

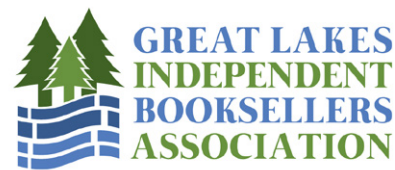
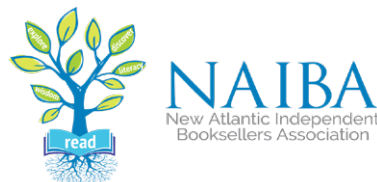


2026

WINTER CATALOGS



BROUGHT TO YOU BY:



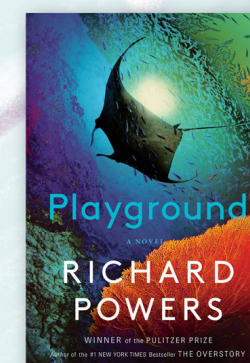
Silence
Julia Park Tracey
 A whiff of sulfur and witchcraft shadows this literary Puritan tale of loss and redemption. From the bestselling author of historical fiction, Julia Park Tracey, comes the story of her ancestor Silence Greenleaf.
Sibylline Press
\$18.00 | 9781736795491



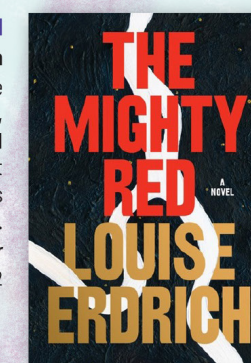
The Night We Lost Him
Laura Dave
 From the bestselling author of *The Last Thing He Told Me* comes an epic love story—and riveting page-turner—with a heartbreaking final twist that you will never see coming.
Marysue Rucci Books
\$28.99 | 9781668002933



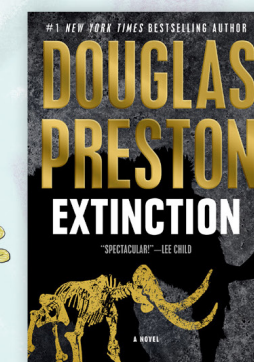
Playground
Richard Powers
 A new novel from Richard Powers, the Pulitzer Prize-winning author of *The Overstory*, is set in the world's largest ocean and one of the last truly wild places on earth.
W.W. Norton
\$29.99 | 9781324086031



The Mighty Red
Louise Erdrich
 Award-winning author Louise Erdrich tells a story of love, natural forces, spiritual yearnings, and the tragic impact of uncontrollable circumstances on ordinary people's lives.
Harper
\$32.00 | 9780063277052



Before We Forget Kindness
Toshikazu Kawaguchi
 The fifth book in the bestselling *Before the Coffee Gets Cold* series is about a café in Tokyo where customers can travel through time.
Hanover Square Press
\$21.99 | 9781335915283



Extinction
Douglas Preston
 #1 *New York Times* bestselling author Douglas Preston combines real-life science and technology into a page-turning thriller that explores the possible dangers of very real efforts to resurrect the woolly mammoth and other long-extinct animals.
Forge Books
\$29.99 | 9780765317704



The Fox Wife
Yangsze Choo
New York Times bestselling author Yangsze Choo explores a world of mortals and spirits, humans and beasts, and their dazzling intersection. A stunning tale of old loves, second chances, and the depths of maternal love. Preorder for 2/25.
Henry Holt and Co.
\$27.99 | 9781250266033



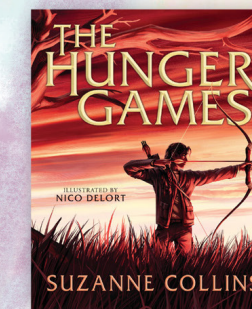
Bite by Bite
Aimee Nezhukumatathil
 This lyrical book of short essays about food offers a banquet of tastes, smells, memories, associations, and marvelous curiosities from nature.
Ecco
\$26.99 | 9780063282261



The Arizona Triangle
Sydney Graves
 In the vein of the bestselling California noirs of Sue Grafton and Sara Gran comes a whodunnit about loyalty, love, and the legacy of trauma featuring a hardboiled, queer private eye whose latest case takes her deep into her own complicated past.
Harper Paperbacks
\$18.99 | 9780063379992



Becoming Ted
Matt Cain
 A *Man Called Ove* meets *Ru Paul's Drag Race* in this vibrant, joyful, universally relatable story about kindness, self-acceptance, and blooming at any age from the acclaimed author of *The Secret Life of Albert Entwistle*.
Kensington Books
\$17.99 | 9781496745941



The Hunger Games: Illustrated Edition
Suzanne Collins & Nico Delort
 This edition is the perfect gift for fans of this blockbuster series, beautifully illustrated by internationally acclaimed artist Nico Delort. A truly special edition!
Scholastic
\$34.99 | 9781339030000

INDIE

BOOKSELLERS



RAMP is a marketing consortium that includes the New Atlantic Independent Booksellers Association (**NAIBA**), Great Lakes Independent Booksellers Association (**GLIBA**), Southern Independent Booksellers Alliance (**SIBA**), and California Independent Booksellers Alliance (**CALIBA**).



THE OG

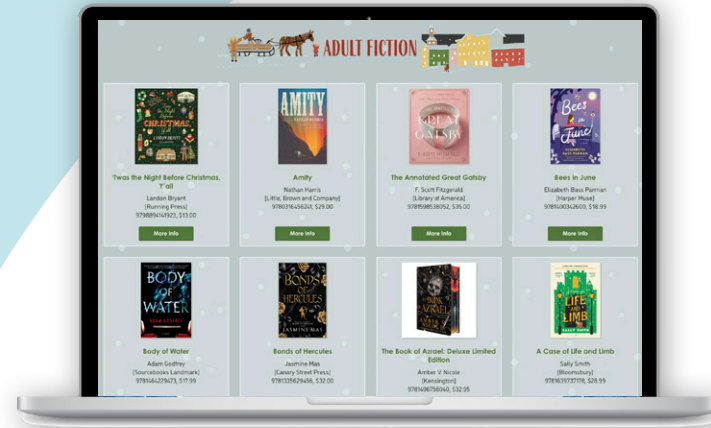
INFLUENCERS

RAMP works with your regional association to produce Winter Catalogs that:

- Accelerate your fall/winter sales
 - Make your store stand out
- Benefit your regional association, providing revenue that supports booksellers with essential services and industry opportunities

Digital Catalogs

Expand your online sales by using a free custom ecommerce page to maximize Winter Catalog title sales across your website and email marketing campaigns



Print Catalogs

Now in their 4th decade, regional Winter Catalogs are the original – and still #1 – indie bookstore marketing tool of choice



Direct to Store

Hand-distribute Winter Catalogs in store, through store order shipments and deliveries, and via community partners

Social Media

Promote Winter Catalog titles across multiple social channels using turnkey marketing assets featuring eye-catching graphics



HOW TO USE FREE PRINT AND DIGITAL WINTER CATALOGS TO SELL MORE BOOKS



Direct Mail

Send Winter Catalogs directly to consumer mailboxes through targeted saturation mail routes that you select

Resources

Utilize professionally designed POS materials, ecommerce templates, and digital graphics to enhance physical displays and digital sales



Newspapers

Insert Winter Catalogs in your favorite local and regional newspapers

Custom Print*

Personalize your catalogs by adding your store logo, hours of operation, a coupon, and more

Cost to customize is \$150 and includes front and back covers

Minimum of 1,000 catalogs must be ordered for customization

Front cover (customization space) is 5.25" wide x 1.875" tall

Back cover (customization space) is 5.25" wide x 1.875" tall

*Generic catalogs are available for stores that do not wish to customize

Ecommerce

A digital Winter Catalog is available at no extra charge to send directly to your customers to drive sales online and in store



Direct Mail

Saturation mail gives you the opportunity to reach potential customers in your area by mailing catalogs to targeted neighborhoods and zip codes

Direct mail postage is \$.22 per catalog

Working with RAMP, you can select mailing addresses that make the most sense for your store

Because this process requires a bit of back-and-forth, you must START your direct mail order no later than June 1

HOW TO LEVEL UP 4TH QUARTER SALES BY CREATING A HIGH-IMPACT, MULTI-CHANNEL MARKETING PROGRAM



Newspaper Insertions





Catalogs may be sent to your local newspaper or multiple newspapers for insertion

You are responsible for making insertion arrangements with and payment to your newspaper(s)

ORDER TODAY at rampbooks.com

KEY DEADLINES



-  **Winter Catalog Direct Mail Orders Initiated - June 1**
-  **Winter Catalog Orders and Payments Due - June 15**
-  **Winter Catalogs Shipped to Stores and Newspapers - October 1**
-  **Winter Catalogs Mailed to Consumers (Direct Mail) - November 1**

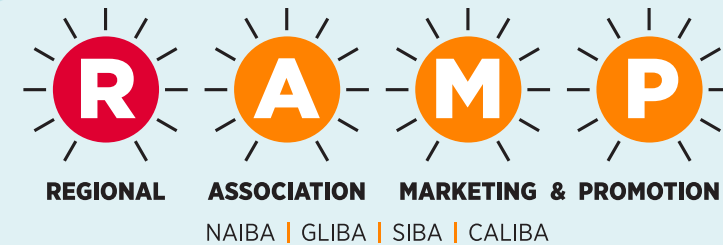
ORDER TODAY at rampbooks.com

2026

Winter Catalog Reservations are Open!

ORDER TODAY

AT RAMPBOOKS.COM



Contact

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RAMP Director of Marketing and Promotion

SuzanneShoger@gmail.com
216.536.7193
rampbooks.com



SALES, PRODUCTION, AND DISTRIBUTION

Lark LLC is a woman-owned micro-business that produces the RAMP catalogs and marketing campaigns. Led by Suzanne Shoger, a former bookstore owner, book industry professional, strategy consultant, and educator, Lark is rooted in longstanding relationships and service. Now in her 34th year managing independent bookstore marketing projects, Suzanne combines three decades of bookselling and publishing expertise with the latest in entrepreneurial marketing to connect books with readers by way of incomparable indie bookstores across the U.S.