

SUMMER BOOKS

2 0 2 4

Summer Books is the annual consumer catalogue produced by the Booksellers Association in partnership with Gardners, featuring the best books published in the first half of the year. The titles are chosen by independent bookshops and the catalogues are customised to include each bookshop's logo and details. The catalogues come out in May, ready for the summer season.

Image shows Summer Books 2023



- More than 100,000 copies printed for more than 110 shops
- 17,000 copies distributed via door drops
- Increased sales for both publishers and booksellers on more than 170 titles
- Part of the Books Are My Bag campaign
- Catalogues customised with bookshop details, logos and QR Codes
- Colour overprinting available at an extra charge
- Titles selected by indie booksellers for indie booksellers, and their customers
- Beautifully designed cover and interior artwork
- Introduction by a prominent author
- Subsidies and support for distribution and local advertising
- POS – dispenser, poster and bookmarks – available
- Supported by an e-mag edition and social media assets

"I'm a huge fan of the Summer Books Catalogue – it has a brilliant selection of books that work really well for indie bookshops. It's got a good mix of sure-fire best-sellers and less obvious quirky titles that our customers love. We support the catalogue titles energetically and it's great using it to discover new titles that we might otherwise have missed.

For the last two years we've done a big door-to-door distribution copies and we've been delighted with the results. We got terrific feedback from readers, and saw a marked rise in both footfall and sales, which I attribute to the catalogue. It's a really good marketing tool, a great fit with our brand and an essential part of our summer marketing plan."

Hazel Broadfoot, Village Books, Dulwich and President of the Booksellers Association

Shop Local. Shop Independent.