Increasing Circulation through Merchandising and Collection Strategies
MLA TSD – March 20, 2015

Major browseable, impulse BISAC (Book Industry Standards and Communications) topics:
- Cooking
- Health and Fitness
- Self-Improvement
- Home
- Crafts and Hobbies
- Finance
- History
- Biography

Holiday and Gardening are examples of seasonal rotational topics. Computers, Travel, Pets are examples of destination topics.

Strategies for developing more effective displays:
- Power Walls (Discovery Walls for children’s)
- Use of very popular BISAC topics
- Merchandising tables for timely topics
- Displays within shelves
- Face-outs
- “Stacking” same titles, or different titles on same topic or by same author
- Books speak for themselves (minimal signs; no props)
- White space
- Books to edge (neater, cleaner look)

Strategies for increasing circulation:
- NEW near regular collection, i.e., New Fiction right before regular fiction begins
- Weed
- More shelf space for higher circulating materials
- Multiple copies of bestsellers on street release date
- 7-Day Express/Read it Now/Your Lucky Day copies
- “If you like…” bookmarks
- Circulation of current magazines
- Multiple copies of popular magazines
- One-week check-out for magazines
- No holds filled for new DVDs for 3 months; all Express
- NF DVD interfiled with/near NF print
- Increase number of renewals
- Entrance and exit – impulse check-outs

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