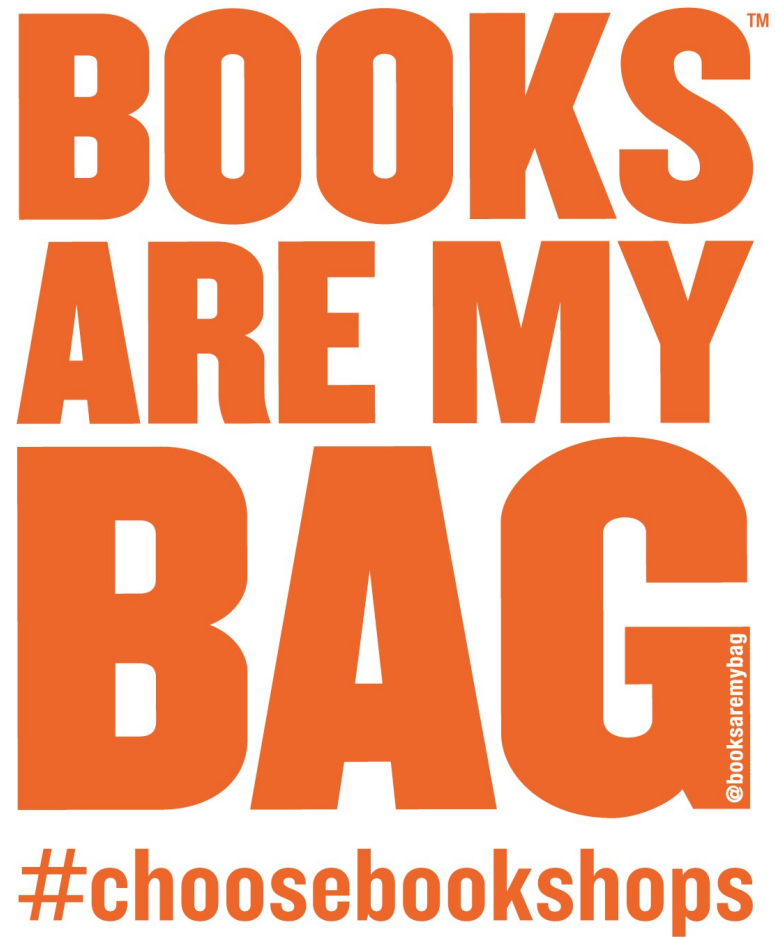


**BOOKSTM
ARE MY
BAG**

@booksaremybag

#choosebookshops



Books Are My Bag Contacts

Simon Armstrong, Senior Communications and Policy Manager

simon.armstrong@booksellers.org.uk

Contact for queries about PR for any of the Books Are My Bag projects

Emma Bradshaw, Head of Marketing and Communications

emma.bradshaw@booksellers.org.uk

Contact for queries about Independent Bookshop Week, Irish Book Week, Bookshop Day, Books Are My Bag Readers Awards

Katie Connor, Marketing & Groups Manager

katie.connor@booksellers.org.uk

Contact for queries about Indie Book of the Month, Indie Book Awards, bookseller queries about Summer Books and Christmas Books

Ruth Hunter, Consumer Publications Editor

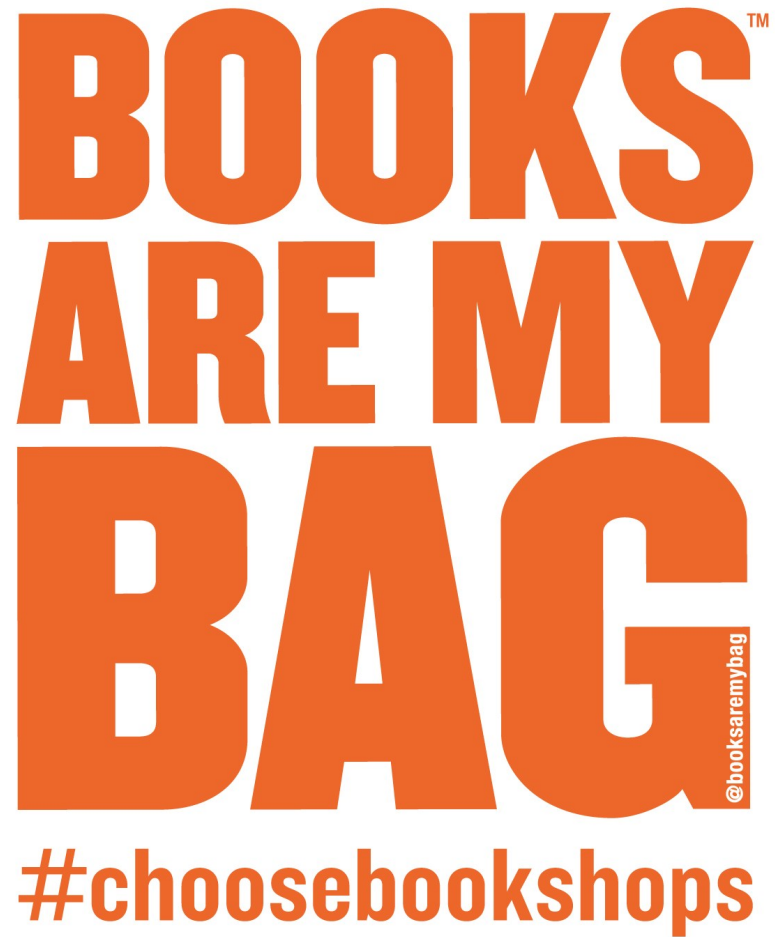
ruth.hunter@booksellers.org.uk

Contact for queries about Booktime, publisher queries about Summer Books and Christmas Books

Kara Rennie, Social Media and Community Manager

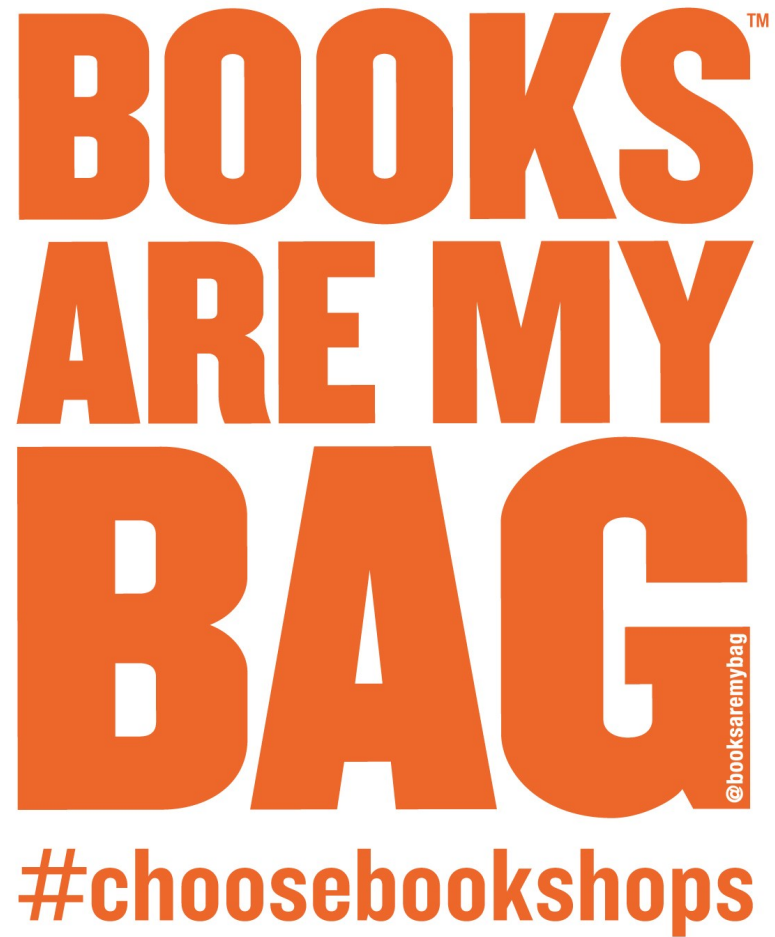
kara.rennie@booksellers.org.uk

Contact for queries about @booksaremybag social media channels and website



Books Are My Bag 2025 Key Dates

- Friday 9 May: Indie Book Awards Shortlist Announced
- Saturday 14 – Saturday 21 June : Independent Bookshop Week
- Thursday 19 June: Indie Book Awards Winners Announced
- Thursday 9 October: Books Are My Bag Readers Awards Shortlist Announced
- Saturday 11 October: Bookshop Day
- Saturday 18 – Saturday 25: October: Irish Book Week
- Tuesday 4 November: Books Are My Bag Readers Awards Ceremony

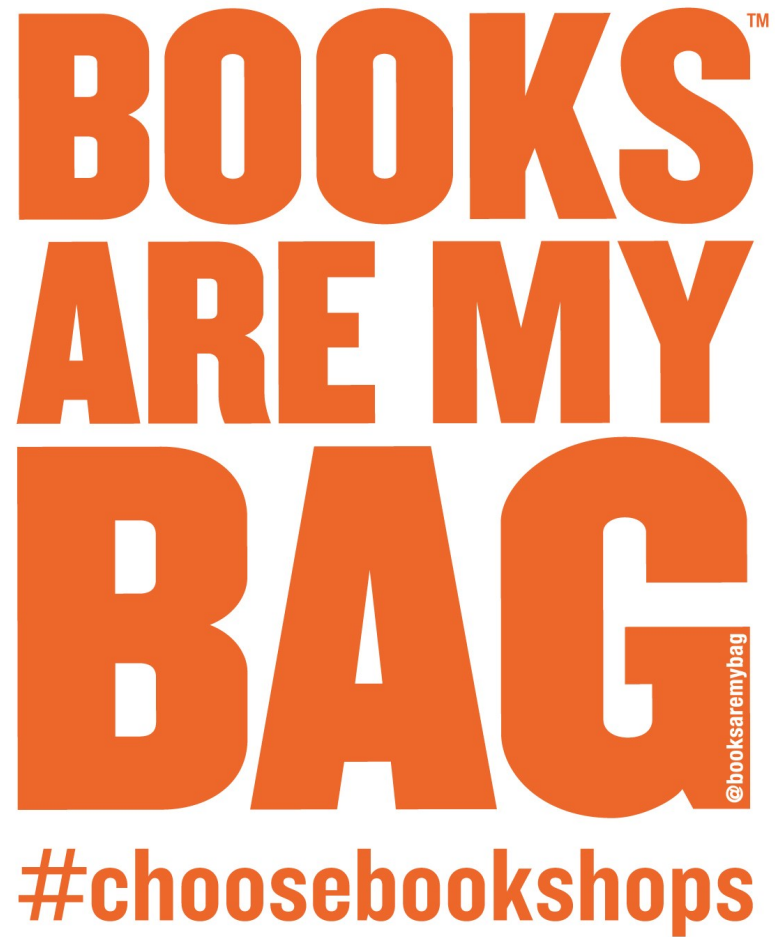


About Books Are My Bag

Books Are My Bag is a year-round campaign to celebrate bookshops across the UK and Ireland. It was established in 2013 by the Booksellers Association, working closely with its members (both independent and chain bookshops) publishers, authors, illustrators, poets and many other partners within the book world and beyond.

Books Are My Bag exists to make connections between bookshops and people who value them; to champion the work booksellers do within their communities; and to remind people of the joy and benefits of doing their book-shopping with their local bookshop.

Books Are My Bag comprises a range of calendar moments and book recommendations. The following slides outlines each of these component projects.



Social Media

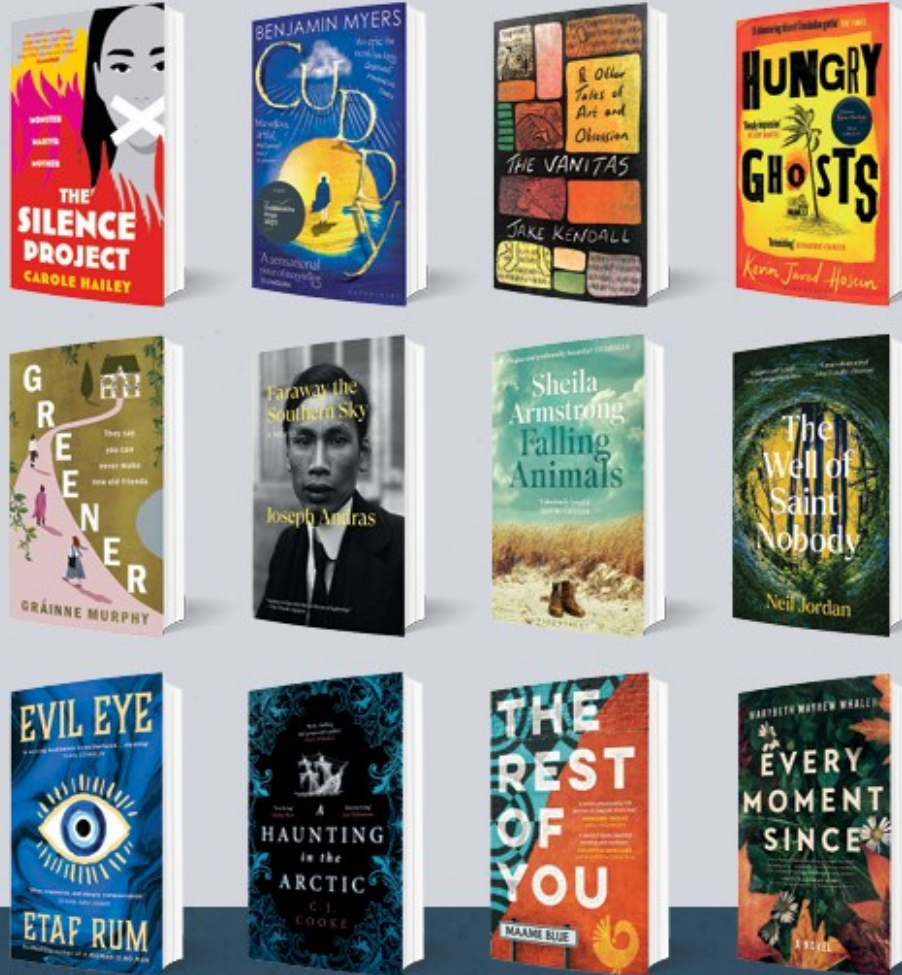
The @booksaremybag social media channels have a strong following and reach that continues to grow by the day.

Instagram over 39k
Facebook over 39k

#ChooseBookshops is our core campaign hashtag.

Messaging for the Books Are My Bag component projects is communicated via the @booksaremybag channels.

FICTION BOOK OF THE MONTH 2024



Indie Book of the Month

Indie Book of the Month launched as Independent Booksellers' Children's Book of the Season in Autumn 2017. It became a monthly campaign in January 2019.

In January 2020 the campaign was rebranded as 'Indie Book of the Month' with a new logo designed by children's author and illustrator, Sophy Henn. In March 2020 an adult fiction title was introduced to the campaign, to run alongside the children's title.

Indie Book of the Month is designed to showcase independent bookshops' power to drive sales as a sector. It aims to demonstrate the impact independent booksellers can make by working together to build readerships for the books they love.

Following bookseller feedback, from January 2023 the campaign moved to feature paperback format titles only.

The campaign hashtag is #IndieBookoftheMonth

CHILDREN'S BOOK OF THE MONTH 2024



Indie Book of the Month

The campaign begins on 1st of each month. Publishers are encouraged to make titles available to independent bookshops as close to the start of the month as possible. Pre-orders are encouraged by booksellers until books are in-store.

Books Are My Bag issues a trade press release each month. We have a media partnership with Magic Classical and the authors of the Books of the Month titles are regularly interviewed for the Book Club show.

Books Are My Bag creates bespoke posters and social media assets for the selected titles, as well as printed campaign point of sale materials.

Participating bookshops support in-store and on social media. Many use the titles for bookclubs and subscription boxes.

Booktime

MAGAZINE

Booktime magazine is going from strength to strength. It currently has a print run of 21,000 copies and is taken by more than 360 bookshops.



* WIN! A copy of *Dogs and their Humans* by Noel Fitzpatrick and more!



Here are some of their comments about their customers' love of Booktime:

"It's a really stylish publication and we look forward to reading it and we also know that it works as a marketing tool"

"We love it, it increases sales and it's fun"

"Our customers love Booktime as they find books they didn't know anything about or come back to buy a book they had previously dismissed before reading about it."

"It's been a valuable addition to the shop."
"Lots of people come in especially to pick it up and they definitely enjoy it."

"Folks look forward to the new copies coming out and find them really interesting."
"Customers enjoy it and often come back to buy or order books they have seen in it."

We recently conducted a survey of shops which take Booktime, and these are the results:

83%
of those surveyed agreed with the statement:

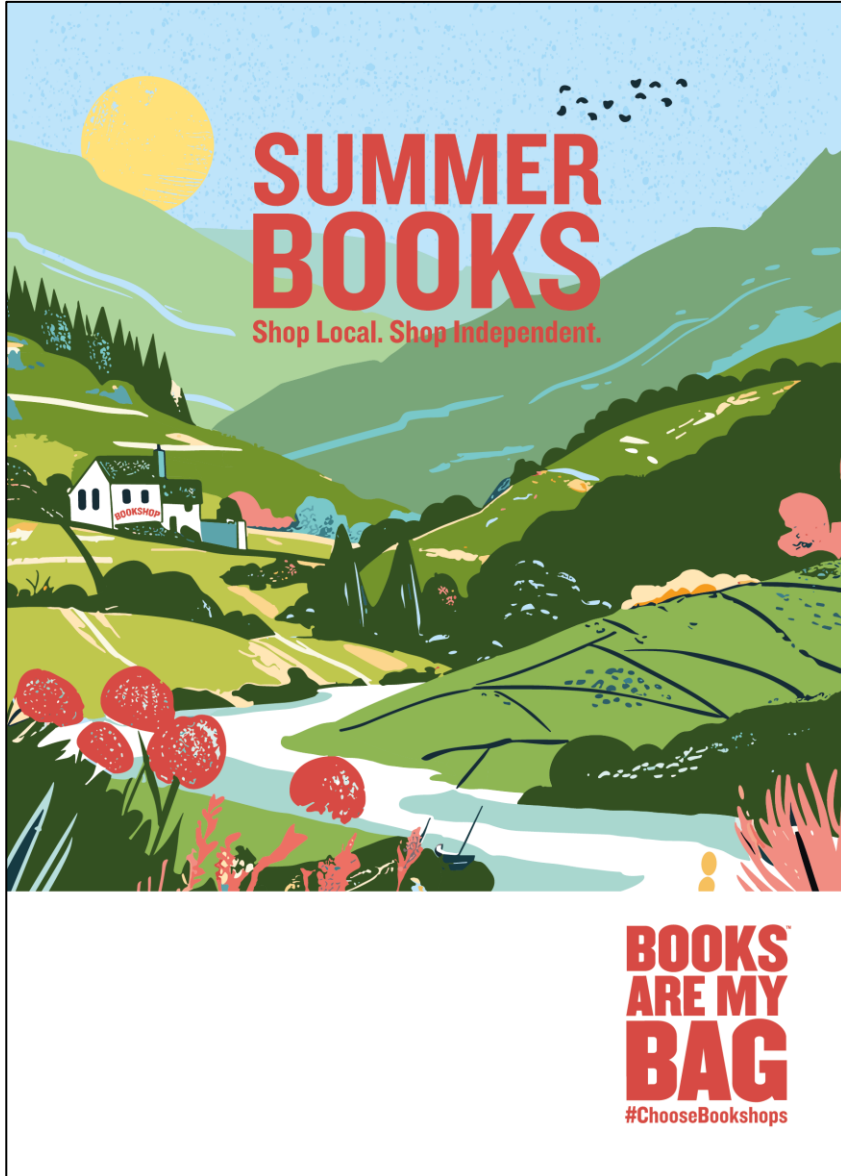
I stock titles I might not otherwise have stocked because they are featured in Booktime.

83%
of those surveyed agreed with the statement:

My customers buy titles as a direct result of them featuring in Booktime.

93%
of those surveyed agreed that the title selection in Booktime is a good mix.

Make time for books



Summer Books

Summer Books is a consumer catalogue, produced by the Books Are My Bag team in partnership with Gardners.

The books featured in the catalogue showcase the best of summer reading and are newly published in either the spring or summer of the current year. The titles are selected by independent booksellers (from publisher submissions), for independent booksellers (who are members of the Booksellers Association) and their customers. The catalogue publishes in May.

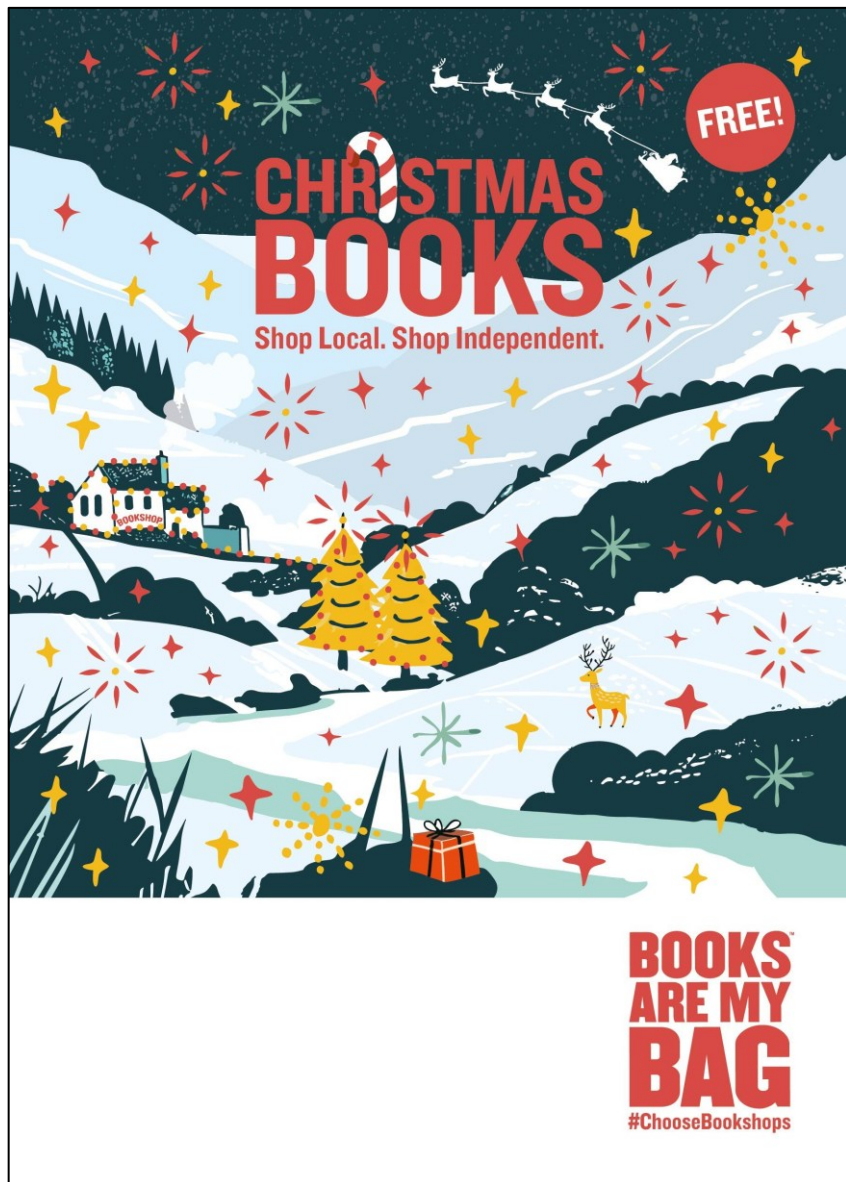
The print run is over 100,000 copies and more than 100 bookshops stock the catalogues each year.

The catalogues are beautifully designed, and the artwork often ties in with materials and resources produced for Independent Bookshop Week. The catalogues always feature an introduction by a prominent author.

Booksellers have the option to customize the catalogues with their bookshop details, logos and QR codes (either to their own e-commerce platform, or to a third party such as Bookshop.org, Hive or Litalist).

Subsidies for distribution and local advertising are available to booksellers to increase the reach of the catalogues. An e-mag edition and social media assets are available to booksellers in order to reach customers online. Printed point of sale materials, including dispensers, posters and bookmarks are also available.

We work closely with partners such as Bookshop.org, Hive, Litalist, Libro.fm and Edelweiss to ensure the catalogues are working hard as possible to drive sales.



Christmas Books

Christmas Books is a consumer catalogue, produced by the Books Are My Bag team in partnership with Gardners. As well as the main catalogue, a shorter version, featuring just the children's titles, is also available.

The books featured in the catalogue showcase the best books to gift this festive season and are newly published in either the autumn or winter of the current year. The titles are selected by independent booksellers (from publisher submissions), for independent booksellers (who are members of the Booksellers Association) and their customers. The catalogue publishes in October.

The print run is over 280,000 copies and more than 180 bookshops stock the catalogues each year (the print run for Children's Christmas Books is around 29,000 with orders from over 40 bookshops).

The catalogues are beautifully designed always feature an introduction by a prominent author.

Booksellers have the option to customize the catalogues with their bookshop details, logos and QR codes (either to their own e-commerce platform, or to a third party such as Bookshop.org or Litalist).

Subsidies for distribution and local advertising are available to booksellers to increase the reach of the catalogues. An e-mag edition and social media assets are available to booksellers in order to reach customers online. Printed point of sale materials, including dispensers, posters and bookmarks are also available.

We work closely with partners such as Bookshop.org, Litalist, Libro.fm and Edelweiss to ensure the catalogues are working hard as possible to drive sales.



Independent Bookshop Week

Independent Bookshop Week is a celebration of independent bookshops across the UK and Ireland. It aims to highlight the vital role independent bookshops play in their communities, and to encourage consumers to shop for their summer reads with their local independent. The campaign was launched in 2006.

Independent Bookshop Week takes place annually, mid-June (starting on the second Saturday in June). Hachette UK is our headline sponsor, with support from Gardners and Nielsen BookData. The campaign hashtag is #IndieBookshopWeek

More than 700 independent bookshops are registered to participate. All of the registered members receive point of sale kits mid-May, and dedicated newsletters (from January through to the campaign end).

Publishers are invited to support the campaign by offering members signed stock, indie exclusive editions, early releases, added value items, author signings and events.



Independent Bookshop Week

Books Are My Bag works with a number of partners to deliver seven strands of activity:

- All participating bookshops receive High Five flyers to pass onto their customers, enabling them to download a £5/€5 National Book Tokens e-Gift card to spend in their local bookshop.
- Each year we invite a poet to write a bespoke poem for us. We then film the poet performing the poem in their local bookshop and share the video across social media during the campaign.
- Working with our headline sponsor, we line up three authors each year to act as our media spokespeople and to do bookshop events across the country during the campaign.
- Indie Twinning sees independent publishers and independent bookshops teaming up to develop bespoke activity throughout the week to drive media coverage, footfall and social media content.
- Publishers, consumers and anyone who values bookshops, is encouraged to go on a bookshop crawl during the campaign. Use our [bookshop search](#) to plan your route
- Authors are encouraged to try a spot of guest bookselling. This is a great way to generate social media content, photo opportunities and get some signed copies in-store.
- We introduced the Big Book Club to the campaign in 2024. We want to get as many independent bookshops as possible to host in-person book clubs at the same time.

INDIE BOOK AWARDS 2025

Shortlist



#IndieBookAwards

BOOKS
ARE MY
BAG
#ChildrensBookshops

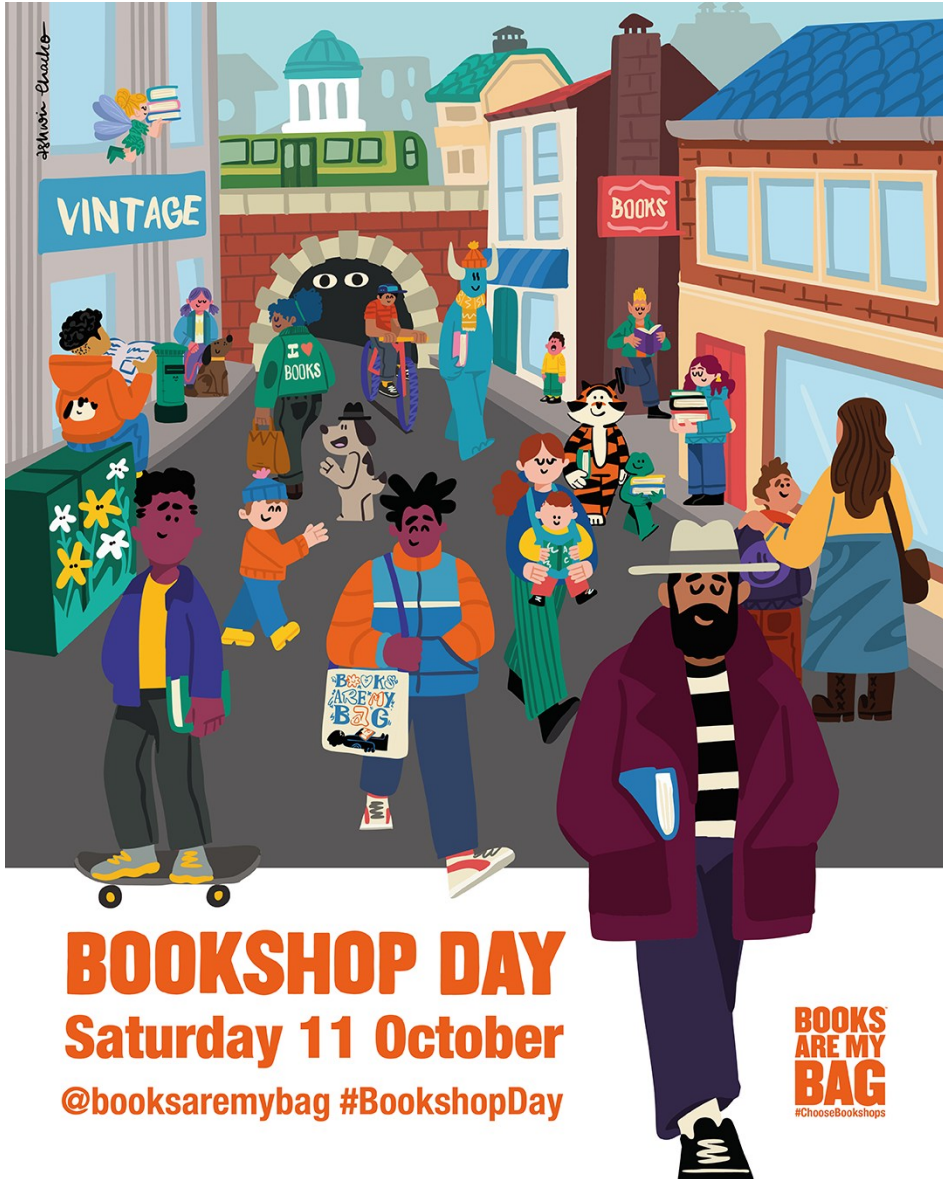
Indie Book Awards

The Indie Book Awards are the only awards given to an author/illustrator on behalf of independent bookshops. They showcase the best paperback reads for the summer and help demonstrate the influence of independent booksellers in building readerships for the books they love.

The awards comprise four categories: Fiction, Non-Fiction, Children's Fiction and Picture Book. We call in submissions from publishers in January, with a deadline mid-February. Submissions are voted down to a shortlist via a survey which is sent to all participating bookshops. Two judging panels (one for the two children's categories, one for the two adult categories), each made up of five booksellers, then decide on the winners.

Winners announced on Magic Classical

Magic Classical is the official media partner of the awards
The campaign hashtag is #IndieBookAwards



Bookshop Day

Bookshop Day is an annual, one day celebration of all high street bookshops. Approximately 1000 retailers, both independents and branches of chain bookshops, are registered to participate. Bookshop Day aims to encourage consumers to start their Christmas book-shopping and to do it on their high street, with their local bookshop; to “choose bookshops”. The campaign launched in 2013 and falls on the second Saturday in October.

Bookshop Day is sponsored by our colleagues at National Book Tokens, as well as Bloomsbury, Bonnier Books UK, Canongate, Chicken House, David Fickling, DK, Faber & Faber, Hachette UK, HarperCollins Publishers, Little Tiger, Ingram Content Group, Pan Macmillan, Penguin Random House UK, Profile Books, Scholastic, Simon & Schuster, Usborne and Walker Books. The campaign hashtag is #BookshopDay.

Publishers are invited to support the campaign by working with members to organise in-store author signings on the day, and by amplifying the campaign message across social media.

**Pre-order
now**

**Limited-Edition
Bag 2025**

**Designed by
Ashwin Chacko**

**A Bookshop
Day Exclusive**

**Available on
#BookshopDay**

SATURDAY 11 OCTOBER



**BOOKS
ARE MY
BAG**
#ChooseBookshops

Bookshop Day

Books Are My Bag works with a number of partners to deliver four strands of Bookshop Day activity:

We commission an illustrator to create the campaign artwork that appears on all of our point of sale materials and social media assets.

In order to drive footfall, we work with an artist to create our annual Limited-Edition Bag. The bag is available for purchase exclusively via high street and independent bookshops from Bookshop Day while stocks last.

Our City Spotlight activity sees us shining a light on a different part of the country each year. Working with Jack Arts, we commission local artists to create bespoke bookshop murals in order to generate local buzz, photo and media opportunities, social media content and to drive footfall into bookshops.

Working with authors, poets and illustrators published by our sponsors, we create a campaign video to be shared across social media via @booksaremybag the Wednesday before Bookshop Day.



Books Are My Bag Readers Awards

The Books Are My Bag Readers Awards are one of a kind. They're the only book awards curated by bookshops and chosen by readers

The Books Are My Bag Readers Awards launched in 2016, in partnership with National Book Tokens, the headline sponsor of the awards. Additionally, the awards are sponsored by Bloomsbury, Bonnier Books UK, Canongate, Chicken House, David Fickling, DK, Faber & Faber, Hachette UK, HarperCollins Publishers, Little Tiger, Ingram Content Group, Pan Macmillan, Penguin Random House UK, Profile Books, Scholastic, Simon & Schuster, Usborne and Walker Books. The campaign hashtag is #ReadersAwards.



Publishers do not submit titles for the awards. Any booksellers in Booksellers Association membership can nominate titles. A panel of booksellers then curates the shortlist from the nominations. The awards include six shortlists (Fiction, Non-Fiction, Poetry, Young Adult Fiction, Children's Fiction, Picture Book, Newcomer of the Year) which are chosen by booksellers, while the Readers' Choice Award – nominated and chosen entirely by readers – completes the set.

The shortlists are announced, and voting opens to the general public, the Thursday before Bookshop Day. The winners are then announced at an in-person award ceremony at Foyles, Charing Cross Road in November.



IRISH BOOK WEEK | SEACHTAIN NA LEABHAR ÉIREANNACH

18 – 25 October Deireadh Fómhair

Shop Local. Shop Irish.
Ceannaigh go háitiúil.
Ceannaigh earraí Éireannacha.

BOOKSELLING IRELAND
@booksellingireland @booksellingireland @booksellingirel #IrishBookWeek

Irish Book Week

Irish Book Week celebrates Irish authors, Irish publishers, and Irish interest books, as well as the many brilliant bookshops that sell them. Irish Book Week was created by Bookselling Ireland (the committee of Booksellers Association members representing bookshops big and small across the island of Ireland) in 2018, working closely with Publishing Ireland.

Approximately 200 bookshops participate. PR is handled by Crotty Communications. We work with Foras na Gaeilge on our bilingual materials and resources. We commission an Irish illustrator to create our campaign artwork, and we work with 3 – 4 ambassadors (at least one of them will be fluent in Irish) on campaign events and media coverage.

Social media content goes out via the Bookselling Ireland channels (not @Booksaremybag) Facebook and Instagram: [@booksellingireland](https://www.instagram.com/booksellingireland) #IrishBookWeek. On each day of the campaign, we engage audiences by asking them to post on a different #IrishBookADay theme.

Irish Book Week is sponsored by our colleagues at National Book Tokens, as well as ÁIS (Áisíneacht Dáileacháin Leabhar), Argosy Books, Gill Books, The O'Brien Press, Bloomsbury, Bonnier Books UK, Canongate, Chicken House, David Fickling, DK, Faber & Faber, Hachette UK, HarperCollins Publishers, Little Tiger, Ingram Content Group, Pan Macmillan, Penguin Random House UK, Profile Books, Scholastic, Simon & Schuster, Usborne and Walker Books.



Publisher Newsletters

We send out regular bulletins to participating members of the Booksellers Association. These are a chance for publishers to advertise bespoke POS, author events, signed copies, and anything else they might like to offer booksellers. The bulletins have a reach of over 1400 contacts and publishers have fed back significant uptake. Bulletins are offered in three forms, and slots tend to get booked up 3-4 weeks in advance. Please contact katie.connor@booksellers.org.uk if you would like to book a space in any bulletin.

Publisher Offer Bulletin: Sent fortnightly to participating BA members, this a chance for publishers to advertise their offers to booksellers. Copy is between 300-350 words plus one image, and costs £50/€59 per slot.

Debut Focus Bulletin: Sent monthly to participating BA members. This bulletin is for a publisher to focus on one debut author. We recommend including details about the author, if they are available for events etc. Copy is maximum 700 words and 5 images, and is charged at £125/€147.

Solo Publisher Bulletin: Also sent monthly to participating BA members. In this bulletin publishers can promote a number of titles of their choice. This is charged at £250/€295