



November 2009

Category Reporting Preview:

ROMANCE

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	3,898,479		<i>The Notebook</i> (Vision, 32,755 copies; paper)
January 2005–June 30, 2006	4,688,353	20%	<i>At First Sight</i> (Grand Central, 32,386 copies; cloth)
January 2006–June 30, 2007	5,443,315	16%	<i>Table for Two: Summer Desserts / Lessons Learned</i> (Silhouette, 38,518 copies; paper)
January 2007–June 30, 2008	5,596,187	3%	<i>Table for Two: Summer Desserts / Lessons Learned</i> (Silhouette, 37,860 copies; paper)
January 2008–June 30, 2009	5,250,922	-7%	<i>The Host: A Novel</i> (Little Brown & Co., 64,063 copies; cloth)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Observations
January 2004–June 30, 2005	Public Library	51%	Cloth titles: Constitute 20% of total sales. Public libraries support 80% of cloth units. Paper titles: Internet retail customers purchase about 26% of paper units.
January 2005–June 30, 2006	Public Library	48%	
January 2006–June 30, 2007	Public Library	47%	
January 2007–June 30, 2008	Public Library	44%	
January 2008–June 30, 2009	Public Library	46%	

ENHANCE THE VALUE OF YOUR NEXT SALES MEETING, EDITORIAL SUMMIT, ETC.

Purchase quarterly or bi-annual trend reporting from Publisher Alley. Define your competitors and report parameters. \$999 quarterly; \$499 bi-annually.

- cloth/paper
- frontlist/backlist
- list price averages
- title counts
- market channel data
- state sales data

For information, contact Marin Foster at (908) 541-7392; email: marin.foster@baker-taylor.com.

Five-Year Trend Reporting Schedule: Upcoming

December 2009	Mystery	April 2010	Travel
January 2010	Sports & Recreation	May 2010	Body, Mind, Spirit
February 2010	Audio	June 2010	Crafts and Hobbies
March 2010	Juvenile Nonfiction	July 2010	<i>To be determined</i>