



October 2009

Category Reporting Preview:

RELIGION

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	2,482,992		<i>The Purpose-Driven Life: What on Earth Am I Here For?</i> (Cloth, 57,709 units)
January 2005–June 30, 2006	2,856,692	15%	<i>The Purpose-Driven Life: What on Earth Am I Here For?</i> (Cloth, 30,693 units)
January 2006–June 30, 2007	3,533,186	24%	<i>The God Delusion</i> (Cloth, 35,613 units)
January 2007–June 30, 2008	3,581,105	1%	<i>90 Minutes in Heaven: A True Story of Death and Life</i> (Paper, 40,415 units)
January 2008–June 30, 2009	2,382,278	-33%	<i>The Love Dare</i> (Paper, 33,348 units)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2004–June 30, 2005	Retail/Internet	45%	The sharp decline of this category in '08–'09 was largely due to a 55% drop in cloth title sales. The absence of a blockbuster cloth release in '07 affected overall category performance in '08–'09.
January 2005–June 30, 2006	Retail/Internet	46%	
January 2006–June 30, 2007	Retail/Internet	49%	
January 2007–June 30, 2008	Retail/Internet	48%	
January 2008–June 30, 2009	Retail/Internet	48%	

PUBLISHER ALLEY PROVIDES ADDITIONAL CATEGORY REPORTING:

- cloth/paper
- frontlist/backlist
- list price averages
- title counts
- market channel data
- state sales data

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Category Reporting Schedule: Upcoming

November 2009	Romance	March 2010	Juvenile Nonfiction
December 2009	Mystery	April 2010	Travel
January 2010	Sports & Recreation	May 2010	Body, Mind, Spirit
February 2010	Audio	June 2010	Crafts & Hobbies