

NATIONAL  
**BOOK**  
tokens

# A bookseller's guide: new gift cards and key information

2024-25

Euro



# WE LOVE BOOKSHOPS



National Book Tokens have been connecting readers with the books they want to read, from the bookshops where they love to shop, since 1932.

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**Welcome** to your annual guide to all things National Book Tokens! Our gift cards are an essential part of any bookseller's product mix, delivering on average around 2% of revenue, and bringing new and existing customers to your bookshop more frequently.

Inside, you'll discover...

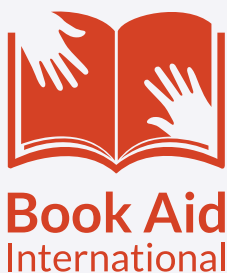
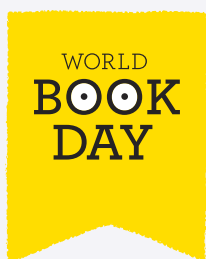
- NEW gift card designs for 2024-25.
- Display products to help you create attractive and impactful National Book Tokens displays for this autumn's gifting season and beyond.
- Key information about how National Book Tokens benefit your business.
- How to make the most of our systems and free local marketing tool for booksellers.
- What to do when you need help.

You and your customers can rest assured that National Book Tokens are not only a fantastic gift to give – they're a trustworthy one, too. Our gift cards are printed on FSC-certified board, have an 8-year expiry from last use (not to mention we replace all expired cards) and can be loaded with any value from €1 to €250.

**Did you know?** Our systems are also integrated with BatchLine POS and Gardlink, making selling and redeeming quicker and easier. Find more information on page 8, and all our contact details on page 16 if you need help with this or anything else.

## Supporting reading for everyone

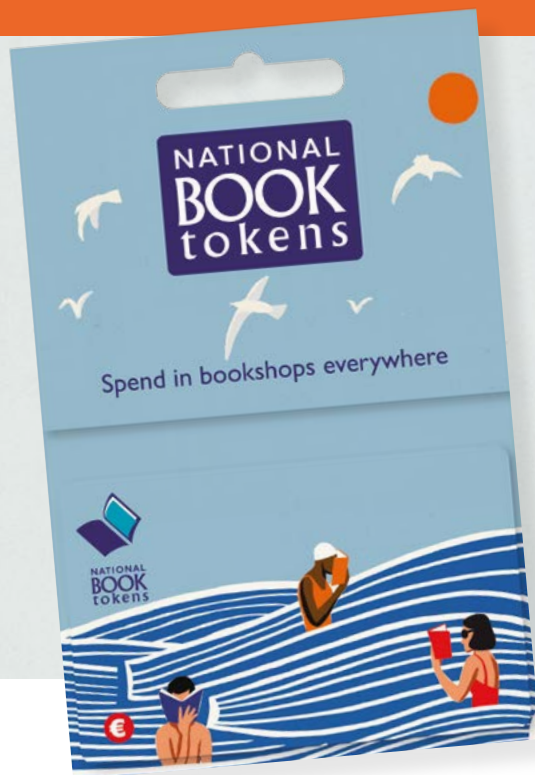
National Book Tokens support a number of charities and initiatives to help encourage reading and literacy for all. See page 10 for more information.



# New gift cards

We refresh our designs annually, and this year we're excited to bring you a diverse range of new gift cards featuring eye-catching designs by UK and Irish illustrators and publishers, including gift cards inspired by Richard Osman and Nadia Shireen, and artwork from Paul Thurlby, Micaela Alcaino, Rebecca Hollingsworth and Jen Farley. From beach reads to end-of-term rewards, Mother's Day to Christmas, there's truly a gift for every reader and every occasion.

Order these and the rest of our range quickly and easily online!  
Just visit [nationalbooktokens.com/bookseller-zone](https://nationalbooktokens.com/bookseller-zone)

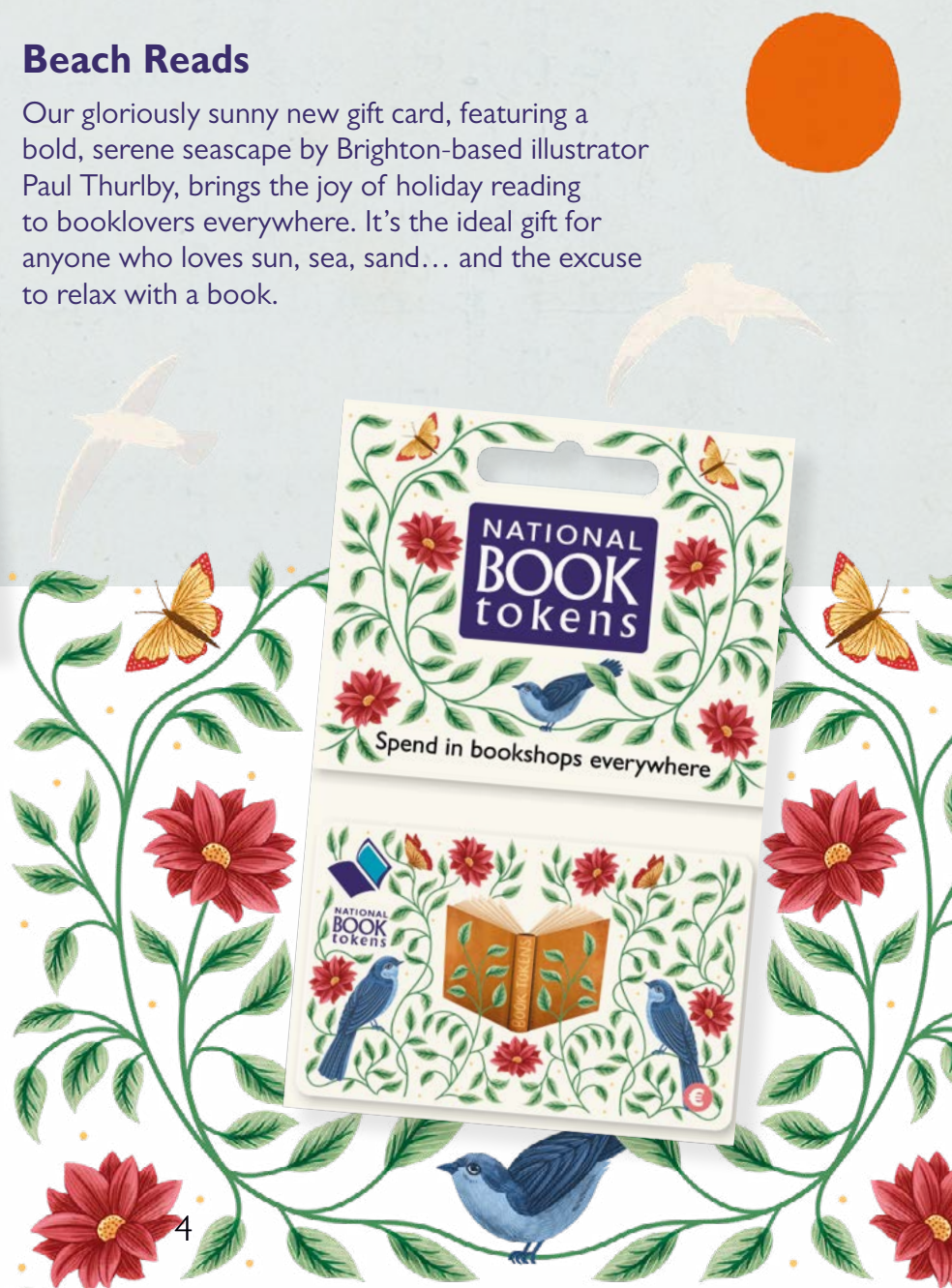


## Beach Reads

Our gloriously sunny new gift card, featuring a bold, serene seascape by Brighton-based illustrator Paul Thurlby, brings the joy of holiday reading to booklovers everywhere. It's the ideal gift for anyone who loves sun, sea, sand... and the excuse to relax with a book.

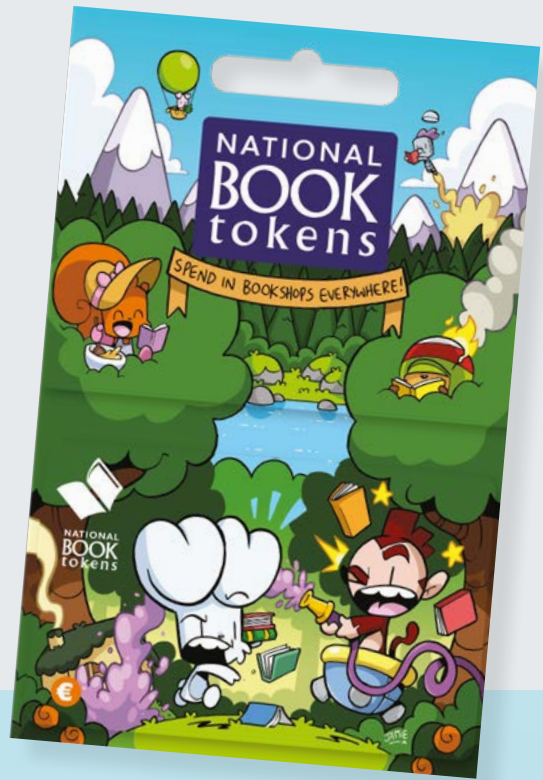
## Books in Bloom

Award-winning book cover designer Micaela Alcaino illustrated this blooming beautiful book token for us, with an eye-catching floral design. We know this will be a hit for gifters looking for birthday presents all year round, and perfect in spring as a present for Mother's Day.



## Bunny vs Monkey

Jamie Smart's bestselling series now has its own book token! Designed exclusively for us, it features the riotous escapades of everyone's favourite woodland anarchists – and of course, lots of books. This colourful card will delight children of all ages, but will in particular encourage purchases for younger boys and more reluctant readers who are gaining confidence through graphic novels.



## Grimwood

Welcome to the woods! Nadia Shireen's illustrated Grimwood series is full of hilarious animal antics for young readers. The riotous fun of the books and their crazy characters is captured in this delightful design for children – perfect for those discovering the joys of independent reading!



## Lá Breithe Sona Duit

Our bestselling birthday gift card is beloved by readers young and old, and we're thrilled to introduce an Irish language version to accompany the popular Nollaig Shona design in our range.



## Seasonal Stacks

It's beginning to look a lot like... bookmas! Nottingham-based illustrator Rebecca Hollingsworth brings her trademark bright colours to our new festive gift card, which features a decorative stack of reading delights – just what every booklover wants to see in the holidays! A great gift for any reader, but particularly perfect for young adults and anyone who just loves an Insta-perfect pile of books.



## The Thursday Murder Club

Shoppers looking for gifts for the army of armchair sleuths created by Richard Osman's bestselling phenomenon need look no further – we have the perfect present for them! Anyone who loves cosy crime will be happy to receive this Thursday Murder Club-themed gift card, featuring the iconic artwork from the series.

## Well Done

Nothing says well done like a National Book Token! Irish illustrator Jen Farley created this gorgeous, fun and inclusive design, which is perfect for families buying presents to celebrate children's achievements, as well as for schools seeking end-of-term rewards and prizes.



# Display materials

**Did you know?** Around 85% of National Book Tokens purchases are pre-planned, which means that National Book Tokens drive footfall to your shop (and don't replace book sales).

Our display units have been designed to showcase our diverse range of gift cards in shops of all sizes, so that customers coming in to buy a National Book Token can always find the perfect gift for their recipients. What's more, just like our gift cards, all our display units and materials are supplied **FREE** of charge.

View and order the full range – and download digital assets and printable point-of-sale – at our Bookseller Zone:

[nationalbooktokens.com/bookseller-zone](http://nationalbooktokens.com/bookseller-zone) 



# Welcome to the Bookseller Zone

## Everything you need to sell and redeem National Book Tokens

Have you visited our online Bookseller Zone? It's your one-stop-shop for all the useful links and resources you need to sell and redeem National Book Tokens in your bookshop.

Bookmark [nationalbooktokens.com/bookseller-zone](https://nationalbooktokens.com/bookseller-zone) so you and your team can easily find:

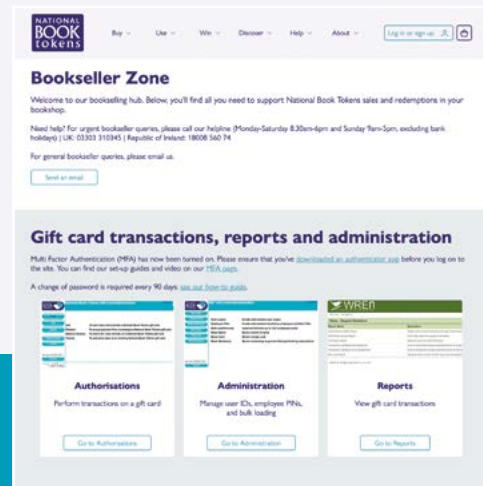
- customer service contact details
- links to our transactional and reporting websites
- links to our catalogues and ordering site
- help and resources for selling and redeeming gift cards instore
- trade news and updates
- a link to the National Book Tokens Local marketing portal (formerly Caboodle)



In spring 2024, we launched a new website, merging our old National Book Tokens and Caboodle sites for an easier customer journey. The updated look and feel across both our site and our highly engaged consumer emails – which we send to our 35,000+ book-loving Irish subscribers – gives us many more opportunities to showcase the wide range of bookshops across the UK and Ireland where booklovers can buy and spend our gift cards.

## Selling and redeeming is now even easier with BatchLine POS and Gardlink

National Book Tokens is integrated into BatchLine POS and Gardlink, making selling and redeeming quicker and easier.



Contact our customer service team at [egiftcard@booktokens.co.uk](mailto:egiftcard@booktokens.co.uk) to find out more





# Fast, easy ordering for all your gift card requirements



**There's a book token for every reader and every occasion.**

Browse and order our full range of National Book Tokens online, including designs for birthdays, congratulations and celebrations. All gift cards and display materials are provided **FREE** of charge.



[nationalbooktokens.com/bookseller-zone](https://nationalbooktokens.com/bookseller-zone)

# Supporting and celebrating reading for pleasure

We believe that everyone should have access to the books they want and need, and we're committed to encouraging and supporting reading for pleasure. That's why we work with reading and literacy charities and organisations, literary awards and national prizes – and why we champion main street bookshops across the UK and Ireland.

## World Book Day

We've been proud sponsors of the charity that changes lives through a love of books and reading for more than 25 years, helping millions of children choose a book for free – often the first book of their own. Our support helps World Book Day send the iconic and much-loved £1/€1.50 book tokens to children everywhere, so they can bring them to bookshops and buy their very own book.

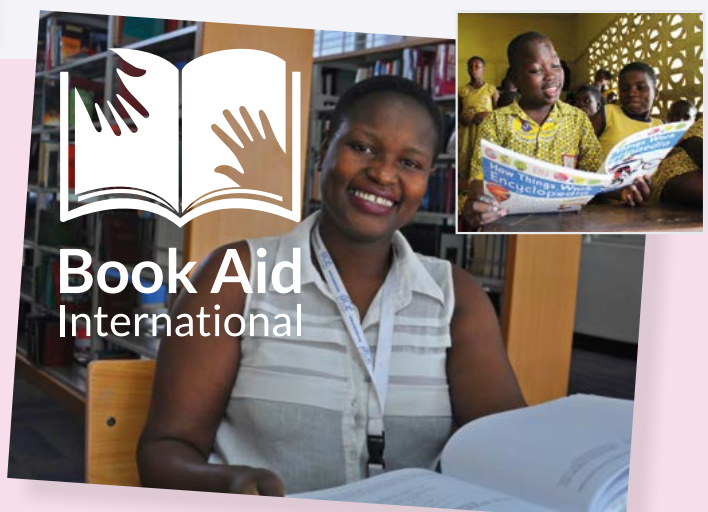


## Read for Good

We support Read for Good, a national charity with the mission to encourage all children in the UK to read for fun – because reading for pleasure is nothing short of life-changing. Read for Good work closely with schools to celebrate reading for pleasure, and as part of their sponsored Readathon and other initiatives, they distribute National Book Tokens to children and their teachers, to be spent in local bookshops.

## Book Aid International

Every purchase of our Book Aid International gift card helps the charity share the power of books with people around the world who would otherwise have few books, or even no books at all. You can order our Readers charity gift card online – we donate 1% of every sale to the important work that Book Aid International do to support reading for pleasure and education in communities across the globe.



## The Jhalak Prize

We're thrilled to partner with the Jhalak Prize – which celebrates books by writers of colour – to help increase awareness of the prize titles amongst booksellers, who are the best champions of books in their local communities. With our support, free point of sale kits are delivered to hundreds of bookshops across the UK and Ireland, with additional digital POS available for the longlisted and winning titles.



## BBC 500 Words

We're proud to be one of the official partners of the UK's largest writing competition for children aged 5-11. It returns in September 2024, with National Book Tokens prizes for the winners, and additional prizes for children in the most

deprived areas. To help UK bookshops inspire children's creativity, we supply printed posters, downloadable banners and tips for engaging local communities.

## Supporting bookshops

We invest in main street bookselling all year round. Whether it's our high profile, integrated media campaign at Christmas or our annual redemption campaign in January and February, our year-round calendar of engaging competitions and content or our popular High Five giveaway over the summer, we're always looking for ways to drive footfall to the main street, and to celebrate the bookshops at the heart of local communities.



## Books Are My Bag Readers Awards

Alongside our sponsorship of Bookshop Day and its national celebrations of main street bookselling, we're proud sponsors of the only book awards that reflect the truly diverse tastes of real booklovers and the bookshops they love to visit. The Books Are My Bag Readers Awards are curated by booksellers and chosen by the book-loving public. Our support helps booksellers to promote the brilliant shortlists and winners to their customers, as well as raising the profile of the Awards and the tangible impact that booksellers have on book sales within the wider book industry.



## How do National Book Tokens benefit my business?

As an official National Book Tokens bookshop, you're in good company. Bookshops that sell and redeem our gift cards benefit from:

- ★ new customers, and new business
- ★ more frequent visits by existing customers
- ★ additional spend – gift cards are often used towards higher priced items and tend to increase the amount a customer spends
- ★ an 11.5% net margin on sales – gift card sales are always cashflow positive and are totally risk free
- ★ free local marketing via National Book Tokens Local

We've designed National Book Tokens with busy booksellers in mind, so they require very little time to manage, and take up very little space in your bookshop. Our friendly Customer Service team are on hand to help when you need it, while our marketing team work hard to drive footfall to main street bookshops and, with National Book Tokens Local, to help you promote your business to local booklovers.

“ I thought when I finally took the plunge to realise my long-held dream of opening a bookshop that I would be on my own but there is so much support out there and National Book Tokens is a big part of making me feel there is this huge glorious team of like-minded folk that just want to connect books with their people. **Ginny, The Bookshop in Helston** ”

# National Book Tokens **local**

## Free local marketing for your bookshop

More than 35,000 Irish booklovers are subscribed to our newsletters, and receive all our competitions and content as well as updates from their local bookshops. These heavy book buyers are ready and waiting to hear about your events, offers and promotions – which you can share quickly and easily with those you live near to your shop.

As an official National Book Tokens bookshop, you can register to use National Book Tokens Local (formerly Caboodle) in a few simple steps and start using it immediately – there are no fees, and it's easy to use! You just need your BA account number and email address to get started.

### Here's how it works:

- 1 Upload your events, offers and updates using our simple interface.**
- 2 We'll email your listings to our email subscribers who live locally to your bookshop – with more than 35,000 Irish booklovers on our list, there's an audience nearby waiting to hear from you.**
- 3 Your listings will also appear on the National Book Tokens and Books Are My Bag sites.**

**Plus:** every month, we select a bookshop making the best use of the local marketing tool to win a luxury food and wine hamper. Could your bookshop be next?



Register or sign in at [nationalbooktokens.com/bookseller-dashboard](https://nationalbooktokens.com/bookseller-dashboard) 

Need help? Get in touch at [marketing@booktokens.co.uk](mailto:marketing@booktokens.co.uk) 

“ I have no idea how I would reach people outside our town or those not on social media without [it]! I am amazed when I view my statistics and see the huge number of emails sent or views of my offers – I could never achieve that on my own. Knowing that all these interactions are with people who are already booklovers is great too. **Sarah, The Book Nook Stewarton** ”



# Unique rewards for engaging local schools

Nothing says well done like a National Book Token – and our products offer something unique to schools and institutions looking to inspire and motivate their learners.

National Book Tokens support local businesses and encourage reading for pleasure. They're also a trusted option, with an industry-beating 8-year expiry and our guarantee to replace expired cards.

We make it easy for you to engage with local schools and stand out from the crowd. From our wide range of standard gift cards – including this year's new Well Done design – to bulk personalised options, e-gift cards and our new Presentation Card, you can offer unique solutions to suit the needs of every establishment.



Designed by Christina Kessels, Putney High School GDST

## Bulk personalisation

Bespoke National Book Tokens can feature images, logos, crests and text to create truly unique rewards and prizes – and customers can order them in bulk through your bookshop today!

We just need the school or business's artwork (e.g. their crest, logo or image) to create a card design, with our team on hand to create an image the customer is happy with. Alternatively, if you – or the school or business – want to design the gift card yourself, find our step-by-step guide along with terms and conditions at

[nationalbooktokens.com/bulk-personalised-gift-cards](https://nationalbooktokens.com/bulk-personalised-gift-cards)



## Bulk loading instore

If a local school or business visits to buy standard gift cards in bulk, load these easily using our Web Administration app. Remember to order enough stock for the end of term, and keep the cards in sequential order.

Find the Web Administration app at [nationalbooktokens.com/bookseller-zone](https://nationalbooktokens.com/bookseller-zone)



# NEW: Presentation Cards

This new product incorporates a personalised or standard design National Book Token into an A5 presentation card which can also include certificate-style information about the reward or award being presented. It offers greater flexibility and additional options to school customers looking to encourage reading for pleasure and give the gift of reading, in what is a very competitive market. What's more, there's no additional cost to personalise the Presentation Card.

As a bookseller, you can offer this new product to local schools. As with personalised gift cards, we will manage the production process for you, and the transaction will go through your bookshop account. Just let us know how many Presentation Cards the customer would like, and the values to load, and we will do the rest on your behalf.

The Presentation Card includes all the usual details that you would expect to see on one of our gift cards, and is processed the same way at the till.



Want to know more, or need help with school or corporate orders?

✉ [learning@booktokens.co.uk](mailto:learning@booktokens.co.uk) (for schools)

✉ [corporate@booktokens.co.uk](mailto:corporate@booktokens.co.uk) (for businesses)

# How to order

The easiest way to order your gift card stock and display materials is online. Just visit our Bookseller Zone at [nationalbooktokens.com/bookseller-zone](https://nationalbooktokens.com/bookseller-zone)



To ensure delivery in time for Christmas, please note that orders must reach us no later than 5pm on Friday 6th December 2024. Don't forget to check our website and emails nearer the time for our opening hours over the Christmas and New Year bank holidays.

# We're here to help

**Customer service:** [egiftcard@booktokens.co.uk](mailto:egiftcard@booktokens.co.uk)

**Orders and related queries:** [orders@booktokens.co.uk](mailto:orders@booktokens.co.uk)

**Marketing queries:** [marketing@booktokens.co.uk](mailto:marketing@booktokens.co.uk)

For urgent queries, please call our helpline  
(Monday-Saturday 8.30am-6pm and Sunday 9am-5pm, excluding bank holidays)

**UK:** 03303 310345

**Republic of Ireland:** 18008 560 74



Our gift cards are printed on FSC-certified board, not plastic, and we've moved away from plastic in our packaging as well.



The Booksellers Association Group covers the BA, National Book Tokens and Batch.

The Group is part owner of the Book Industry Communications (BIC).