

FANTASY

June 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	1,268,031		<i>Song of Susannah</i> (Scribner, 26,458 copies; cloth)
January 2005–June 30, 2006	1,476,672	16%	<i>Wicked: The Life and Times of the Wicked Witch of the West</i> (Harpercollins, 25,725 copies; paper)
January 2006–June 30, 2007	1,717,094	16%	<i>The Children of Húrin</i> (Houghton Mifflin, 38,454 copies; cloth)
January 2007–June 30, 2008	1,866,542	9%	<i>The Children of Húrin</i> (Houghton Mifflin, 42,105 copies; cloth)
January 2008–June 30, 2009	1,849,850	-1%	<i>Sookie Stackhouse</i> (Ace Books, 21,571 copies; paper)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2004–June 30, 2005	Library/Public	34%	Facts about top-selling titles: <i>Song of Susannah</i> belongs to a Steven King series, and <i>Children of Húrin</i> was written by J.R.R. Tolkien (edited after the author's death by his son). <i>Sookie Stackhouse</i> is actually a seven-book boxed set of "Southern Vampire Mysteries."
January 2005–June 30, 2006	Retail/Internet	31%	
January 2006–June 30, 2007	Library/Public	28%	
January 2007–June 30, 2008	Library/Public	28%	
January 2008–June 30, 2009	Library/Public	30%	

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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>