



September 2009

Category Reporting Preview:

PETS

Five-Year Category Trend

18-Month Periods	Units	Change	Top-Selling Title
January 2004–June 30, 2005	1,636,355		<i>Red-Eared Sliders: From the Experts at Advanced Vivarium Systems</i> (18,426 units)
January 2005–June 30, 2006	1,839,024	12%	<i>Marley & Me: Life and Love with the World's Worst Dog</i> (62,531 units)
January 2006–June 30, 2007	1,894,772	3%	<i>Marley & Me: Life and Love with the World's Worst Dog</i> (75,744 units)
January 2007–June 30, 2008	1,811,626	-5%	<i>Be the Pack Leader: Using Caesar's Way to Transform Your Dog</i> (25,630 units)
January 2008–June 30, 2009	1,886,713	4%	<i>Puppies for Dummies</i> (25,014 units)

Market Channel Trends

18-Month Periods	Top Channel	% of Total	Market Channel to Watch
January 2004–June 30, 2005	Retail/Chain	75%	Retail/Independent @ 5%
January 2005–June 30, 2006	Retail/Chain	72%	Retail/Independent @ 6%
January 2006–June 30, 2007	Retail/Chain	66%	Retail/Independent @ 9%
January 2007–June 30, 2008	Retail/Chain	63%	Retail/Independent @ 11%
January 2008–June 30, 2009	Retail/Chain	57%	Retail/Independent @ 20%

PUBLISHER ALLEY PROVIDES ADDITIONAL CATEGORY REPORTING:

Request specific variances over this 5-year period

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

Quarterly or bi-annual category reporting, charting your press against others performing in the same markets (\$999 quarterly; \$499 bi-annually).

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

Category Reporting Schedule: Upcoming

October 2009	Religion	February 2010	Audio
November 2009	Romance	March 2010	Juvenile Nonfiction
December 2009	Mystery	April 2010	Travel
January 2010	Sports & Recreation	May 2010	To be determined