What is Bookshop.org?

Bookshop, which launched on January 28, 2020, is a unified ecommerce platform designed to support independent bookstores.

Bookshop supports bookstores by helping them grow their online presence and increase their online revenue.

Bookshop offers direct-to-home shipping from Ingram warehouses across the country.

Bookshop is free for anyone to join as an affiliate.
How do sales work on Bookshop.org?

Bookshop’s site works through affiliate revenue via cookies

- This means, all you need to do to get the benefit of your sales is share your Bookshop links with your customers! They’ll then enter the site cookied to your store, and your store will earn 30% of the cover price on anything they purchase (excluding books from other stores’ lists)

On all non-bookstore sales, an automatic 10% goes to our Profit-Share Pool for ABA bookstores

- This means, anytime a sale does not go to a specific bookstore on Bookshop, for example a sale from a media affiliate link (like Buzzfeed or Time magazine), 10% of the revenue from that sale goes to the Profit-Share Pool

- The Profit-Share Pool is split periodically (at least every six months) and is free to any ABA member bookstore with a physical location to join

- Each ABA store gets one share per 1st bookstore location and an additional .5 share per additional bookstore location

Why Bookshop? Why can anyone become an affiliate?

Anyone can be a Bookshop affiliate. There are two types of affiliates:

- **Bookstore Affiliates** (earn 30% revenue, in the profit-share pool, on our bookstore map)
- **Non-Bookstore/Media Affiliates** (earn 10% revenue, another 10% of their sales go to the bookstore profit share pool)

Amazon’s dominance on the ecommerce marketplace grows exponentially each year, especially for book sales

If Amazon fully captures the ecommerce market for books, more and more stores will disappear

- To be able to compete against Amazon, Bookshop allows for anyone to be an affiliate on our site

- This way, authors, publishers, and other book lovers have a unified way of linking to a non-Amazon site that benefits indie bookstores

Authors, publishers, and other book lovers need a way to effectively convert sales online without undermining their local bookstores

Affiliate revenue accounts for at least 20% of major digital publications’ revenue

Publications that cover books need financial support from affiliate links, but before Bookshop, their only option was Amazon
Platform Benefits

Orders fulfilled by our wholesaler, Ingram, for maximum inventory and rapid order completion

Getting started on Bookshop takes about 30 minutes or less!
- As easy as setting up a social media profile
- It’s clean, simple, and easy (and fun!) to use

No overhead, no inventory, no sales tax filings, no publisher credit line needed

All sales data and customer info is available to you as a bookseller on Bookshop

No need to worry about returns, shipping, damages, tech issues, customer service, etc.

Our conversion rate for bookstores on Bookshop is 12%! That means out of 100 visitors, 12 make purchases.
- The average is 4% on other ecommerce sites

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Milestones from Bookshop’s First Year

$50,000,000 in book sales on Bookshop gave $10,000,000 to bookstores

Our first profit-share pool went out in June of 2020
Each bookstore in the pool received at least $1,085.56

1,055 ABA bookstores are Bookstore Affiliates on the site

Our second profit-share pool went out in January 2021
Each bookstore in this pool received at least $1,852.11

1,123 ABA bookstores are in our Profit-Share Pool

All the top-earning affiliates on Bookshop are booksellers

More than $2,000,000 has been earned by Black-owned bookstores across the country on Bookshop.org

Interested in learning more?
Email Bookshop’s Partnerships Manager, Sarah High, at Sarah.High@bookshop.org to get started. Any ABA bookstore with a physical location can join our Profit-Share Pool and become a Bookstore Affiliate with us on Bookshop.