

B Bookshop

Bookshop.org supports independent bookshops by increasing their share of direct-to-consumer online book sales.

Why Should Your Store Be On Bookshop.org?

- It takes less than an hour to create a store page
- It's free!
- No overhead: we handle processing/inventory/shipping/taxes and customer service.
- 65% of Bookshop sales are through our indie bookstore affiliates who receive the profit from those sales.
- Stores receive 30% of the cover price. If/when we discount, you are still paid the full 30%.
- Bookshop.org's store finder is visited by over 2,000 customers per day. Make sure they can find you on the map by emailing Sarah High at sarah.high@bookshop.org.
- Our conversion rates for store sales are over 12%, 4x the average for ecommerce websites!
- Your customer information is always available, including email and physical addresses, so you can use it to do your own marketing to your customers.
- Your staff pick lists can go viral! Lists such as anti-racist reading lists have been shared thousands of times and driven six-figure sales for several of our stores.
- We are continuously improving our platform to make it a better deal for our stores. We love to get suggestions from indies!

Bookshop.org First Year Milestones

- Bookshop.org has raised over \$7,000,000 for local independent bookstores since our launch on January 28, 2020.
- Our first profit-share pool was June of this year; each bookstore in the pool received at least \$1,085.56.
- 6 of our top 10 stores are Black-owned bookstores. More than \$2,000,000 has been earned by Black-owned bookstores across the country on Bookshop.org.
 - All the top-earning affiliates on Bookshop are booksellers.
 - 899 bookstores are on Bookshop as bookseller affiliates.
 - 994 bookstores are in our 10% profit-sharing pool.

Any physical bookstore that is an ABA member can join our 10% profit-share pool regardless of whether you use Bookshop; contact sarah.high@bookshop.org to get your share. The next distribution will be in January, 2021.

