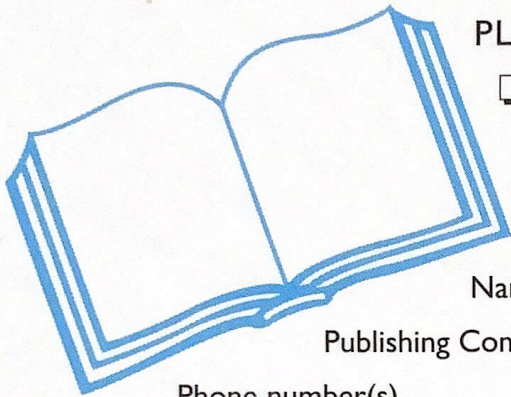


Feminist Bookstore News
2358 Market Street
San Francisco CA 94114



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to discuss advertising in the Feminist Bookstores' Fall Catalog.

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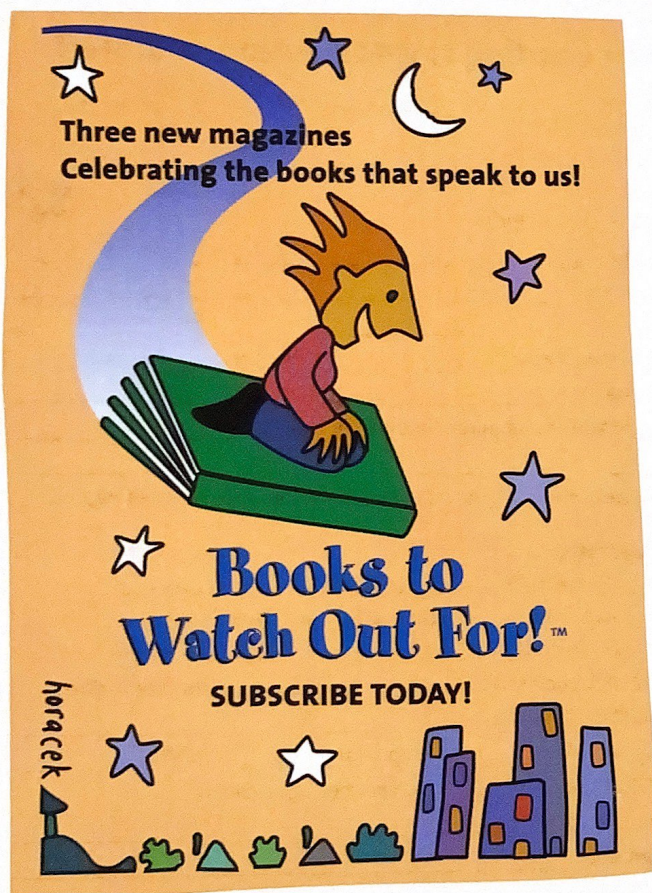
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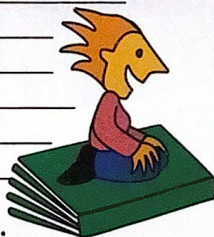
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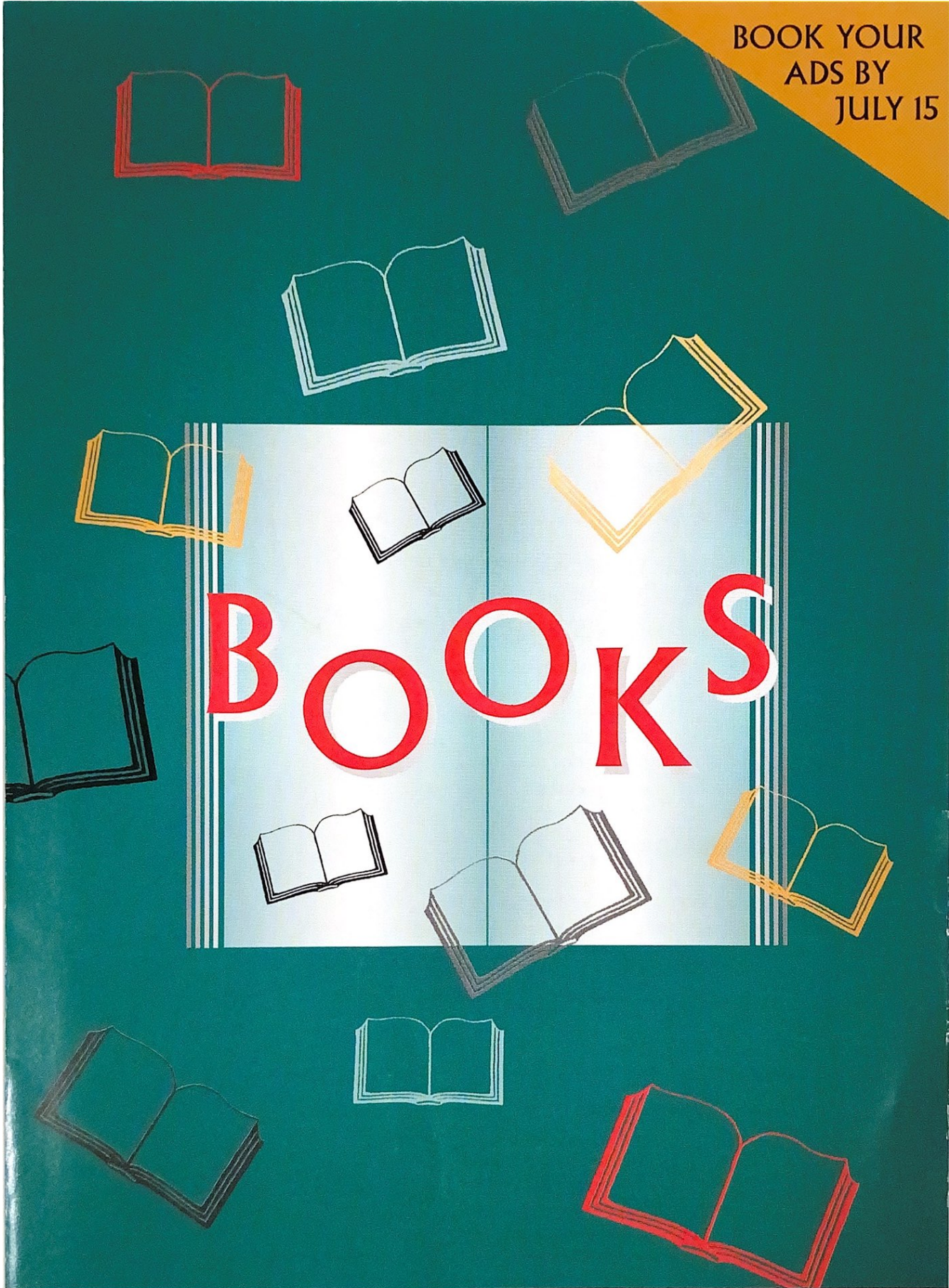
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Signature _____

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FEMINIST BOOKSTORES' FALL CATALOG

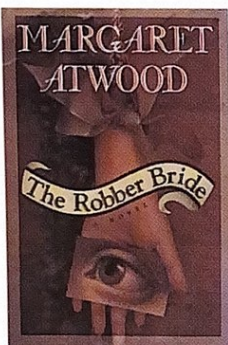
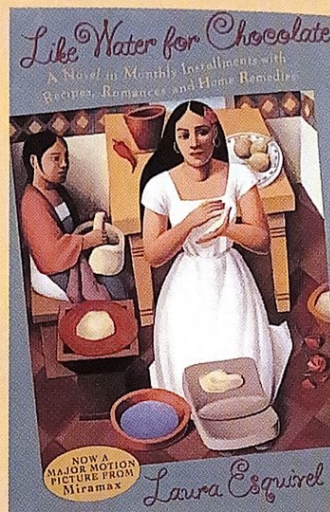
FICTION

LIKE WATER FOR CHOCOLATE

Laura Esquivel

The Feminist Bookstores' Fall Catalog is an excellent place to promote literary fiction that explores women's lives and realities. There is no party line here—only the resonance of truth as writers explore the dilemmas, aspirations, contradictions and realities of women's lives—past, present and future. Feminist bookstore customers are consummate readers of quality fiction and give books as gifts as often as possible.

CATEGORY, PUBLISHER \$99.99



THE ROBBER BRIDE

Margaret Atwood

What goes in this catalog? Mainstream, university press, feminist and other small press titles, mainstream and literary fiction, identifiably feminist fiction, multicultural titles, lesbian novels, mysteries and other genre titles, children's books, and the entire range of non-fiction titles currently selling in feminist bookstores: self-help, health, humor, work, family and relationships, history, biography, essays, poetry. . . Frontlist and backlist.

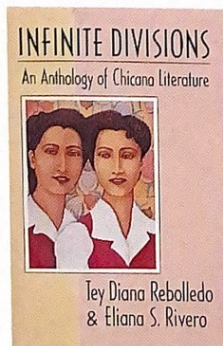
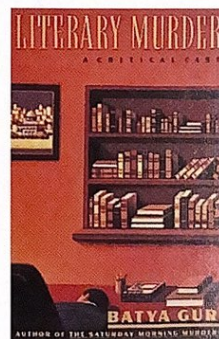
CATEGORY, PUBLISHER \$99.99

LITERARY MURDER

Batya Gur

Women—even the most committed feminist activists—rarely live by non-fiction alone. We all need that occasional (or frequent) dive into escapist fiction: mysteries, science fiction, and other genres that offer independent and feisty heroines and universes where justice prevails in the end. If you have these books on your list, this is the place to promote them!

CATEGORY, PUBLISHER \$99.99



INFINITE DIVISIONS: AN ANTHOLOGY OF CHICANA LITERATURE

Ed. Tey D. Rebolledo and Eliana S. Rivero

Women—including feminist women—come in all shapes and sizes, classes, ethnicities, races and communities. We are particularly pleased to present a catalog that will feature books by/for women from America's many cultures and communities. Feminist booksellers have been among the leaders in the drive to demand and celebrate multicultural literature. They will give strong support to multicultural titles in this catalog.

CATEGORY, PUBLISHER \$99.99

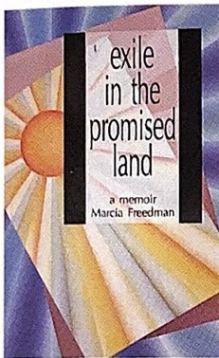
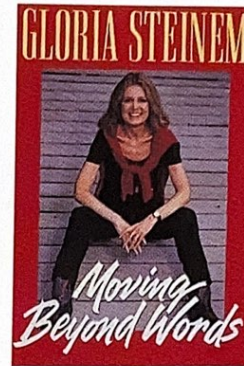
MAKING CHANGE

MOVING BEYOND WORDS

Gloria Steinem

The premier edition of this catalog will be the most widely circulated promotion piece for feminist books in history. 300,000 copies will be circulated to a mix of established feminist bookstore customers and women with feminist commitments who are not presently shopping in women's bookstores—and it will be mailed to the entire *Ms. Magazine* mailing list. Book your ads now—July 15 is the final deadline, but we can't promise that space will last that long.

CATEGORY, PUBLISHER \$99.99

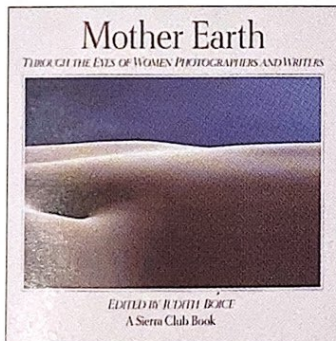


EXILE IN THE PROMISED LAND

Marcia Freedman

This catalog will include a special section celebrating National Jewish Book Month (October 28 – November 28) that will feature books about Jewish women's lives, history, culture, community and spirituality. A perfect opportunity to reach the Jewish-feminist book-buying community—readers who are often ignored during the holiday season.

CATEGORY, PUBLISHER \$99.99



MOTHER EARTH

A Sierra Club Book

Art books, gift books, calendars, and yes, even humor books featuring women's perspectives, ideas and images have a vital place in the feminist holiday scenario. And don't forget that feminists give gifts—to other feminists and to not-always-so-feminist family and friends.

CATEGORY, PUBLISHER \$99.99

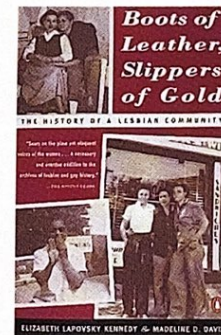
BOOTS OF LEATHER, SLIPPERS OF GOLD

Elizabeth L. Kennedy and Madeline D. Davis

All ads include full-color cover reproduction, a sixty-word description of the book, title, author, category, publisher and price. Regular ads are \$950 each. Feature ads (approximately twice as large) are \$1600. Catalogs will be distributed in mid-fall to

generate 1994 holiday sales. Feminist bookstores will stock the books advertised in this catalog and will support them with window displays, shelf-talkers and other internal promotions.

CATEGORY, PUBLISHER \$99.99

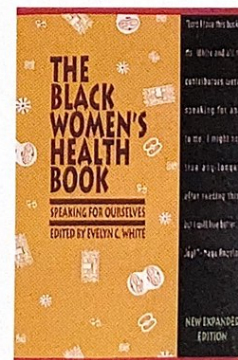




THE BLACK WOMEN'S HEALTH BOOK

Ed. Evelyn C. White

Creating a catalog of this quality will have a tremendous impact on feminist bookstores for years to come. This catalog is part of a pro-active strategy to help feminist bookstores thrive despite the bookselling industry's often unlevel playing field, and it gives publishers a chance to use your advertising dollars to help shape the future of bookselling.

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Reach the entire Ms. MAGAZINE
MAILING LIST and all the best customers
in all the feminist bookstores with a single
ad in THE FEMINIST BOOKSTORES'
FALL CATALOG

DISTRIBUTION

300,000 copies of the first annual Feminist Bookstores' Fall Catalog will circulate to 300,000 feminist book-buying households during the 1994 holiday buying season.

- 150 feminist bookstores will receive 500 free copies to distribute over the counter.
- Additional imprinted copies will be available to bookstores to send to their mailing lists and to use for outreach and promotion.
- 110,000 copies will be mailed to the *Ms. Magazine* subscriber list.

THE ADS

Each ad includes a full-color photograph of the book cover, a 60-word description of the book, and title, author, publisher, price and category information. Regular ads are \$950 each. "Feature" (double-size) ads are \$1600. Cover spaces are available at \$2300.

DEADLINES

Contracts and copy sheets are due July 15. Covers and payment are due July 29.

For additional information, please see the enclosed letter, contract, and copy sheet or call Feminist Bookstore News (phone: 415-626-1556; fax 415-626-8970).

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The 1998 Feminist Bookstores' Holiday Catalog

Distribution — 400,000 copies

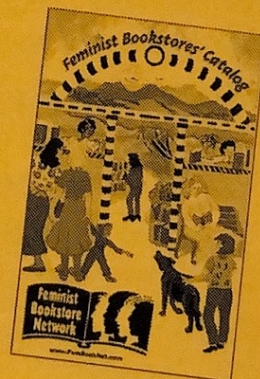
- **Direct Mail: 150,000** copies mailed to subscriber lists such as *Ms.*, *Women's Review of Books*, *Lesbian Review of Books*, and *Women's Studies Quarterly*.
- **Retail: 250,000** copies distributed by 110 Feminist Bookstore Network stores.
- **In-Store Promotion**
110 bookstores build their holiday promotions around the Catalog. Catalog titles receive counter top, table, window and front-of-store display, and shelf-talkers. Catalogs are mailed to store customer lists, stuffed in customers' bags, and distributed at out-of-store events.
- **Internet**
Web edition updated with 1998 titles by November 1. Promotion of Web and print-version to book interest, feminist, women's studies, librarian, and queer studies elists, newsgroups and web sites. www.FemBkNet.com

Details

Regular Ad	\$1400
Feature Ad*	\$1800
Double Feature Ad**	\$2600
Back Cover	\$2800
Cover on Web site	\$75
Catalog Size:	8½" x 5¼", 40+ pp, full-color
50 word description plus bibliographic information.	
5 titles / page; Catalog lands November 10.	

* Color background

**Double-sized, 1 or 2 books, color background



Deadlines

- July 8 — Ad Reservations
- July 15 — Copy
- July 22 — Materials & Payment

The Feminist Bookstores' Catalog showcases the best and most interesting women's titles of the year.

Special Sections

Children's and YA Books
National Jewish Book Month
Art & Gift Books/Calendars
Multicultural Titles
Girls' Self-Esteem

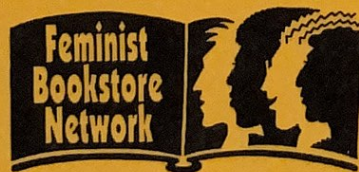
Mothers & Daughters
Making Change
Music
Women and Sports
Biography


20% discount on Children's, YA, and Jewish Book Month sections.

The Extras!

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- Mail and phone list of stores to participating publishers for telemarketing.
- Your ordering and distribution information provided to participating booksellers at no additional cost.
- Bi-weekly restocking reminders to bookstores with marketing and publicity updates.
- Email news group for participating stores posting publishers' special offers, ordering terms, and availability updates.
- Sales generated in feminist, independent and chain stores alike, as women who receive the catalog in the mail walk it into their favorite store to buy the books advertised.
- The Catalog is promoted on the Internet and announced in appropriate news groups. Readers request catalogs via email.
- Print media promotion for both Web and print editions of the Catalog.

**To reserve space call or email Lisa McGowan
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Feminist
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Carol Seajay, publisher of the sadly missed Feminist Bookstore News, founder/editor of The Lesbian Edition of Books to Watch Out For, and trusted friend of all women who read, has just made it even easier to know what Books To Watch Out For.

- Joy Parks, GayLinkContent.com

March 2006

Dear Lesbian Review of Books Subscriber,

My thanks again to Lorelee MacPike for letting us use the Lesbian Review of Books mailing list to make sure that you know about *The Lesbian Edition of Books To Watch Out For* (BTWOF), and our newest publication, *More Books for Women*.

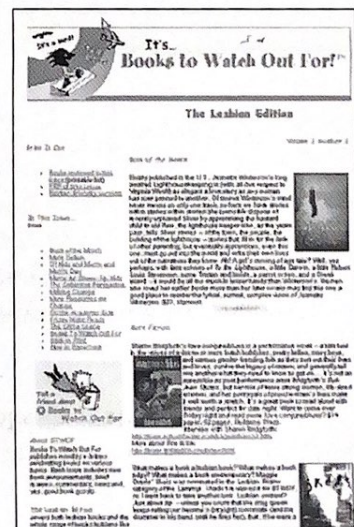
We're celebrating this addition to women's literature by offering free trial subscriptions to all three magazines: *More Books for Women*, *The Lesbian Edition* and *The Gay Men's Edition*. Sign up online at www.BooksToWatchOutFor.com/LRB and sample timely news and reviews of our literature. (If you're already a subscriber, please pass this letter along to a friend!)

Comprehensive, gossipy, timely, candid, informative, addictive, indispensable – that's Books To Watch Out For, and that's only the half of it! Carol Seajay and Richard Labonte know our books, our writers, our literary history. BTWOF has everything you need to know about what's new, what's good, and what's happening with lesbian and gay books. I recommend it without reservation.

- Katherine Forrest

If you're giving gifts in the coming months – birthdays? graduations? retirements? – consider how much your friends would enjoy reading **Books To Watch Out For**.

I write and compile *The Lesbian Edition*. The owners and staff at Women & Children First bookstore in Chicago review books for both adults and children for *More Books for Women*. For each edition, former Provincetown bookseller Nan Cinnater adds selected



Books To Watch Out For, p. 2

mysteries and I provide news tailored to the audience. Richard Labonte, formerly manager of A Different Light bookstores for 20 years, edits and compiles *The Gay Men's Edition*.

Each edition is published 10 times a year and includes short reviews of 25 to 30 (or more) new books, plus a mix of publishing news, author interviews, forthcoming book announcements, good gossip, and more. The reviews are detailed enough to help you decide if you want to read a book, but short enough to scan on your lunch break.

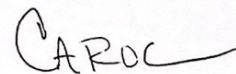
Subscriptions are \$30/year for email delivery; print editions are \$42, with discounts for multiple-edition subscriptions. Go to www.BTWOF.com/LRB to subscribe, and get an extra three months for free. If you don't have computer access, and would like to see a sample print edition, please send us \$3.00 for the first edition, and \$2.00 for each additional edition – be sure to tell us which edition(s) you'd like. Or, just use the enclosed form to subscribe.

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And thanks a metric ton for providing a fantastic venue for reviews. It is greatly appreciated. I enjoyed reading the scope and depth of your reviews. – Rainbow Books

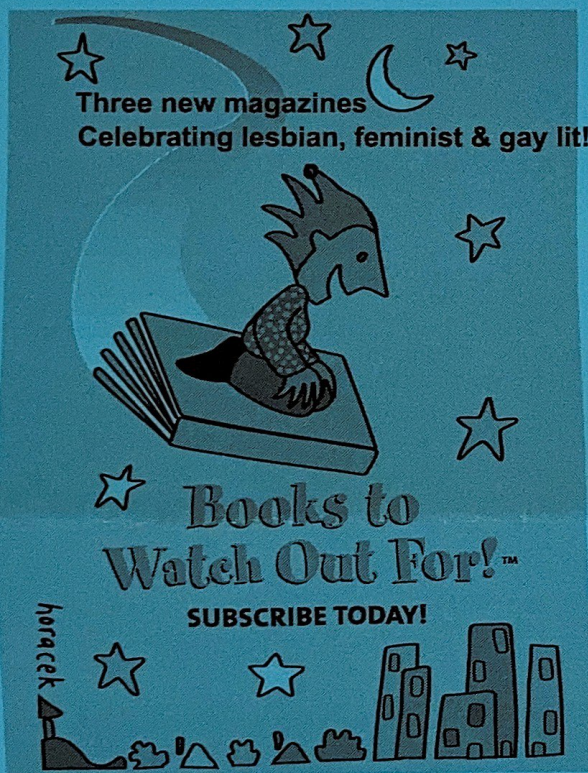
Yours in spreading the words
and supporting our literatures,



Carol Seajay, Publisher
Books To Watch Out For

P.S. As you can imagine, launching and promoting new lesbian and feminist book reviews in this day and age is a bit on the expensive side. I'm looking for 25 good women who can afford to make a monthly pledge for a year to help support the launch of *More Books for Women*. Please see the enclosed flier for more information or give me a call at 415-642-9993.

Books To Watch Out For is such a wonderful resource, and so much fun to read.
– Alison Bechdel



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(CVN is the 3 digit number on back of some cards)

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Signature _____



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to help see **More Books for Women** through its first year
and into a sturdy feminist future,
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The Lesbian Edition – compiled by Carol Seajay

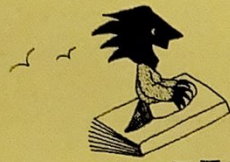
The Gay Men's Edition – compiled by Richard Labonte

More Books for Women – The Feminist Edition, launched November 2005
– compiled by the staff of Chicago's Women & Children First bookstore

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* Pledge includes subscriptions to the BTWOF publications of your choice.

Questions? Want to see a copy? Call or email Carol Seajay at
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**Questions? Call Carol Seajay at Books To Watch Out For: 415-642-9993 or
email Carol@BTWOF.com**

The third annual **Feminist Bookstore Fall Catalog** will circulate to over 450,000 feminist book-buying households during the holiday buying season. 150,000 copies will be mailed to feminist and lesbian magazine subscribers including *Ms. Magazine*, *Out*, *Curve*, *Women's Review of Books*, and *Lesbian Review of Books*. 130 feminist bookstores will distribute 300,000 copies to their own mailing lists and over-the-counter to their walk-in customers.

Shelf-talkers and in-store displays will draw additional attention to catalog titles. Biweekly restocking reminders will be mailed to bookstores throughout the holiday selling season. Imprinted catalogs and additional copies will be available to feminist bookstores at a nominal cost. Catalogs will include order forms to facilitate ordering.

The **Feminist Bookstore Fall Catalog** will include both front-list and backlist titles in a broad range of categories. Special sections will highlight National Jewish Book Month, Gift Books, Children's and YA Books, New Media, Book Groups, and Women's Lives.

Deadlines:

July 3, 1995 Contracts Due
July 12, 1995 Copy Due
July 19, 1995 Books (or jackets) and Payment

**Send contract, payment, books (or jackets) to:
Feminist Bookstore Fall Catalog**

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Attention: Lisa McGowan

Phone: 415-626-2039
Fax: 415-626-8970
E-mail: lisa@fembknews.com

Questions?

Call Feminist Bookstore News 415-626-2039

Categories

- | | | |
|------------------------|----------------------|-------------------|
| Art Books | Humor | Poetry |
| Book Groups | Jewish Book Month | Psychology |
| Calendars | Lesbian Fiction | Reference |
| Children & YA | Lesbian Non-Fiction | Science Fiction |
| Creative Essay | Literature & Drama | Spirituality |
| Family & Relationships | Making Change | Sports & Fitness |
| Fiction | The Men in Your Life | Theory & Politics |
| Gift Books | Mid-Life Changes | Travel |
| Health | Mysteries | Women & Work |
| History | New Media | Women's Lives |
| | | Other _____ |

I authorize the purchase of the following space(s) in the 1996 Feminist Bookstore Fall Catalog.

___ regular ads	@ \$1295	\$ _____
___ feature ads	@ \$1695	\$ _____
___ double-feature ads (up to 2 books)	@ \$2295	\$ _____
___ consider for front or back cover	@ \$2595	\$ _____
	Total	\$ _____

Regular Ads	Title	Author	Category
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Feature Ads

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Double-Feature Ads

_____	_____	_____	_____
_____	_____	_____	_____

Consider for Cover (Please note if you would like a feature space if cover is not available.)

_____	_____	_____
_____	_____	_____

I understand that Feminist Bookstore News reserves the right to make final decisions on titles submitted on this contract.

Date _____	Publisher _____
Authorized Signature _____	Address _____
Print Name _____	_____
Title _____	Contact Person for Materials _____
Phone _____ Fax _____	Phone _____ Fax _____
E-mail _____	E-mail _____
Send invoice to: Department _____	Attn: _____

The third annual **Feminist Bookstore Fall Catalog** will circulate to over 450,000 feminist book-buying households during the holiday buying season. 150,000 copies will be mailed to feminist and lesbian magazine subscribers including *Ms. Magazine*, *Out*, *Curve*, *Women's Review of Books*, and *Lesbian Review of Books*. 130 feminist bookstores will distribute 300,000 copies to their own mailing lists and over-the-counter to their walk-in customers.

Shelf-talkers and in-store displays will draw additional attention to catalog titles. Biweekly restocking reminders will be mailed to bookstores throughout the holiday selling season. Imprinted catalogs and additional copies will be available to feminist bookstores at a nominal cost. Catalogs will include order forms to facilitate ordering.

The **Feminist Bookstore Fall Catalog** will include both front-list and backlist titles in a broad range of categories. Special sections will highlight National Jewish Book Month, Gift Books, Children's and YA Books, New Media, Book Groups, and Women's Lives.

Deadlines:
July 3, 1995 Contracts Due
July 12, 1995 Copy Due
July 19, 1995 Books (or jackets) and Payment

Send contract, payment, books (or jackets) to:
Feminist Bookstore Fall Catalog

Feminist Bookstore News
 2358 Market Street or P.O. Box 882554
 San Francisco, CA 94114 San Francisco, CA 94188
 Attention: Lisa McGowan

Phone: 415-626-2039
 Fax: 415-626-8970
 E-mail: lisa@fembknews.com

Questions?
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 Total \$ _____

Categories

Art Books	Humor	Poetry
Book Groups	Jewish Book Month	Psychology
Calendars	Lesbian Fiction	Reference
Children & YA	Lesbian Non-Fiction	Science Fiction
Creative Essay	Literature & Drama	Spirituality
Family & Relationships	Making Change	Sports & Fitness
Fiction	The Men in Your Life	Theory & Politics
Gift Books	Mid-Life Changes	Travel
Health	Mysteries	Women & Work
History	New Media	Women's Lives
		Other _____

Regular Ads	Title	Author	Category
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Feature Ads

_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Double-Feature Ads

_____	_____	_____	_____
_____	_____	_____	_____

Consider for Cover (Please note if you would like a feature space if cover is not available.)

_____	_____	_____	_____
_____	_____	_____	_____

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Date _____ Publisher _____
 Authorized Signature _____ Address _____
 Print Name _____
 Title _____ Contact Person for Materials _____
 Phone _____ Fax _____ Phone _____ Fax _____
 E-mail _____ E-mail _____
 Send invoice to: Department _____ Attn: _____

CONTRACT/INVOICE

Nº 8863

FBN Federal Tax I.D.# 94-3052584

The second annual Feminist Bookstore Fall Catalog will circulate to 400,000 feminist book-buying households during the holiday buying season. It will be mailed to all 100,000 *Ms. Magazine* subscribers, to the mailing lists of feminist bookstores, and will be distributed over-the-counter in 130 feminist bookstores.

Shelf-talkers and in-store displays will draw additional attention to catalog titles. Checklists of titles included in the catalog will be mailed to bookstores biweekly during the holiday selling season. Imprinted catalogs and additional copies will be available to feminist bookstores at a nominal cost. Form-velopes will be included in every catalog to facilitate ordering.

The Feminist Bookstore Fall Catalog will include both frontlist and backlist titles in a broad range of categories. Special sections will highlight National Jewish Book Month, Multimedia, Women's Lives, Feminist Classics and Children's Books.

I authorize the purchase of the following space(s) in the 1995 Feminist Bookstore Fall Catalog.

___ regular space(s) in interior of catalog @ \$1150 \$ _____
 ___ feature space(s) in interior of catalog @ \$2000 \$ _____
 ___ consider for front or back cover @ \$2400 \$ _____
 Total cost to publisher \$ _____

DEADLINES:
 July 7, 1995 Contracts & completed copy worksheets
 July 21, 1995 Books (or jackets) and PAYMENT

Send contract, copy worksheet(s), payment, books (or jackets) to:

Feminist Bookstore Fall Catalog
 Feminist Bookstore News
 2358 Market Street or P.O. Box 882554
 San Francisco, CA 94114 San Francisco, CA 94188
 Attention: Jenn Tust

Phone: 415-626-1556
 Fax: 415-626-8970

Questions?
 Call Feminist Bookstore News 415-626-1556

Categories available

Art & Gift Books	History	Psychology
Children	Humor	Reference
Family & Relationships	Lesbian Fiction	Science Fiction
Feminist Classics	Lesbian Non-Fiction	Spirituality
For the men in your life...	Literature & Drama	Sports & Fitness
For your book group...	Making Change	Theory & Politics
Fiction	MultiMedia	Travel
Health & Recovery	Mysteries	Women & Work
	National Jewish Book Month	Women's Lives
	Poetry	Young Adult
		Other _____

<u>Regular Ads</u>	<u>Title</u>	<u>Author</u>	<u>Category</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

<u>Feature Ads</u>	<u>Title</u>	<u>Author</u>	<u>Category</u>
_____	_____	_____	_____
_____	_____	_____	_____

Consider for front or back cover (Please note if you would like a feature space if cover is not available.)

The Spring 1996 Catalog:

We would also like to make tentative reservations for the following titles for the Spring 1996 Feminist Bookstores' Catalog. (All Spring reservations are tentative and will be confirmed in October, 1995.)

<u>Title</u>	<u>Author</u>	<u>Category</u>
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

I understand that Feminist Bookstore News reserves the right to make final decisions on titles submitted on this contract.

Date _____ Publisher _____
 Authorized Signature _____ Address _____
 Print Name _____
 Title _____ Contact Person for Materials _____
 Phone _____ Fax _____ Phone _____ Fax _____

FBN use:	
<input type="checkbox"/>	DH
<input type="checkbox"/>	LM
<input type="checkbox"/>	MM
<input type="checkbox"/>	FBN
<input type="checkbox"/>	_____

Please pay from this invoice.

Please return white copy to FBN, retain the yellow copy for your records, and send the pink copy to your sales rep or FBN.

The second annual Feminist Bookstore Fall Catalog will circulate to 400,000 feminist book-buying households during the holiday buying season. It will be mailed to all 100,000 Ms. Magazine subscribers, to the mailing lists of feminist bookstores, and will be distributed over-the-counter in 130 feminist bookstores.

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For your book group...	Making Change	Theory & Politics
Fiction	MultiMedia	Travel
Health & Recovery	Mysteries	Women & Work
	National Jewish Book Month	Women's Lives
	Poetry	Young Adult
		Other

Regular Ads	Title	Author	Category
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Feature Ads	Title	Author	Category
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Consider for front or back cover. (Please note if you would like a feature space if cover is not available.)

_____	_____	_____	_____
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Date _____ Publisher _____
 Authorized Signature _____ Address _____
 Print Name _____
 Title _____ Contact Person for Materials _____
 Phone _____ Fax _____ Phone _____ Fax _____

FBN use:
 DH
 LM
 MM
 FBN

Please pay from this invoice.
 Please return white copy to FBN, retain the yellow copy for your records, and send the pink copy to your sales rep or FBN.