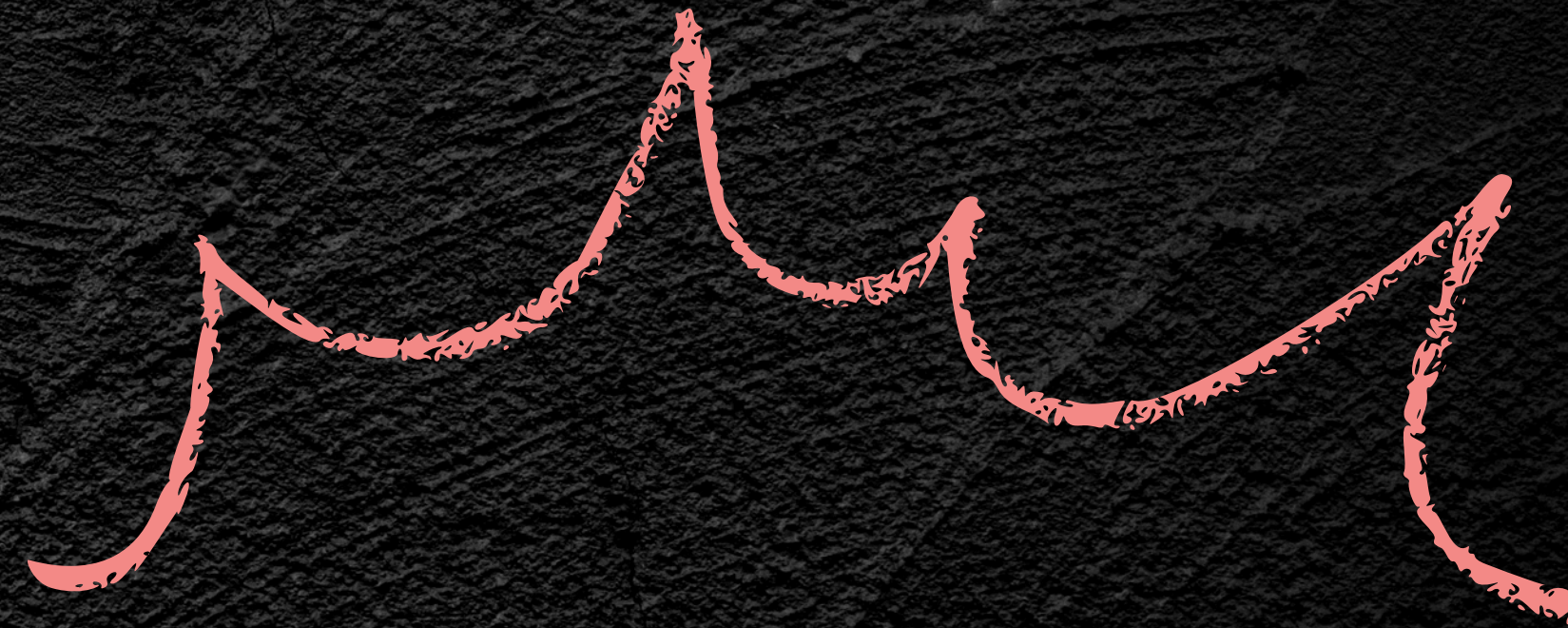




GUIDE TO PARTICIPATING IN RSD

WHAT EVEN IS RECORD STORE DAY?

Record Store Day sees hundreds of independent record shops across the UK & Ireland come together to celebrate their unique culture. Special vinyl releases are made exclusively for the day and many shops host performances and events to mark the occasion. Thousands more shops celebrate the day around the globe in what's become one of the biggest annual events on the music calendar.

Now taking place in more than 20 countries worldwide, each with its own releases and online timings, Record Store Day can be confusing for customers — so it's important to note that the UK & Ireland event has its own exclusive list and dates, with hundreds of shops taking part.

...IT'S MAGIC!

STEP 1 SIGNING UP

RECORD STORE DAY UK

- ✓ Fill in and return the Code of Conduct by **23rd January 2026**
- ✓ Make sure you have active accounts with distributors/labels by this deadline
- ✓ If you're a new shop → you must have a signed lease and be open before RSD
- ✓ Non-ERA members will need to pay an admin fee of £150 plus VAT (£180 in total) when returning their forms (discounted to £50 if ERA member). Make sure this is paid by the 23rd of January!

ELIGIBLE SHOPS ARE...

- Independent (fewer than 20 shops if a chain).
- Primarily a music-focused independent record shop.
- Open at least 48 weeks a year, 20+ hours a week over 3 days minimum.

NON ELIGIBLE SHOPS ARE...

- Mail-order only shops.
- Pop-ups/seasonal shops.
- Shops mainly selling non-music (e.g. lifestyle stores with a few records).

ON DISTROS...

RECORD STORE DAY UK

Most RSD releases come through the following distributors. If you're not signed up with any of them yet, drop a line to jack@eraltd.org and we'll connect you with a rep.

Universal ☐

Warner ☐

Plastic Head ☐

Republic of Music ☐

Sony Music ☐

Little Amber Fish ☐

Cargo ☐

Proper ☐

SRD ☐

PIAS/ Integral ☐

The Orchard ☐

Shellshock ☐

RSK ☐



TIPS

- * The more distributors you work with, the more releases you'll be able to access.
- * Building a good relationship with your distributor can make a big difference — if you order consistently throughout the year, they're more likely to fulfill your preferred quantities.

HOW DO I ORDER?

RSD releases are only available via participating distributors, who will be in touch with you ahead of the day with their order forms.

Ordering works in much the same way as other release weeks, but with some key differences: lead times are generally longer, orders are usually sold in separately from other new releases, discounts don't normally apply, and all titles are firm sale.

TIPS

- * **Every distro works differently and has its own order cut-offs – put them in your calendar so you don't miss any**
- * **Expect some cutbacks – don't promise your customers what you might not get**
- * **Check your credit status! Some distros let you increase your credit limit ahead of RSD, so get in touch with them if needed, just make sure it's not in the red around RSD.**
- * **Order what you know will sell. If you're a small shop, don't stock everything. Not every RSD title is a dead cert seller.**
- * **Price competitively: overpricing will give you and RSD a bad reputation and under-pricing will sell you short. Shops should use their standard mark up and if you are still unsure check what other RSD shops might be charging (not what eBay or Discogs are listing)**
- * **Wishlists are a good way of predicting which titles will be of most interest to your customers.**

WISHLISTS

RECORD STORE DAY UK

More and more record shops are using customer wishlists to guide their ordering decisions.

Here's why they work:

- ✓ **Drive Sales** – Customers are more likely to follow through when they've already flagged their picks.
- ✓ **Smarter Stocking** – Get clear insight into demand so you can order with confidence.
- ✓ **Stronger Relationships** – Engage fans early, create buzz, and keep them coming back.



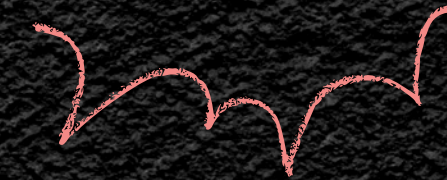
The Rules:

Allowed from the Monday after RSD (8pm).

Sell through your own site or marketplaces like Discogs.



✗ No early listings – this is a strict rule.



TIPS



- * **Treat it like a second RSD – orders will come in super quick post 8pm**
- * **Prep your stock and parcels in advance.**
- * **Keep a close eye on your inventory to avoid having to cancel orders**
- * **Always send with tracking / signed for delivery**

EVENTS

RECORD STORE DAY UK

Events create buzz, bring fans into your store, and turn Record Store Day into a celebration...and that's what it's about!

Events & Experiences to Drive Footfall:

- In-store gigs, DJ sets, or live performances
- Artist signings or meet & greets
- Collaborations with local cafes, breweries, fashion brands or food vendors.
- Pop-up merch or limited-edition tie-ins

! Let the RSD team know if you're planning any events so they can be listed on the RSD site and included in press releases!

TIPS

- * If you're planning an event, try to schedule it for when the queues have eased – late afternoon is usually best. RSD can get really busy!



SOCIAL MEDIA

RECORD STORE DAY UK

As you know, social media plays a huge role in running a business today, and RSD is no different. The more you put in, the more you get out!

Why it matters:

- Drives awareness & hype
- Customers check socials first
- Builds loyalty beyond RSD

Ideas:

- Stock updates: post new arrivals as they come in
- Ride the trend: use RSD hashtags to boost reach
- Reels & short videos: staff picks, genre spotlights, top 10s
- Behind the scenes: prep, unboxings, setting up displays
- Customer moments: share photos

TIPS

- * Not every post will land – but don't let that put you off!
- * Consistency is key. Create a socials calendar and post regular and varied content
- * Lean into your strengths & the things that make you unique
- * Engage: reply to comments & reshare tagged posts

RSD is an inclusive event and encourages EVERYONE to head to their local record shop. However, we are aware that the nature of the event can pose challenges for some people. Here are some tips and things to remember:

- **No reservations: All RSD releases are sold first come, first served.**
- **Under the Equality Act 2010, treat all customers fairly and take reasonable steps to support those with disabilities.**

How to Support Customers:

Explain kindly that RSD rules don't allow reserving stock.

Acknowledge challenges some customers may face attending in person.

Remember:

Be understanding and flexible – make reasonable adjustments where possible, but do not reserve stock, as it breaches RSD rules.

If a customer cannot attend, try to offer practical help, such as:

- **A friend/family member queuing on their behalf**
- **Access ramps or serving outside**
- **Seating, quiet waiting areas, or queue numbers**
- **Remind customers that remaining stock is available online from Monday 8 PM.**

DON'T FORGET...

RECORD STORE DAY UK

Before Record Store Day:

- No pre-orders or reservations for customers unable to visit the shop in person.
- No holding back stock for later sale, in-store or online.

On Record Store Day:

- Stores may not open before 8am.
- All RSD products must be sold first come, first served, with a limit of one copy per title per customer.

After Record Store Day:

- No online sales before 8pm on Monday.

Always:

- Follow the Code of Conduct – it protects the integrity of RSD!

CONTACT US

RECORD STORE DAY UK

If you're worried about anything, have questions or need support we are here to help!



jack@eraltd.org / 07342269725
emily@eraltd.org

