



PAN MACMILLAN

Independent Bookshop Week 19th - 26th June 2021



Macmillan Collector's Library 5th Birthday Celebrations

This summer, Macmillan Collector's Library turns five. To celebrate the occasion, we've got lots of brilliant offers and POS for you and your customers.

Free Ten Best Parties in Literature booklet to give away to customers during IBW. This booklet contains ten extracts from MCL titles, each with a celebratory theme. From *The Great Gatsby* to *Alice's Adventures in Wonderland* - delve into some of the world's greatest parties in literature!

Free luxury Macmillan Collector's Library tote bag when customers buy any two MCL books from participating bookshops*.

We will also have MCL counterpacks, spinners, wrapping paper packs and posters available as well as dedicated POS to promote the IBW offers in store. All POS is subject to availability, while stocks last. To place an order for stock or POS please contact your [local sales representative](#).

*Minimum stock order required - please ask your local rep for details.



The Bookshop Cat

Perfect for IBW and beyond, *The Bookshop Cat* is a heartwarming tale about a treasured local bookshop, the extraordinary power of reading, and a beloved bookselling cat, by exceptional new talent Cindy Wume.

As we know that book recommendations are really helpful, we're offering special 'The Bookshop Cat recommends' shelf talkers for you and your customers to add their suggestions onto, as well as The Bookshop Cat mini standees, activity sheets and posters. Please order via your local sales rep.



Are you signed up to our Pinboard newsletter exclusively for Independent Booksellers?

Email: pinboard@macmillan.com and we'll sign you up!



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Virtual Events & Stock Signings

We have a number of authors available for virtual events during IBW and over the coming months, please see the accompanying [spreadsheet](#) for full details.

We would particularly like to highlight ***Yours Cheerfully* by AJ Pearce** which publishes during IBW. We're hoping to organise a series of events during the week which will include a special gift for any customers who buy a book and ticket to one of her events.

We're also planning a northern signings tour with **Julia Chapman, author of the Dales Detective Agency series.**

If you need any assistance with organising an event, or information about signed stock available, please speak to your local rep.



Extra discount on Pan Mac favourites for IBW

We thought it would be helpful to compile a list of some of our favourite Pan Macmillan titles that you might have missed during lockdowns.

Our local sales reps have each selected their **top titles from the past 12 months**, and we also have a list of our **Top 50 indie bestsellers** including three titles on the IBW Awards shortlist - ***Shuggie Bain*** by Douglas Stuart, ***Summerwater*** by Sarah Moss and ***The Hospital Dog*** by Julia Donaldson and Sara Ogilvie, for you to choose from.

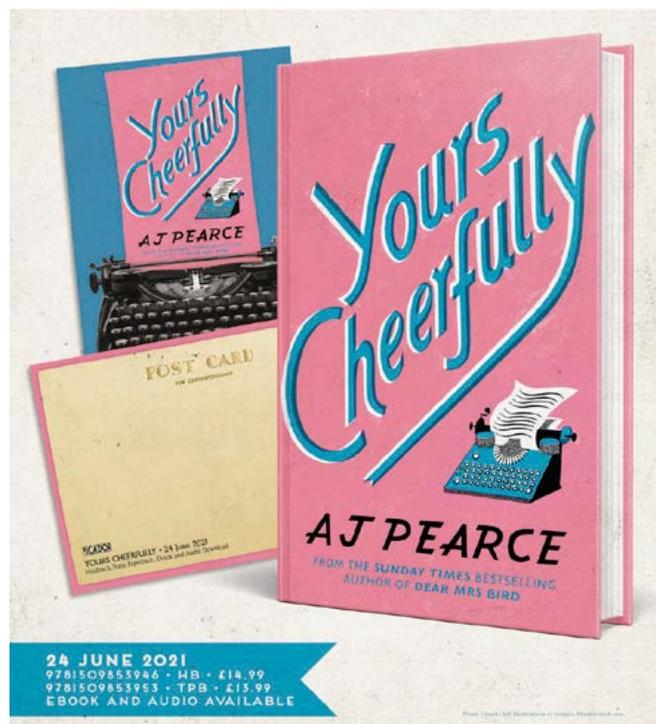
Extra discount will be offered on any orders of these titles, and we have Buy One Get One Half Price stickers available.

To see a full list of the books included in the promotion, and to order stock, please contact your local sales representative.

Activities & Social Assets

Visit our trade website and find a wide range of **downloadable Activity Sheets and Social Assets** for IBW and beyond.

trade.panmacmillan.com



Not sure who your local sales rep is? Click [HERE](#)

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Email: pinboard@macmillan.com and we'll sign you up!