

CHRISTMAS BOOKS

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Christmas Books is the annual consumer catalogue produced by the Booksellers Association in partnership with Gardners, featuring the best books published in the second 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 October, ready for Christmas.

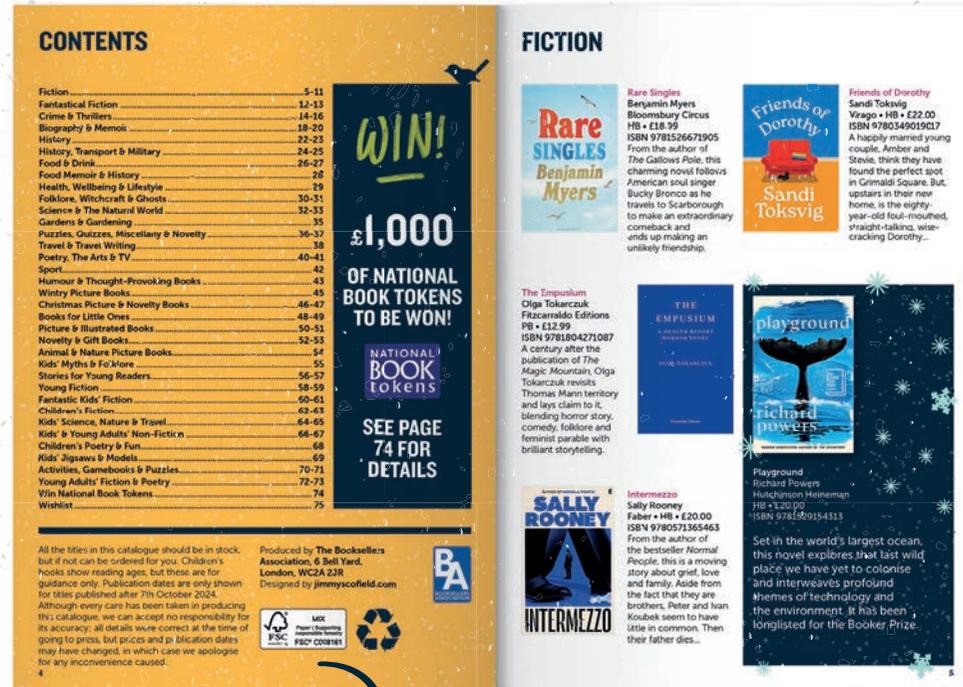
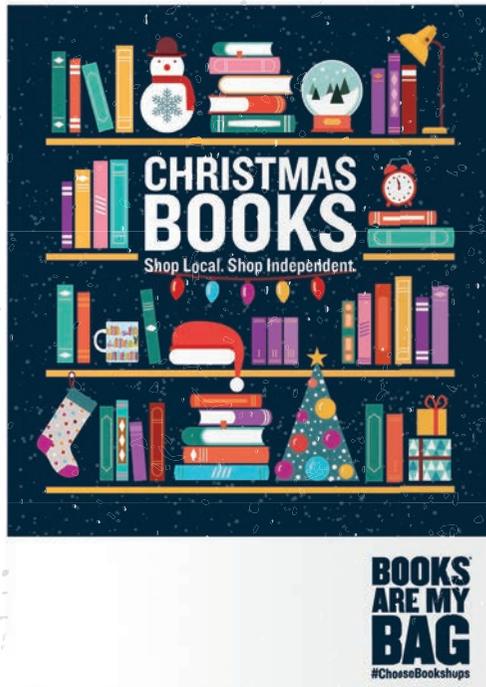


Image shows Christmas Books 2024

- More than 280,000 copies printed for more than 200 shops
- 115,000 copies distributed via door drops
- More than 29,000 copies of the Children's catalogue printed for more than 30 shops
- 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

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

91% of those surveyed were happy with the title selection.

76% of those surveyed stocked titles as a direct result of them appearing in the catalogue.

65% of those surveyed said that customers bought titles as a direct result of the catalogue.

Shop Local. Shop Independent.