You have books. We have readers.

In the remarkable year that was 2020, five regional independent booksellers’ associations joined forces to produce consumer print and digital catalogs, leveraging a combined 150 years of winter and holiday catalog production and distribution. Bookstores across the Mid-Atlantic (NAIBA), Great Lakes (GLIBA), New England (NEIBA), Midwest (MIBA), and South (SIBA) reached 10 MILLION CONSUMERS with new title information during the holiday season.

NEW IN 2021

2021 provides new opportunities to reach more readers in more ways. In addition to the always-popular winter print and digital catalogs, RAMP bookstores across the Eastern half of the United States will introduce four summer email campaigns this year, designed to match books with readers during another “holiday” season — summer vacation. Join RAMP in 2021 for year-round reading, indie style!
Print/Digital Catalog and Email Distribution

Featuring a record 10 million copies, the 2020 Winter Catalog was distributed across multiple channels, reaching readers throughout the United States. In 2021, an additional 4 million Summer Emails will be sent.

- **10,000,000** Total Distribution
- **740,000** Direct Mail
- **725,000** Newspapers
- **4,500,000** Social Media
- **725,000** Social Media
- **3,500,000** Email
- **4,500,000** Email
- **535,000** Direct to Store
- **535,000** Direct to Store

Pages Bookshop, Detroit, MI
Editorial Calendar and Publication Dates

NEW IN 2021

SUMMER

**Wellness:** Summer Email 1 – May 21, 2021
Booking deadline: April 23, 2021 / Materials deadline: May 7, 2021

**The Great Outdoors:** Summer Email 2 – June 10, 2021
Booking deadline: May 13, 2021 / Materials deadline: May 27, 2021

**Hot Summer Reads:** Summer Email 3 – July 1, 2021
Booking deadline: June 3, 2021 / Materials deadline: June 17, 2021

**Back to School/Work:** Summer Email 4 – July 30, 2021
Booking deadline: July 2, 2021 / Materials deadline: July 16, 2021

BOOK TODAY! Contact SuzanneShoger@gmail.com / rampbooks.com
## Summer Email Ad Rates

**WEB BANNER**  
670px W x 175px H  
Top Banner – $2500  
2nd Banner – $2300

**BOOKMARK**  
320px W (height will adjust)  
Regular Unit – $500

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**FEATURED TITLES**

- **Notorious** (Rebels of the Ton, Book 1)  
  Minerva Spencer  
  Thrown into a marriage of necessity, can an unapologetically

- **The Arctic Fury**  
  Greer Macallister  
  A dozen women join a secret 1850s Arctic expedition, and a
  sensational murder trial

- **American Gospel**  
  Lin Enger  
  Radically personal and quintessentially American, an intimate
Editorial Calendar and Publication Dates

WINTER

Winter Print Catalog – November 1, 2021
Booking deadline: June 15, 2021 / Material deadline: July 15, 2021

Winter Catalog Email 1 – October 19, 2021
Included FREE with Winter Print Catalog

Winter Catalog Email 2 – November 2, 2021
Included FREE with Winter Print Catalog

Winter Catalog Email 3 – November 16, 2021
Included FREE with Winter Print Catalog

Winter Catalog Email 4 – November 30, 2021
Included FREE with Winter Print Catalog
## Winter Catalog by the Numbers

<table>
<thead>
<tr>
<th>Percentage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>88%</td>
<td>RAMP bookstores say the <strong>print Winter Catalog</strong> is an important to very important part of their 4th quarter marketing plans.</td>
</tr>
<tr>
<td>71%</td>
<td>RAMP bookstores say <strong>direct mail</strong> is effective to very effective in generating new customers.</td>
</tr>
<tr>
<td>76%</td>
<td>RAMP bookstores say <strong>direct mail</strong> is effective to very effective in generating sales.</td>
</tr>
<tr>
<td>77%</td>
<td>RAMP bookstores say the <strong>digital Winter Catalog</strong> is an important to very important part of their 4th quarter marketing plans.</td>
</tr>
</tbody>
</table>
Winter Catalog Ad Rates*

REGULAR INTERIOR UNIT
One title, one catalog / $2,999
One title, two catalogs / $2,625 per title, per catalog
One title, three or more catalogs / $2,375 per title, per catalog

SMALL PRESS UNIT
Title from a small, independent press / $1,625 per title, per catalog

FRONT COVER
Front cover and interior illustrations / Ask for details

*Winter Catalog emails are included for FREE with print catalog reservations!

BOOK TODAY! Contact SuzanneShoger@gmail.com / rampbooks.com
Contact

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RAMP Director of Marketing and Promotion

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