

P R E S S R E L E A S E

Sourcebooks Unveils New Indie Booksellers Discount Program *Independent Publisher Looks to Continue Strong Growth by Supporting Indie Booksellers with New Loyalty Program*

(CHICAGO – July 7, 2021) – Leading independent publisher Sourcebooks is launching its Booksellers Change Lives Promotion, a new loyalty program designed to support Indie bookstores throughout the rest of the year. The new promotion, which starts for the fall season, runs from July 7, 2021, through February 28, 2022, and features additional discounts and dating to help Indies overcome the challenges presented by the pandemic.

“Indie booksellers continued to be incredible partners to us last year, even amid the crisis that COVID-19 created,” said Valerie Pierce, director of retail marketing and creative services. “We know everyone is still recovering, and we wanted to find a way to support our indie bookseller friends.”

The new Booksellers Change Lives Promotion offers 53% off backlist purchases of fifteen or more units, free freight, and 90-day terms. To participate in the program, stores will be required to:

- Order directly from Sourcebooks
- Agree to one phone conversation with a Sourcebooks sales or marketing director
- Agree to include Sourcebooks titles in at least three promotions. Examples of promotions include:
 - In-store displays
 - Social media posts with reviews
 - Newsletter reviews
 - Author event (virtual or in-person)
 - Preorder campaign

“We have been reaching out to booksellers and having extensive conversations about the current marketplace and what we could do as a publisher to help stores. Hearing repeatedly from booksellers that an extra discount would be a game changer, we are thrilled to be able to offer an additional discount on our backlist—those beloved titles that have seen a tremendous sales increase during COVID and are an important source of revenue for stores,” said Margaret Coffee, director of sales for schools, libraries, and independent bookstores.

Sourcebooks looks forward to creating a big impact for independent bookstore partners with this promotion. For more information, contact Margaret Coffee (margaret.coffee@sourcebooks.com).

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