



December 2009

Category Reporting Preview:

MYSTERY

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	4,217,580		<i>Angels & Demons</i> (Pocket Star, 149,331 copies; mass market paper)
January 2005–June 30, 2006	4,362,960	3%	<i>The Closers</i> (Little Brown Co. , 64,166 copies; cloth)
January 2006–June 30, 2007	4,869,457	12%	<i>Cross</i> (Little Brown & Co., 60,459 copies; cloth)
January 2007–June 30, 2008	4,744,628	-3%	<i>Lean Mean Thirteen</i> (St. Martin's Press, 55,581 copies; cloth)
January 2008–June 30, 2009	4,222,360	-11%	<i>Scarpetta</i> (Putnam, 43,172 copies; cloth)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observations
January 2004–June 30, 2005	Public Library	59%	In the 2008–2009 period, the number of units sold to <i>retail</i> customers was down 26% versus the prior period. The number of library units was down only 4%.
January 2005–June 30, 2006	Public Library	57%	
January 2006–June 30, 2007	Public Library	59%	
January 2007–June 30, 2008	Public Library	59%	
January 2008–June 30, 2009	Public Library	64%	

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Five-Year Trend Reporting Schedule: Upcoming

January 2010	Sports & Recreation	April 2010	<i>To be determined</i>
February 2010	Audio	May 2010	<i>To be determined</i>
March 2010	Juvenile Nonfiction	June 2010	<i>To be determined</i>
April 2010	Travel	July 2010	<i>To be determined</i>