

SCIENCE FICTION

May 2010
publisheralley
performance reporting from Baker & Taylor

Category Reporting Preview

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	1,091,852		<i>Fahrenheit 451</i> (Del Ray, 20,460 copies; paper)
January 2005–June 30, 2006	1,241,616	14%	<i>Fahrenheit 451</i> (Del Ray, 18,843 copies; paper)
January 2006–June 30, 2007	1,319,691	6%	<i>Fahrenheit 451</i> (Del Ray, 25,826 copies; paper)
January 2007–June 30, 2008	1,448,251	10%	<i>Fahrenheit 451</i> (Del Ray, 40,172 copies; paper)
January 2008–June 30, 2009	1,213,293	-16%	<i>Fahrenheit 451</i> (Del Ray, 33,942 copies; paper)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation										
January 2004–June 30, 2005	Library/Public	32%	International sales made up 14%–21% of each total. Top-selling new releases: <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 10%;">2004,</td> <td><i>Star Wars Episode III: Revenge of the Sith</i> (13,466 and 14,602)</td> </tr> <tr> <td>2005</td> <td></td> </tr> <tr> <td>2006</td> <td><i>Ghosts of Onyx</i> (10,546)</td> </tr> <tr> <td>2007</td> <td><i>Making Money</i> (18,724)</td> </tr> <tr> <td>2008</td> <td><i>Star Wars: Legacy of the Force: Revelation</i> (9,304)</td> </tr> </table>	2004,	<i>Star Wars Episode III: Revenge of the Sith</i> (13,466 and 14,602)	2005		2006	<i>Ghosts of Onyx</i> (10,546)	2007	<i>Making Money</i> (18,724)	2008	<i>Star Wars: Legacy of the Force: Revelation</i> (9,304)
2004,	<i>Star Wars Episode III: Revenge of the Sith</i> (13,466 and 14,602)												
2005													
2006	<i>Ghosts of Onyx</i> (10,546)												
2007	<i>Making Money</i> (18,724)												
2008	<i>Star Wars: Legacy of the Force: Revelation</i> (9,304)												
January 2005–June 30, 2006	Retail/Internet	33%											
January 2006–June 30, 2007	Retail/Internet	29%											
January 2007–June 30, 2008	Retail/Internet	28%											
January 2008–June 30, 2009	Library/Public	29%											

ENHANCE THE VALUE OF YOUR NEXT SALES MEETING, EDITORIAL SUMMIT, ETC.

Purchase quarterly or bi-annual trend reporting from Publisher Alley (\$999 quarterly; \$499 bi-annually). Regular reporting answers key competitive questions:

**How does my press rank within this category at Baker & Taylor?
Which subject areas drive the highest sales in this category?**

For information, contact Marin Foster at (908) 541-7392; email: marin.foster@baker-taylor.com.

Five-Year Trend Reporting Schedule: Upcoming

April 2010	<i>Self-Help</i>	August 2010	<i>Business & Economics</i>
May 2010	<i>Science Fiction</i>	September 2010	<i>Comics & Graphic Novels</i>
June 2010	<i>Fantasy</i>	October 2010	<i>Body, Mind & Spirit</i>
July 2010	<i>Reference</i>	November 2010	<i>Bibles</i>