

SELF-HELP

April 2010

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Category Reporting Preview

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	1,484,304		<i>The Ultimate Weight Solution Food Guide</i> (Pocket Books, 24,747 copies; paper)
January 2005–June 30, 2006	1,628,616	10%	<i>The Money Book for the Young Fabulous And Broke</i> (Riverhead Books, 24,793 copies; cloth)
January 2006–June 30, 2007	1,876,202	15%	<i>7 Habits Of Highly Effective People 15th Anniversary Ed.</i> (Free Press, 37,128 copies; paper)
January 2007–June 30, 2008	2,193,128	17%	<i>The Last Lecture</i> (Hyperion, 105,225 copies; cloth)
January 2008–June 30, 2009	1,776,804	-19%	<i>The Last Lecture</i> (Hyperion, 194,665 copies; cloth)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2004–June 30, 2005	Retail/Internet	43%	Among titles released in 2008, <i>The Last Lecture</i> was actually the best-selling adult cloth title from <u>any</u> category (sales period: Jan 08–Jun 09). Its sales are comparable to titles in Stephenie Meyer's <i>Twilight</i> (young adult) series.
January 2005–June 30, 2006	Retail/Internet	43%	
January 2006–June 30, 2007	Retail/Internet	48%	
January 2007–June 30, 2008	Retail/Internet	49%	
January 2008–June 30, 2009	Retail/Internet	43%	

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

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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>