

SUMMER BOOKS

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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 2024



We recently surveyed shops which took last year's Summer Books catalogue, and these are the results:

80% of those surveyed stock titles they might not otherwise have stocked because they are featured in the catalogue.

80% of those surveyed believe the catalogue increased sales of the featured titles.

85% of those surveyed felt their customers are always keen to have the catalogue.

Shop Local. Shop Independent.

- More than 105,000 copies printed for more than 110 shops
- 10,000 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