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

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 ≤ f t

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
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

Contact bookstores@shelf-awareness.com | 206.274.8144 to sign up!