



March 2010

Category Reporting Preview:

TRAVEL

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	1,709,671		<i>1,000 Places to See Before You Die</i> (Workman, 32,527 copies; paper)
January 2005–June 30, 2006	1,913,731	11%	<i>1,000 Places to See Before You Die</i> (Workman, 26,205 copies; paper)
January 2006–June 30, 2007	2,043,821	6%	<i>1,000 Places to See Before You Die</i> (Workman, 17,981 copies; paper)
January 2007–June 30, 2008	2,137,766	4%	<i>Into the Wild</i> (Anchor, 38,177 copies; paper)
January 2008–June 30, 2009	1,799,728	-16%	<i>Into the Wild</i> (Anchor, 34,630 copies; paper)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observation
January 2004–June 30, 2005	Library/Public	39%	In the five periods above, there was a large gap in units sold by #1 versus #2 top-selling titles: #2 titles averaged only 50% of the units sold by #1 titles. Over all five periods, the <i>average</i> number of units sold per title was 116.
January 2005–June 30, 2006	Library/Public	40%	
January 2006–June 30, 2007	Library/Public	38%	
January 2007–June 30, 2008	Library/Public	35%	
January 2008–June 30, 2009	Library/Public	41%	

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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>