

Category Reporting Preview

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2005–June 30, 2006	1,038,890		<i>MLA Handbook for Writers of Research Papers</i> (Modern Language Assn., 20,125 copies; paper)
January 2006–June 30, 2007	1,018,396	-2%	<i>The World Almanac and Book of Facts 2007</i> (World Almanac Education, 21,782 copies; paper)
January 2007–June 30, 2008	1,055,454	4%	<i>The Dangerous Book for Boys</i> (Collins, 110,140 copies; cloth)
January 2008–June 30, 2009	749,152	-29%	<i>Guinness World Records 2009</i> (Guinness Media, 24,698 copies; cloth)
January 2009–June 30, 2010	583,161	-22%	<i>MLA Handbook for Writers of Research Papers</i> (Modern Language Assn., 21,247 copies; paper)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2005–June 30, 2006	Retail/Internet	31%	The overall attribution of sales to the Retail/Internet market is somewhat deceiving. Traditional reference titles, such as the <i>MLA Handbook</i> , <i>World Almanac</i> , and <i>Guinness World Records</i> , have a higher percentage of public library sales in the year they are released.
January 2006–June 30, 2007	Retail/Internet	33%	
January 2007–June 30, 2008	Retail/Internet	37%	
January 2008–June 30, 2009	Retail/Internet	32%	
January 2009–June 30, 2010	Retail/Internet	34%	

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>