



2026

INDIE WINTER CATALOGS

AD KIT

RAMPBOOKS.COM



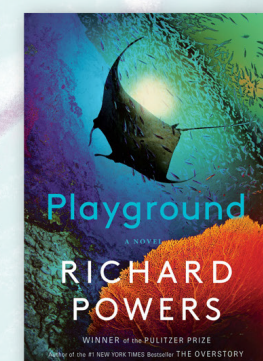
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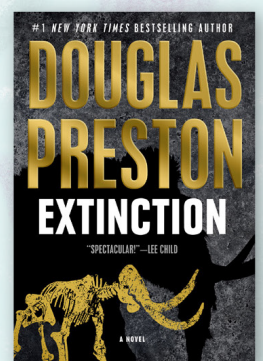
Before We Forget Kindness
Toshikazu Kawaguchi
The fifth book in the bestselling Before the Coffee Gets Cold series is about a café in Tokyo where customers can travel through time.
Hanover Square Press
\$21.99 | 9781335915283



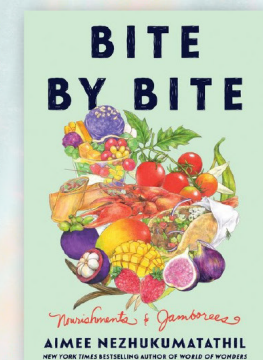
Silence
Julia Park Tracey
A whiff of sulfur and witchcraft shadows this literary Puritan tale of loss and redemption. From the bestselling author of historical fiction, Julia Park Tracey, comes the story of her ancestor Silence Greenleaf.
Sibylline Press
\$18.00 | 9781736795491



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



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
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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
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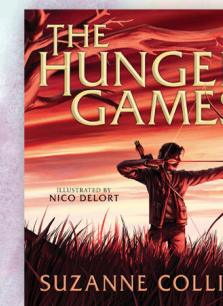
Becoming Ted
Matt Cain
A Man Called Ove meets Ru Paul's Drag Race in this vibrant, joyful, universally relatable story about kindness, self-acceptance, and blooming at any age from the acclaimed author of *The Secret Life of Albert Entwistle*.
Kensington Books
\$18.00 | 9781496745941



The Night We Lost Him
Louise Erdrich
Award-winning author Louise Erdrich tells a story of natural forces, yearnings, and the tragic consequences of uncontrollable circumstances on ordinary people.
\$32.00 | 9780063282261



The Arizona Trail
Sydney
In the vein of the best California noir, Grafton and Sara Gra... a whodunnit about love, and the legacy of featuring a hardboiled private eye whose late takes her deep into complicated...
Harper Paper
\$18.99 | 9780063282261



The Hunger Games
Suzanne Collins
\$18.00 | 9780063282261

YOU HAVE BOOKS



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**).

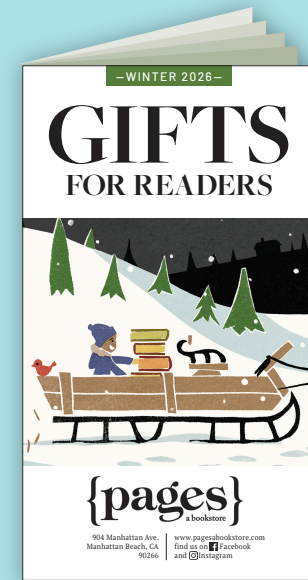
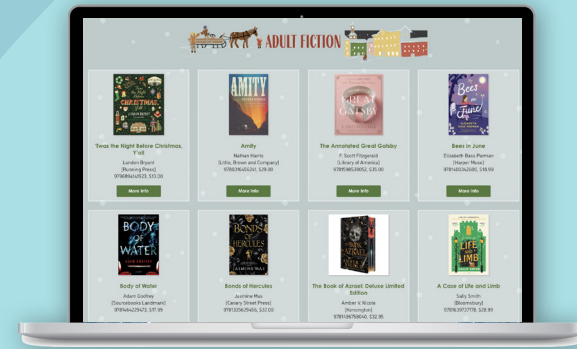
Hundreds of independent bookstores in these regions expand the reach of your key titles through direct-to-consumer print and digital Winter Catalogs.

BOOK TODAY at rampbooks.com

WE HAVE READERS

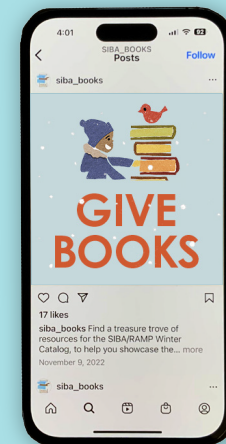
Digital Catalogs

In partnership with Bookshop.org and other ecommerce platforms, store websites and email marketing campaigns create increased sell-through on all Winter Catalog titles



Social Media

Indie bookstores promote Winter Catalog titles across multiple channels using professionally-designed, turnkey marketing assets



**INDIE BOOKSELLERS:
THE OG INFLUENCERS**

Assets

From POS materials and ecommerce templates to assorted digital graphics, Winter Catalog titles are front and center with stores from the day an ad is booked



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

Winter Catalogs are hand-distributed in-store, curbside, and through store order shipments and deliveries

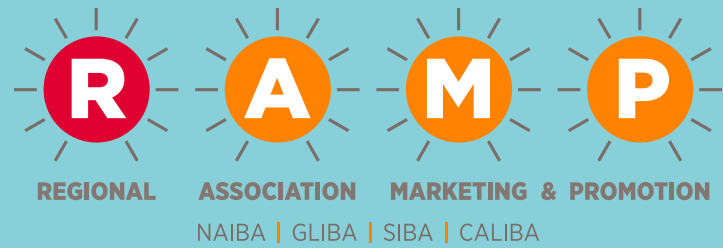
Direct Mail

Winter Catalogs go directly to thousands of consumer mailboxes via store mailing lists and targeted saturation mail routes



Newspapers

Winter Catalogs are inserted in stores' favorite local and regional newspapers



Value Proposition

Why invest your ad dollars in RAMP catalogs?

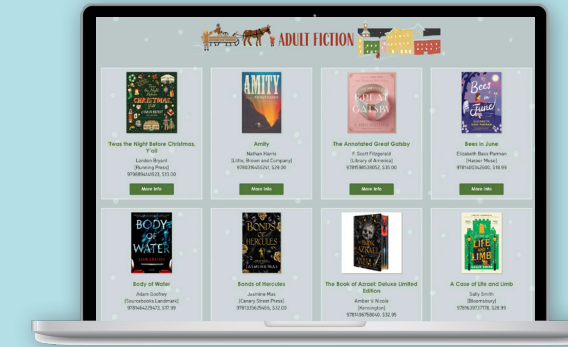
RAMP provides stores with myriad ways of ordering catalog titles, promoting them creatively, and selling them across multiple channels. From stock checklists and Edelweiss collections to POS materials, ecommerce templates, and assorted digital graphics,

Winter Catalog titles are front and center with stores from the day you book your ad, leaving indie booksellers to do what they do best: match books with readers.

BOOK TODAY at rampbooks.com

Marketing Assets

Each title you advertise in a RAMP Winter Catalog is backed by a multitude of marketing materials, both print and digital, designed to capture consumer focus and encourage them to “buy this book!”



KEY DEADLINES

 **Cover Art Contest Submissions due May 15, 2026**

 **Ad Reservations due June 20, 2026**

2026 Winter Catalog Reservations are Open!

BOOK TODAY at rampbooks.com



Contact

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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.