



## Independent Bookstore Day Publisher Information

Independent Bookstore Day is the last Saturday in April

### BOOKSTORE DAY STATS AT A GLANCE:

- 650+ participating stores
- 49 states (minus HI)
- 10-15 exclusive items + free items
- 375,000 IBD bookmarks distributed

### SALES STATS:

Participating stores are [up an average of 52%](#) over a typical Saturday in April. Sales in the indie channel for the week of IBD were up 9.5 points in 2018 from the previous year and another 2.25 percent in 2019.

### TRADITIONAL MEDIA:

[Each year IBD generates more than 250 stories in local and national media](#), including print, radio, TV, and digital coverage from outlets like *Oprah Magazine*, *Forbes*, and newspapers from the *Washington Post* to the *Winston-Salem Journal*, *Orlando Weekly*, and many others.

### SOCIAL MEDIA:

- Our official hashtag, #IndieBookstoreDay trends the week leading up to IBD.
- 215K+ Twitter impressions, with mentions by Neil Gaiman, Angie Thomas, presidential candidate Mayor Pete Buttigieg, and Author Ambassadors, Celeste Ng, Sean Doolittle, Tayari Jones and more.
- Facebook reach of 100K+.

## CALL FOR PUBLISHER SUBMISSIONS

Deadline: September 15

We are always looking for very **limited, exclusive, word-based items and books** that will help drive readers to brick-and-mortar bookstores on Bookstore Day.

**Print runs: 500-5,000**

**Price points: \$8-\$50**

**Delivery to Ingram: April 1**

Bookstore Day staff, along with a curating committee of booksellers, will choose 5-10 exclusive items. The submission deadline is **September 15**, but we are more than happy to get them earlier or discuss ideas informally at any time. **We are looking for BIG, NEW DOORBUSTERS.**

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## IDEAS FOR BOOKSTORE DAY EXCLUSIVES

**Big-name authors with a great social media presence are ideal.** See past items by Neil Gaiman, Stephen King, Allie Brosh...

1. **A new, SIGNED release with a special jacket just for Bookstore Day.** Can you get a designer or artist to create a book jacket for a BIG spring release? Signed by the author but with no new content required. Print run dictated by the author's willingness to sign.
2. **Repurposed work by a big-name author in an exclusive, signed package.** A beautiful collection of noodle recipes from David Chang (or Persian recipes from Samin Nosrat, or kid-favorites from Chrissy Teigen)? Essays about books, bookstores, and readings from David Sedaris? This is all about name recognition, packaging, and exclusivity.
3. **Kids' stuff.** A plush and book package with a favorite character? An original story from a popular series or character? An original comic book from a popular graphic novelist?

4. **Broadsides and prints** only work well if they are **signed** by popular authors. The Allie Brosh *Hyperbole and a Half* print (\$15) and Anthony Bourdain's "Perfect Burger" print (\$20) were both very popular.
5. **Free items.** Everyone LOVES these. They need to be exclusive, cool, and have value. Hardcover "mini-books" by Rainbow Rowell and Brandon Sanderson were standouts.

**A few things that DON'T work:** Boxed sets, t-shirts, baseball caps, tote bags, blank books/journals, stickers, bookmarks, trinkets. Ceramic or glass won't work for shipping reasons.

To see full catalogs of exclusive items from each year, please visit our archives at [www.indiebookstoreday.com/archives](http://www.indiebookstoreday.com/archives).

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## GENERAL SCHEDULE FOR PUBLISHERS

**September 15:** All IBD proposals due

**October 15:** Final IBD items confirmed

**December 1:** All bibliographic information and cover art due to IBD

**January 15:** IBD catalog goes live and orders begin

**February 5:** Ordering closes

**February 10:** All IBD bookstore orders finalized

**February 20:** Ingram will place formal orders with publishers

**March 15:** Bookstore Day Bookmarks arrive at 650+ bookstores

**April 1-15:** All social media collateral from authors and publishers to IBD

**April 1:** All exclusives must arrive at Ingram's Tennessee warehouse

**Last Saturday in April:** Bookstore Day (tweet, post, repost, like, share)

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## PUBLISHER FAQs

**Q:** How many bookstores participate?

**A:** In 2015, we had 365 stores. By 2020, we had 650+ stores. We expect those numbers to continue to grow to 700+ total.

**Q: Do publishers donate these items to IBD?**

**A:** In most cases, no. Publishers set the retail prices as usual (after initial discussion with IBD) and distribute them via Ingram at their usual discounts. All items are non-returnable.

**Q: What kind of prices are we looking at?**

**A:** Between \$8 and \$50. We have found that \$12-\$25 seems to be the sweet spot.

**Q: How are print runs set?**

**A:** In most cases, publishers print according to bookstore orders. But publishers can also set limited print runs beforehand. There are no reprints or overruns.

**Q: How are the items distributed?**

**A:** Ingram is our distribution sponsor. Each participating publisher will need to provide standard bibliographic information for each title.

**Q: Can we reissue an IBD item later?**

**A:** The idea is that each item is exclusive for IBD, doesn't already exist, and will not be produced in the future. However, there are exceptions. In those cases, we ask for a minimum six-month lead.

**Q: Can we use IBD to promote an upcoming title?**

**A:** Yes, but the item created for IBD still needs to be unique and special and not feel like a promotional giveaway.

**Q: What about giveaways?**

**A:** We love giveaways, but they should be pretty cool. Finished books are great. A beautiful broadside could be wonderful. We can distribute free items via Ingram or a publisher can distribute them directly.

**Q: What are the other publisher commitments?**

**A:** Just to meet the deadlines and work with your authors and staff to help promote IBD.

**Q: We can't make an exclusive. Are there other ways we can participate?**

**A:** Ask your authors to set up events at local stores on IBD (they don't have to be IBD authors). Use your social media channels and newsletters to help us get the word out. Make a video about indie bookstores! Get creative! We love unique partnerships and opportunities.

**Q: What about sponsorship opportunities?**

**A:** Yes! Honestly, anything helps. Penguin Random House became our first publisher sponsor in 2015 with a gift of \$15,000. In 2019, Chronicle Books sponsored our tote bags, enabling us to print and distribute five times the number we produced in 2018. We are also sponsored financially by ABA and Ingram. There are bookmark sponsorships available each year for \$5,000 (for 75,000 bookmarks distributed to every participating store). Want to become a sponsor? Just ask.

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**PROMOTE YOUR TITLE**

**Sponsor a Bookstore Day BOOKMARK!**

**Publishers can sponsor 75,000 full-color IBD bookmarks for \$5,000.** This is a great opportunity to promote an indie-friendly title coming out on or around Bookstore Day. Limited to 6 publishers/designs.

The IBD bookmarks are distributed to every participating Independent Bookstore Day store for free via ABA's box mailing. Stores agree to hand them out instead of, or in addition to, their regular bookmarks for the month of April.

In 2019 we distributed 375,000 bookmarks through 550+ stores in 49 states.