ad.** Our most popular option!

**\$1,500 Midwest Favorite.** Enjoy a discounted rate on titles with a consumer-facing Midwestern angle.

**\$1,250 Paperback Rate.** Enjoy a discounted rate on titles previously released in hardcover.

## Books & Company (Oconomowoc, WI)

"We love the catalog. It continues to be one of the best marketing partnerships between publishers, MIBA, and bookstores, while doing so much to build our relationships with customers and successfully promote titles. The catalog titles average 7% of our book sales during the months of November and December, which translates to 550 books in a two-month period.



We also promote the catalog on our website, through our e-newsletter, social media posts, and with the awesome display we have in the store representing every title in the catalog. Our display is up from November-January. It has at least 1 copy of each book in the catalog and 90% of the titles are face out. —Lisa Baudoin

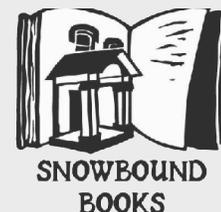
## Zenith Bookstore (Duluth, MN)

"Every aspect of this campaign has been a huge boon. New customers come in every day, with catalog in hand, excited about the selections. The saturation mailing was great, and it was so exciting having new people in the store based on what they received in the mail. I could definitely see us next year significantly increasing the saturation mailing audience." —Bob Dobrow



## Snowbound Books (Marquette, MI)

"2017 was the first year I did saturation mailing with the holiday catalog, and I will definitely do it again, maybe even increasing the range. We had immediate results. The day after it went out, people walked in, catalog in hand, most with items circled. Many of them had never been in the store before. Almost every customer that came in because of the catalog bought something. They just needed a nudge to get in here." —Dana Welshans



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