



Southern Independent Booksellers Alliance

2026 State of SIBA Update

FINANCIAL UPDATE

SIBA is in solid financial shape for 2026. Our projected revenue is ahead of budget in membership dues for bookstores and industry partners. We are also ahead of budget in advertising and sponsorships. We invested in 2025 in our new Association Management System (AMS) called Novi, which is meeting our goals for membership satisfaction, increased membership engagement, streamlined programming information to booksellers and industry, and improved invoice management.

Current Projects

- Jump Start orientation on member benefits
- Lunch & Learn programming with PBS & Libro.FM
- 2027 Southern Book Prize finalists announced and voting begins
- March Madness host store & author outreach for 2027

Current Projects

- Assessment of existing programming to meet membership needs
- Development of new programming with Board & member input
- Winter catalog support
- Industry membership outreach and data enhancement

Rising Bookstore Challenges

- State of the economy and impact on sales
- Financial stability and sustainability
- Developing additional revenue streams
- Politically divisive culture and local impact
- AI's impact on our industry and the environment
- Slower foot traffic, less revenue per purchase
- Decline of visitors from outside of the US (impacting stores in tourist locations)



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MEMBERSHIP UPDATE



61% MEMBER ENGAGEMENT

Active Bookstore Members

- 373 Active Members
- 23 Different Business Models in Membership (self reported)

Membership Growth

- 64% Growth from 2025
- 78 New Members in 2026 so far

Bookseller Member Retention Rate

- 98% Bookseller Retention Rate

SIBA Programs

- **SIBA Orientation:** 24 registrations
- **NVNR Publicity Speed Dating:** 11
- **Jumpstart for New Members:** 22
- **New/Prospective Owners Retreat:** 24
- **Lunch & Learn:** Combined 93 attendees representing 90 stores

In Person Meetings

- **SIBA Sunrise Breakfasts at WI:** 21+ attendees representing 19+ stores
- **March Madness:** 139 booksellers representing 73 stores
- **NVNR (as of 7/6/25):** 118 booksellers representing 72 stores

SIBA on Social Media



SIBA: 3395 | 12% Growth
SBR: 2120 | 11% Growth



SIBA: 5471 | 2.4% Growth
SBR: 14,103 | Static

A community of
southern indie
booksellers.

Southern Bookseller Review



8897 subscribers, 45% open rate



46,000 website visitors



Features reviews by 140 SIBA member stores



Most popular tag: Apocalyptic & Post-Apocalyptic