



## THE BOOKSELLERS ASSOCIATION IS DELIGHTED TO ANNOUNCE THE LAUNCH OF THE INDEPENDENT BOOKSELLERS' FICTION BOOK OF THE MONTH

Building on the success of the Children's Book of the Month, the Indie Book of the Month has been much anticipated within the trade and there is a great appetite for this new promotion from publishers and booksellers alike.

The campaign will focus on fiction titles for adults and publisher submissions are restricted to three titles per imprint, per quarter. Please do bear in mind when submitting the type of books that indies would really get behind to make the promotion a real success.

**We are currently calling for entries for titles published in March, April and May 2020 and the submission deadline is: 10 January 2020**



Please return this form to Sharon Benton, Booksellers Association  
6 Bell Yard, London WC2A 2JR  
or email to [sharon.benton@booksellers.org.uk](mailto:sharon.benton@booksellers.org.uk)

### FEEDBACK ON THE CHILDREN'S BOOK OF THE MONTH:

*"Being selected as the Booksellers Association's Children's Book of the Month really helped get our publication of All the Ways to be Smart off to a great start. The independent booksellers who took part were full of enthusiasm and creativity, and have continued to support the book, which has been fantastic."* Molly Slight, Editorial and Publicity Manager, Scribe and Scribble UK

*"We are thrilled that our books have been picked to take part in such a fantastic initiative. For Chicken House books to be hand-sold and championed as Children's Book of the Month by such passionate booksellers is an honour for both us and our authors, and we are so pleased to have taken part in the inaugural campaign. Long live indies!"* Jasmine Bartlett Love, Publicity Officer, Chicken House

*"I was so thrilled and honoured that Anna at War was chosen as the Independent Booksellers Children's Book of the Month for July. It's been wonderful to connect with independent booksellers around the country, who tweeted messages as well as pictures of their beautiful displays. I'm certain that being Book of the Month hugely increased people's awareness of Anna at War, and I am enormously grateful for that."*

Helen Peters, author of Anna at War, published by Nosy Crow



*"We could see the effect of Independent Bookseller's Children's Book of the Month immediately – with a healthy TCM week-by-week for the month of promotion, which continued after A Wolf Called Wander wasn't book of the month! The vast majority of our sales have come from, and continue to come via independent booksellers."* Paul Black, PR and Brand Director, Andersen Press



## HOW IT WORKS:

- ★ The Indie Book of the Month titles should be new books first format published in the months for which the title would be promoted. (1 March–31 May 2020.)
- ★ Publishers are asked to submit titles for inclusion by using the submission form and submitting one title per form.
- ★ Only three titles per imprint can be submitted for each quarter.
- ★ A selection panel of indie booksellers will select the titles from those submitted by publishers.
- ★ Publishers are asked to pay a participation fee of £750 if their title is selected as Indie Book of the Month. There is no submission fee.
- ★ Publishers are encouraged, though not obliged, to offer booksellers discounts on the selected titles.
- ★ Publishers are strongly encouraged to create extra point of sale for bookshops for the selected titles which bookshops will use alongside the POS materials produced by the BA. These really do make an impact on the title's promotion instore and on social media.
- ★ Publishers are also strongly encouraged to offer signed copies of the selected titles to booksellers and where possible to offer advance reading copies.
- ★ Publishers should submit 6 copies of the submitted titles by the submission deadline so the bookseller has material to read to judge the book by. If finished or proof copies are not available, the publisher should send blads or bound proofs where possible.
- ★ The BA will create POS and promotional messages for the titles including social media assets for the participating bookshops which bookshops will be encouraged to support on their own social channels.
- ★ No sequels should be submitted. Only the first title in a series should be submitted.
- ★ The BA will organise a coordinated release of the Book of the Month on social media and in the trade press, with the cooperation of the publishers, participating bookshops and Midas PR.

**#INDIEBOOKOFTHEMONTH**

## SUBMISSION FORM

Publisher

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Contact Name

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Job Title

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Email Address

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Tel No

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Title Submitted

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Author

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ISBN

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Publication Date (1 March–31 May 2020)

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Price

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Format

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Preferred Month of promotion

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Earliest date participating shops could promote stock

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Imprint of the title as it should appear on the POS

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Why should this title be the Indie Book of the Month?

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I agree to pay the £750 fee if my title is chosen as an Indie Book of the Month

I agree to send 6 copies of the submitted title or materials if the finished copy or proof is not available to the BA by the submission deadline.

Signed

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Dated

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**Please return this form to Sharon Benton, Booksellers Association, 6 Bell Yard, London WC2A 2JR or email to [sharon.benton@booksellers.org.uk](mailto:sharon.benton@booksellers.org.uk)**