

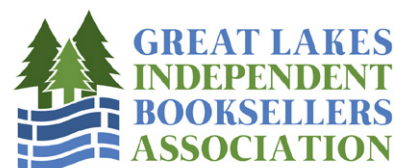
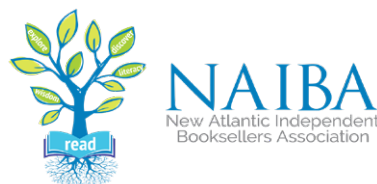


# 2026

# WINTER CATALOGS



BROUGHT TO YOU BY:



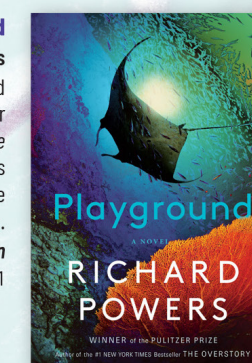
**Silence**  
**Julia Park Tracey**  
 A whiff of sulfur and witchcraft shadows this literary Puritan tale of loss and redemption. From the bestselling author of historical fiction, Julia Park Tracey, comes the story of her ancestor Silence Greenleaf.  
**Sibylline Press**  
**\$18.00** | 9781736795491



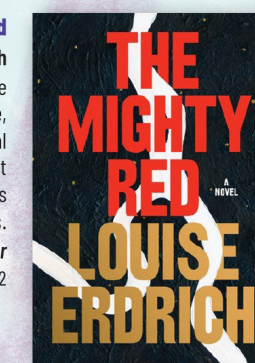
**The Night We Lost Him**  
**Laura Dave**  
 From the bestselling author of *The Last Thing He Told Me* comes an epic love story—and riveting page-turner—with a heartbreaking final twist that you will never see coming.  
**Marysue Rucci Books**  
**\$28.99** | 9781668002933



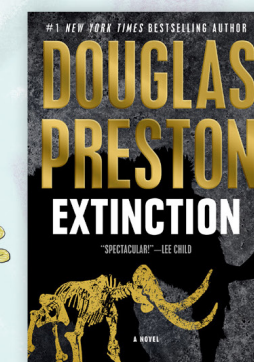
**Playground**  
**Richard Powers**  
 A new novel from Richard Powers, the Pulitzer Prize-winning author of *The Overstory*, is set in the world's largest ocean and one of the last truly wild places on earth.  
**W.W. Norton**  
**\$29.99** | 9781324086031



**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



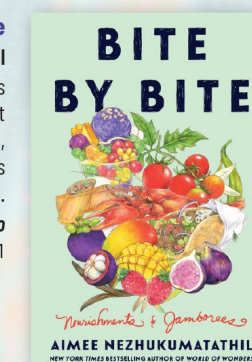
**Extinction**  
**Douglas Preston**  
 #1 *New York Times* bestselling author Douglas Preston combines real-life science and technology into a page-turning thriller that explores the possible dangers of very real efforts to resurrect the woolly mammoth and other long-extinct animals.  
**Forge Books**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



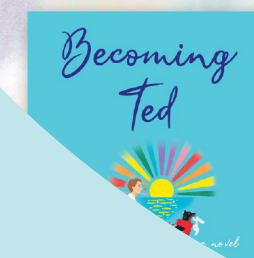
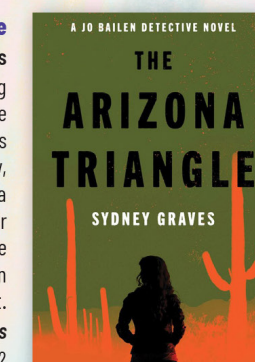
**The Fox Wife**  
**Yangsze Choo**  
*New York Times* bestselling author Yangsze Choo explores a world of mortals and spirits, humans and beasts, and their dazzling intersection. A stunning tale of old loves, second chances, and the depths of maternal love. Preorder for 2/25.  
**Henry Holt and Co.**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

**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

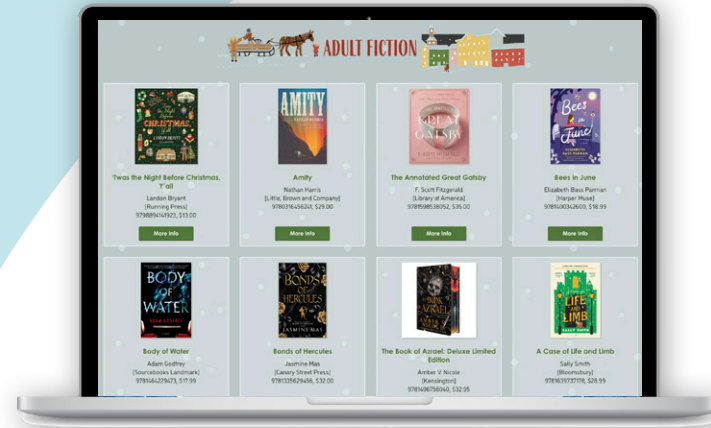


## THE OG

# INFLUENCERS

## 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



## Direct Mail

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

## 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

## 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



## Winter Catalog Details

- Up to 5,000 catalogs per member store are FREE and all orders include free freight
- Minimum order quantity is 500; you must order in multiples of 500 unless using direct mail or newspapers
- Quantities over 5,000 may be purchased for \$55 per 500 or \$.11 per catalog if using direct mail or newspapers
- Catalogs are full-color, 12 pages, 6" x 10.5"
- Catalogs can be sent to your store, mailed directly to customers, and/or inserted in newspapers

**Orders and payments due June 15**  
**Target date for catalog delivery is October 1**  
**(in store, newspapers) and November 1 (direct mail)**



2025 catalog

**ORDER TODAY at rampbooks.com**

## 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 5.75" wide x 2.5" tall

Back cover (customization space) is 5.375" wide x 2.75" 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](http://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**

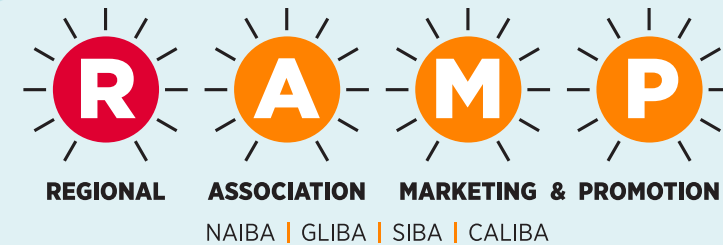
**ORDER TODAY at [rampbooks.com](https://rampbooks.com)**

# 2026

Winter Catalog Reservations are Open!

# ORDER TODAY

AT [RAMPBOOKS.COM](https://rampbooks.com)



Contact

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RAMP Director of Marketing and Promotion

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216.536.7193  
[rampbooks.com](https://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.