

**BARNES & NOBLE**

Booksellers since 1917

# Some people only think of us as this...



Over 1300 retail and college stores

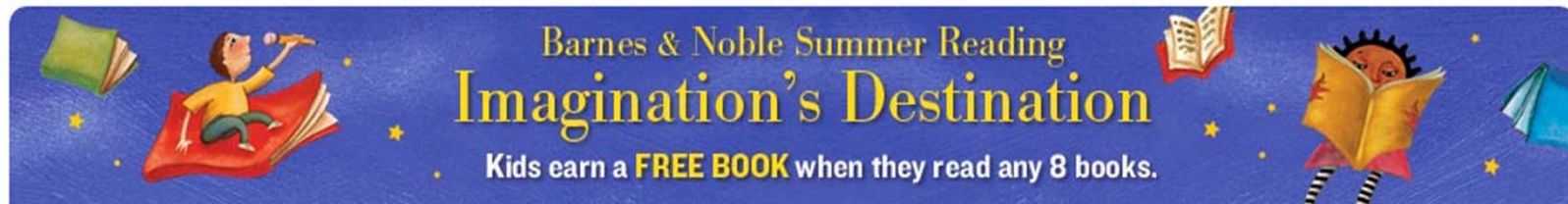
- 40,000 booksellers help customers discover great books every day
- 60 million readers find their next great read at Barnes & Noble every year

# We think of Barnes & Noble as community center for reading

- Store events

- › Author signings & readings
- › Reading & Writing Groups / Workshops
- › Debates, poetry slams, game nights and more

Over  
200,000 free  
reading  
events a  
year!



- Summer Reading Programs

- › Gave away over 250,000 books in 2010

- We introduce kids to reading

- › Story Times
- › School Reading Lists in each store

# Who we are informs what we create



NOOK Color owners are predominantly women with children

## Designed for reading

- State of the art, full color touch screen
- Books/enhanced books
- Interactive Picture books
- Magazines & Newspapers
- Websites
- Apps

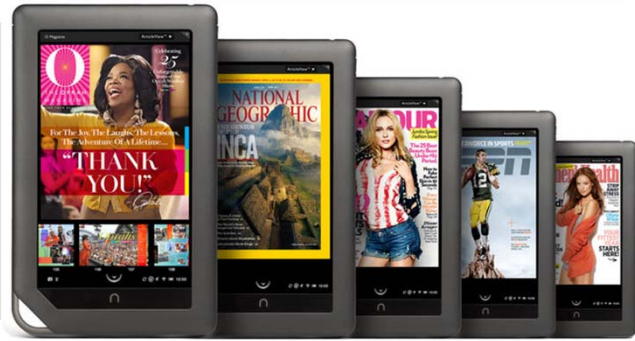
## Designed for sharing

- Lending
- Social
- Library-friendly from the beginning





# Content differentiation to service our reader



## Magazines

- › 1.5 million subscriptions and single sales
- › Women's magazines

## Kids Books

- › Largest kids digital picture book catalog
  - › Over 12,000 chapter books



Welcome to the NOOK Book Store  
The World's Largest eBook Store with over 2 Million eBooks!



## Libros en Español

- › 16% of the US population is Latino
- › Largest Spanish language ebook store

# Adjusted the stores for digital



- Trained store employees
- Devices attract new customers to Barnes & Noble
  - › Large percentage of NOOKColor owners are new to Barnes & Noble
  - › Members who own Nooks spend an average of 120% more

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## In Store Content Programs

- More In Store
- Read In Store
- Coupons in store v. not in store



# Creative Merchandising

Welcome to the NOOK Book Store

The World's Largest eBook Store with over 2 Million eBooks!



## Multiple storefronts

- Spotlight
- Fun and Free
- Bundles Test
- Merch Pods

# PubIt!

- Self-published authors
  - › We promote on a separate store front
    - Have had 35 PubIt! titles in our Top 200
    - Current #1 bestseller is sourced through PubIt!
  - › In-store author events
  - › Broad subject categories
  - › Variety of price points

The screenshot shows the PubIt! eBookstore website. The header features the 'PubIt! eBookstore' logo with the tagline 'Discover emerging authors & their new releases' and the 'pubit! by Barnes & Noble' logo. The main content area is divided into three sections:

- browse PubIt! eBooks:** A sidebar menu with categories like Bestsellers, New Releases, and Popular Categories (Business & Personal Finances, Children's eBooks, Computers, Diet & Health, Fiction, Historical Fiction, Mystery & Crime, New Age & Inspiration).
- Barry Eisler is Back!:** A featured book section for 'Paris Is A Bitch -- A Rain/Delilah Short Story' by Barry Eisler. It includes a book cover, a description, a price of \$2.99, and buttons for 'BUY NOW', 'Get Free Sample', and 'Add To List'.
- YOU WRITE IT! YOU PUBIT! WE SELL IT!:** A promotional banner with a 'GET STARTED NOW' link and an image of a smartphone displaying the PubIt! app.

At the bottom right, there is a 'CURRENT PUBIT! bestsellers' section listing 'Don't Say a Word' by Barbara Freethy and 'Silk and Shadows'.



Thank you.

**BARNES & NOBLE**

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**nook™**