



HOLIDAY CATALOG E-NEWSLETTER

Sell even more books during the holidays with the Holiday Catalog email newsletter. This direct-to-consumer marketing piece for all your book-loving customers features a wide selection of gift-worthy titles in a variety of subjects, for adults and children of all ages.

Our proven marketing tool now reaches beyond print, direct to your customers' email. The emails will feature the titles from your print catalog and will be emailed to your store mailing list through the months of November and December.

The newsletter will link to your bookstore site and social media pages and the buy buttons can link directly to your e-commerce. You retain full ownership of your subscribers. Shelf Awareness safely stores your list in a dedicated application and automatically sends each catalog volume for you, using best email newsletter practices.

"We've seen very, very impressive growth, with significant sales increases in certain titles featured on the Indie Next List. The unsubscribe rate is virtually nonexistent. Those consumers are hearing about titles that indie booksellers are recommending and it is having a clear impact on sales"

*—Oren Teicher, ABA CEO
praise for the Indie Next List e-newsletter,
powered by Shelf Awareness*



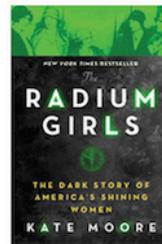
Your logo is at the top of each issue & links directly to your website

The Radium Girls: The Dark Story of America's Shining Women By Kate Moore

Sourcebooks | \$17.99 | 9781492650959

New York Times bestseller! The incredible true story of the young women exposed to the "wonder" substance of radium and their brave struggle for justice.

Share  



MORE INFO

BUY NOW

Each title has "more info" & "buy now" buttons that link to the book on your e-commerce site

Sponsored by your regional trade association - Powered by Shelf Awareness

For information or to sign up your bookstore, contact: bookstores@shelf-awareness.com | 206.274.8144

HOLIDAY CATALOG

You'll receive a list of titles in advance of each email newsletter issue, so you can place orders and create store displays

"A customer came in yesterday and pointed to her smart phone which had a specific book from the Shelf Awareness email catalog pulled up. She bought the book as a Christmas gift for her nephew & then found another book from the shelves. Success!!

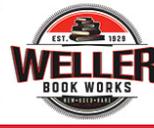
Thanks to everyone at Shelf Awareness for the new idea and sharing it with our customers. We look forward to the subsequent emailed catalogs & similar success."

— Peter Schertz
Owner Maria's Bookshop
Durango, Colorado

All you need to get started:

- your logo
- a 'reply-to' email address
- your mailing list

EVERYONE GETS A BOOK



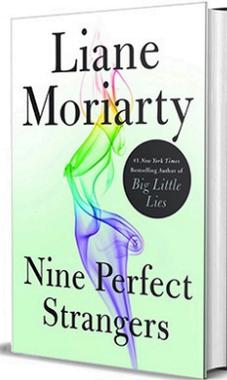
THE BEST BOOKS OF THE SEASON FROM YOUR LOCAL INDEPENDENT BOOKSTORE.

Nine Perfect Strangers

By Liane Moriarty

Flatiron Books | \$28.99 | 9781250069825

From the #1 *New York Times* bestselling author Liane Moriarty, author of *Big Little Lies*, comes her newest novel, *Nine Perfect Strangers*: Could ten days at a health resort really change you forever? These nine perfect strangers are about to find out...



MORE INFO

BUY NOW

your store branded header links to your webpage

80-character customizable tag line

"more info" & "buy now" buttons link to your e-commerce



Little

By Edward Carey

Riverhead Books | \$27 | 9780525534327

The wry, macabre tale of an ambitious orphan in Revolutionary Paris, befriended by royalty and radicals, who transforms herself into the legendary Madame Tussaud. *Little* is a darkly endearing cavalcade of a novel—a story of art, class, determination, and how we hold on to what we love. "Surfeited with the reality of human capacity and ingenuity." (Gregory Maguire, author of *Wicked*)

MORE INFO

BUY NOW



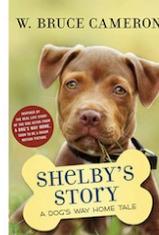
each title is sharable on your social media accounts

Shelby's Story: A Dog's Way Home Tale

By W. Bruce Cameron

Starscape | \$16.99 | 9781250301918

The totally irresistible tale of a puppy rescued from the streets to become the star of a major motion picture, *A Dog's Way Home*!



MORE INFO

BUY NOW

GREAT FICTION, NON-FICTION, CHILDREN'S BOOKS AND MORE!



The Atlas Obscura Explorer's Guide for the World's Most Adventurous Kid

By Dylan Thuras and Rosemary Mosco
Joy Ang (Illus.)

MORE INFO

BUY NOW

Workman Publishing | \$19.95 | 9781523503544

Created by the same team behind the bestselling *Atlas Obscura*, this is a thrillingly imaginative expedition to 100 of the world's most mysterious and mesmerizing places. Imagine the world's most ingenious tour guide working with an unlimited budget, and this is the journey you'd take: hopperscotching from country to country in a daisy

includes a wide variety of gift worthy books