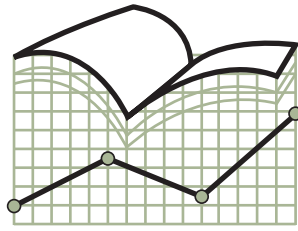


# Book Publishing Report



Simba Information

*The monthly intelligence briefing on the business of trade publishing*

## Kindle 2 Released with Big Fanfare, Bigger Questions

Years from now, students in mass communications programs at universities around the country will be studying Amazon's masterful management of its e-book reading device. Bloggers and print journalists, gathered at the Feb. 9 news conference like lab rats at a feeder bar, once again proved they were so starved for information on the Kindle that many parroted almost everything coming from Amazon's communications department.

Amazon's standby statement that Kindle titles represent "more than 10% of unit sales for books that are available in both digital and print formats" was copied-and-pasted throughout news stories, though some journalists assume it represents 10% of Amazon's total unit sales (in truth, there are over 15 million print books available on Amazon today, meaning the 233,000

See 'Kindle 2' on p. 10

## PUBLISHING SCORECARDS January Offers More New Titles, but Less Bestsellers

In what could be described as a case of good news, bad news, January saw solid growth in the number of new titles reaching bestseller status with 136 new ISBNs, representing 34 per week, a rebound from the low 19.2 per week in December and just above the 12-month average of 33.1 per week. It also topped January 2007, which averaged 31.8 per week.

While that was up, fewer titles appeared overall on the lists: for January 2008, 431 titles landed, compared to 469 the previous year. Along with the drop, far fewer authors (335 compared to 376) and imprints (138 compared to 157) graced bestseller lists as well.

The January Scorecard covers the weekly bestseller lists from the *New York Times*, *USA Today* and *Publishers*

See 'Publishing Scorecards' on p. 5

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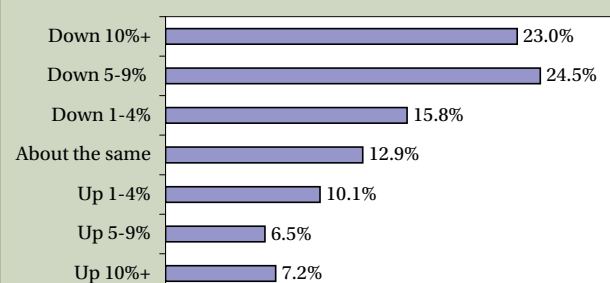
## Exclusive: Booksellers Expect to Stock Less Adult Hardcover, More Young Adult in 2009

Last year may have left a book-shaped hole in the wall as far as the industry is concerned, but some retailers are already trying to figure out how to patch things up and move on. After all, some bookstores have lived through several recessions, the rise of Barnes & Noble, the rise of Amazon and the devastating shake-out in 2008.

To survive that long, they need what any sized organization needs: an understanding of what happened and a plan for what's next. A survey administered by Simba Information of 140 independent

See 'Independent Retailer Watch' on p. 12

## HOW WAS BUSINESS AT YOUR STORE IN 2008?



Based on 140 booksellers  
Source: Simba Information

## Category Review: With the Economy Down, Will Business Books Be Up?

In the trade book world, business & economics titles are a completely different beast. Fairly incapable of benefiting from atypical promotions like Oprah recommendations, midnight launches, or movie tie-ins, they become bestselling titles not based on their hype but, rather, on their merit. Of course, the category does trump others in that it can benefit from the many business related television networks and programs, as well as dedicated radio shows and numerous Web sites.

Timeliness is also a major factor. Recently, with the downturn in not only the American economy but that of the world, any title directly related to coping with a depression has garnered attention. Two titles from Wiley, which was absent from the top 20 titles and imprints of 2008, have hit bestseller status because of their focus: *Crash Proof: How to Profit from the Coming Economic Collapse* by Peter D. Schiff and John

Downes, and *The Little Book of Bull Moves in Bear Markets: How to Keep Your Portfolio Up While the Market Is Down*, also by Schiff.

### What's Selling

Over the past four quarters (calendar 2008), 95 editions of 92 titles appeared on the weekly bestseller lists of the *New York Times*, *USA Today* and *Publishers Weekly*. These came from 87 authors under 46 imprints. A total of 74 new ISBNs appeared on the lists (78% of the total), including 13 new editions of previous bestsellers (14% of the total). There were 28 new authors during the period and no new imprints.

Over the last five years, the business & economics category has been between Nos. 15 and 22 in the consolidated ranking of categories across all three lists. While the number of titles appearing on the lists has increased over the last five years (from 53 to 95), there has been a downward trend in the rankings. It was No. 15 in 2004 and 2006, No. 17 in 2005, No. 18 in 2007 and No. 22 in 2008. The spiral has persisted despite increasing numbers of titles (95 ISBNs in 2008, 33% higher than the five-year average of 71 and nearly double the low of 47 in 2005), authors (up from 39 in 2004 to 87 in 2008, 42% above the five-year average of 61), and imprints (46 imprints in 2008, down from the high of 54 in 2007, but 18% better than the five-year average of 39).

No. 1 in the consolidated rankings across all three lists for 2008 was *Fleeced* by Dick Morris and Eileen McGann (HarperCollins). Published in June, at the height of the run-up to the presidential election, the book appeared 28 weeks on *NYT* from the week of sales reported June 29 through the end of the year. It appeared on *USA Today* for 19 weeks and *PW* for 13 weeks. Starting at No. 2 on *NYT* and high on *PW* and *USA Today*, by the end of the year it was only on *NYT*, at No. 30.

Other new titles in the top 10 were *The Speed of Trust* (Free Press) by Steven M. R. Covey at No. 5, which appeared 38 weeks from February through November; and Dan Ariely's *Predicatably Irrational* (HarperCollins) at No. 10, which ran 19 weeks between February and the end of the year.

The rest of the top 10 showed the diversity of business titles, from personal finance, success and leadership to sweeping analyses and critique. No. 2 was Timothy Ferriss' *The 4-Hour Workweek* (Crown), which was on the lists 77 weeks from late April 2007 through the end of 2008. *Strengths Finder 2.0* (Tom Rath, Gallup) ran 70 weeks from April 2007 through November 2008. It did not appear at all on *NYT* in 2008, but hit *USA Today* 47 times and *PW* seven times. Suze Orman's *Women & Money* (Spiegel & Grau) made its first appearance in March 2007 and was on the lists 46 weeks through August 2008, with 18 weeks on *NYT* in 2008.



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Nos. 6-8 also represented long-running titles: Steven D. Levitt's *Freakonomics* (HarperCollins) enjoyed 83 weeks on the lists from October 2006 through September 2008, with 34 weeks in 2008 limited to *NYT*. Dave Ramsey's *The Total Money Makeover* (Nelson), which first appeared in September 2003, was back on the lists for 53 weeks through the end of 2008—with 43 weeks on *NYT* and two on *USA Today* in 2008. David Allen's *Getting Things Done* (Penguin) appeared 76 weeks from January 2006 through June 2008, with 22 weeks on *NYT* and one on *USA Today* in 2008.

One title just below the top 10 is worthy of note due to its relevance to what's ahead for the category. At No. 12 was the paper reprint of Amity Shlaes' comprehensive analysis of the Great Depression, *The Forgotten Man* (HarperPerennial), which received increasing attention as the current recession deepened. The hardcover edition, published in January

2007, did not make the lists until July 2007, when it appeared on *NYT* for four weeks. The paper edition, published a year later, in June 2008, also did not materialize on the lists until summer, barely making *NYT* (at No. 34) the last week of June. As the economy worsened and the election approached, it reappeared on *NYT* at No. 19 in mid-October, hit a high of No. 6 two weeks later (the last week of sales before the Nov. 4 election), then stayed on *NYT* through the end of the year, ending at No. 22. It appeared once on *USA Today* (No. 126 in mid-November) and has not been on *PW*.

The top 10 titles averaged 51.8 weeks on the lists, the top 50 came in at 28.7 weeks and all 95 entries averaged 20.6 weeks. The top 10 business & economics authors were those producing the top 10 titles.

While Penguin brought the most business & economics titles

### TOP 20 BUSINESS & ECONOMICS TITLES, JANUARY - DECEMBER 2008 (OUT OF 95 TOTAL)

CLS	FMT	Title	Author	Imprint	Pub Date	Rating	High Rank	Weeks on Lists		
								NYT	USA	PW
1	NH	<i>*Fleeced</i>	Dick Morris	HarperCollins	6/08	19.8	2	28	19	13
2	NH	<i>The 4-Hour Workweek</i>	Timothy Ferriss	Crown	4/07	17.3	3	46	16	4
3	NH	<i>Strengths Finder 2.0</i>	Tom Rath	Gallup	2/07	17.0	10	0	47	7
4	NH	<i>Women &amp; Money</i>	Suze Orman	Spiegel & Grau	2/07	15.5	2	18	16	13
5	NP	<i>*The Speed of Trust</i>	*Stephen M. R. Covey	Free Press	2/08	8.6	3	38	3	0
6	NH	<i>Freakonomics</i>	Steven D. Levitt	HarperCollins	10/06	8.3	13	34	0	0
7	NH	<i>The Total Money Makeover</i>	Dave Ramsey	Nelson	9/03	7.9	8	43	2	0
8	NP	<i>Getting Things Done</i>	David Allen	Penguin	12/02	7.7	6	22	1	0
9	NP*	<i>The Shock Doctrine</i>	Naomi Klein	Picador	6/08	7.0	8	28	1	0
10	NH	<i>*Predictably Irrational</i>	*Dan Ariely	HarperCollins	2/08	6.4	5	19	6	4
11	NP	<i>Rich Dad, Poor Dad</i>	Robert T. Kiyosaki	Warner	5/00	5.4	9	22	14	0
12	NP*	<i>The Forgotten Man</i>	Amity Shlaes	HarperPerennial	6/08	5.0	6	14	1	0
13	NP	<i>*Fairtax: The Truth</i>	Neal Boortz	HarperCollins	2/08	5.0	4	11	4	2
14	NH	<i>Good to Great</i>	Jim Collins	HarperCollins	10/01	4.7	60	0	27	0
15	NP	<i>*Money, and the Law of Attraction</i>	Esther Hicks	Hay House	8/08	4.5	1	10	3	1
16	NH	<i>*Debt Cures "They" Don't Want You to Know About</i>	Kevin Trudeau	Equity	5/08	4.4	7	19	3	1
17	NH	<i>*Bad Money</i>	Kevin Phillips	Viking	5/08	4.2	6	8	3	2
18	NH	<i>*Free Lunch</i>	David Cay Johnston	Portfolio	12/07	4.1	5	7	4	1
19	NH	<i>*Six Disciplines Execution Revolution</i>	Gary Harpst	Six Disciplines	7/08	3.8	4	5	5	0
20	NH	<i>Jim Cramer's Stay Mad for Life</i>	James J. Cramer	Simon & Schuster	12/07	3.7	9	9	7	4

#### Average Weeks on Lists:

Top 10: 51.8 weeks  
 Top 50: 28.7 weeks  
 All 95 Titles: 20.6 weeks

Class (CLS): N=Nonfiction  
 Format (FMT): H=Hardcover/Children's Board Books, P=Trade Paper

\*Depending on column, indicates a new edition (by format), title or author in this period.  
 Rating is a composite score, converting list rank to a percentile (a rating of 100 indicates a rank of 1 on all three lists each week of the reporting period).

Sources: Simba Information, Stuart Johnson & Associates

(8) to the lists in 2008, it ended the year at No. 5 in the consolidated rankings. Easily taking the top spot was HarperCollins with its six entries producing a relative rating of 44.3, against No. 2 Crown at 19.4 with three titles. The other top 10, with the number of titles, were Spiegel & Grau (2), Gallup (1), Free Press (5), Nelson (1), Picador (1), HarperPerennial (2) and Portfolio (5). The top 10 averaged 3.4 titles, while all 46 imprints averaged 2.1 editions of two titles each.

**What's Ahead**

Social networking and its usage in the business world has only just been breached in publishing, and titles detailing everything from Twitter to Facebook will grace stands in the near future. However, one major topic with a vast number of possibilities for authors remains relatively untouched.

While a handful of business & economics titles have already been published concerning the economic downturn, authors and publishers are going to fully analyze the elephant in the room over the next year. Due to this, perhaps, the category has the potential to be among the strongest this year as small business owners and everyday consumers look to known analysts and respected financial experts for advice on how to survive.

“The entire retail market is depressed,” said Peter Knapp, director of marketing for Wiley’s professional/trade business books. “But I don’t think business books have been hit any harder than anything else, maybe even less so. They can continue to be relevant to small businesses looking to cope or investors looking to recover retirement savings because they talk about how to deal with the crisis.”

**TOP 20 BUSINESS & ECONOMICS AUTHORS,  
JANUARY - DECEMBER 2008**  
(out of 87 total)

C L S	Author	Rating	High Rank	Times on Lists		
				NYT	USA	PW
1	N Dick Morris	19.8	2	28	19	13
2	N Timothy Ferriss	17.3	3	46	16	4
3	N Suze Orman	17.2	1	20	17	14
4	N Tom Rath	17.0	10	0	47	7
5	N *Stephen M. R. Covey	8.6	3	38	3	0
6	N Steven D. Levitt	8.3	13	34	0	0
7	N Dave Ramsey	7.9	8	43	2	0
8	N David Allen	7.8	6	23	1	0
9	N Naomi Klein	7.5	8	30	1	0
10	N *Dan Ariely	6.4	5	19	6	4
11	N Robert T. Kiyosaki	5.7	9	23	15	0
12	N Amity Shlaes	5.0	6	14	1	0
13	N Neal Boortz	5.0	4	11	4	2
14	N Jim Collins	4.7	60	0	27	0
15	N Esther Hicks	4.5	1	10	3	1
16	N Kevin Trudeau	4.4	7	19	3	1
17	N Kevin Phillips	4.2	6	8	3	2
18	N David Cay Johnston	4.1	5	7	4	1
19	N Gary Harpst	3.8	4	5	5	0
20	N James J. Cramer	3.7	9	9	7	4

**Average Titles per Author:**  
 Top 10: 1.4 editions of 1.3 titles  
 Top 50: 1.1 editions of 1.1 titles  
 All Authors: 1.1 editions of 1.1 titles

Class (CLS): N=Nonfiction  
 \*New author this period

Rating is a composite score based on converting list ranks across the lists to a percentile. Each title has a maximum rating of 100 during a given period; authors with multiple titles will have a score equal to the sum of their individual ratings.

Sources: Simba Information, Stuart Johnson & Associates

**TOP 20 BUSINESS & ECONOMICS IMPRINTS,  
JANUARY - DECEMBER 2008**  
(out of 46 total)

Imprint	Editions Titles Authors	Rating	High Rank	Times on Lists			
				NYT	USA	PW	
1	HarperCollins	6-6-6	44.3	2	93	56	19
2	Crown	3-3-3	19.4	3	49	18	6
3	Spiegel & Grau	2-2-1	17.1	1	19	17	14
4	Gallup	1-1-1	17.0	10	0	47	7
5	Penguin	8-8-8	14.7	6	52	2	0
6	Free Press	5-5-4	10.8	3	43	9	0
7	Nelson	1-1-1	7.9	8	43	2	0
8	Picador	1-1-1	7.0	8	28	1	0
9	HarperPerennial	2-2-2	6.6	6	26	1	0
10	Portfolio	5-5-5	5.5	5	17	5	1
11	Warner	1-1-1	5.4	9	22	14	0
12	Hay House	1-1-1	4.5	1	10	3	1
13	Viking	2-2-2	4.4	6	9	3	2
14	Equity	1-1-1	4.4	7	19	3	1
15	McGraw-Hill	4-4-4	4.3	3	13	3	0
16	Crown Business	4-4-4	4.1	5	9	3	2
17	PublicAffairs	3-3-3	3.8	12	18	0	0
18	Business Plus	2-2-2	3.8	8	9	4	1
19	Six Disciplines	1-1-1	3.8	4	5	5	0
20	Simon & Schuster	1-1-1	3.7	9	9	7	4

**Average Titles per Imprint:**  
 Top 10: 3.4 editions of 3.4 titles  
 All 46 Imprints: 2.1 editions of 2 titles

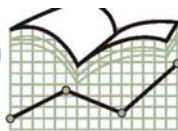
Rating is a composite score based on converting list ranks across the three lists to a percentile. Each title has a maximum potential rating of 100 during a given period, so imprints with multiple titles can have ratings above 100.

Sources: Simba Information, Stuart Johnson & Associates



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Jack Covert, president and co-founder of business book retailer 800-CEO-READ, expressed the sentiments a bit more colorfully: “Business books offer solutions, and at this time we are desperately in need of solutions. I don’t think 10 people on the planet could’ve foreseen the downturn, but if I did, I would’ve jumped off the Brooklyn Bridge.” Covert recently released his own title, *The 100 Best Business Books of All Time* (Penguin) with business partner Todd Sattersten. The book includes reviews for the 100 best titles broken down by sectors; suggestions for further reading; and over 30 pages of sidebars highlighting business related materials, such as top business movies, top hotels and top places to hold meetings.

“Thank God I’m employed,” Covert continued. “If I wasn’t, business books would be the first place I would turn to.” ■

## Publishing Scorecards, cont’d. from p. 1

*Weekly* for sales reported over the four weeks ending Jan. 10 through Jan. 31.

### Top Titles

Despite a valiant effort by Janet Evanovich’s *Plum Spooky* (St. Martin’s), which debuted the first week of January on all three lists, William P. Young’s *The Shack* (Windblown) hung on to No. 1 for a fifth straight month, leaving *Spooky* at No. 2 by consolidated rankings across all three lists. Three other titles moved into the top 10 from lower positions in December: *Suze Orman’s 2009 Action Plan* (Suze Orman, Spiegel & Grau), published in December and not in the top 50 last month, moved up to No. 4 for January; Stephenie Meyer’s adult fiction *The Host* (Little Brown) moved up from No. 15 to 6; and the mass market edition of *Revolutionary Road* (Richard Yates, Vintage) was No. 9, replacing the paper edition (No. 11 in December) as the movie hit theaters last month.

Five other titles joined *The Shack* to stay in the top 10 from December: moving up were *Outliers* (Malcolm Gladwell, Little Brown) from No. 6 to 3, and *Dreams from My Father* (Barack Obama, Crown, paper) from No. 8 to 7; moving down

## TOP 20 CATEGORIES, JANUARY 2009 (out of 77 total)

	Category	Titles	Rating	High	Times on Lists (over 5 weeks)		
					NYT	USA	PW
1	Biography & Autobiography	56-53	977.2	1	135	48	28
2	Family & Relationships	42-41	958.1	1	116	58	24
3	Romance	53	947.1	1	94	81	38
4	Social Science	38-36	694.1	1	94	38	19
5	History	52	691.3	1	120	45	18
6	Religion	31	660.6	1	87	53	16
7	Mystery & Detective	29	643.0	1	74	50	24
8	Suspense	40	576.1	1	75	50	27
9	Fantasy	38	548.0	1	55	71	8
10	Political Science	31-30	535.9	1	76	25	17
11	Self-Help	16	493.0	1	41	35	19
12	Health & Fitness	14	449.1	1	38	36	17
13	Animals	18-17	423.2	1	43	23	13
14	Movie or TV Tie-In	16-13	421.7	1	43	25	15
15	Legal	13-11	370.6	1	32	28	13
16	Medical	15	323.5	4	35	29	16
17	Schools & Education	19-18	323.3	1	31	26	0
18	People & Places	25-24	322.6	1	46	17	0
19	Humor	12-11	308.5	1	32	22	8
20	Thrillers	9-8	261.5	1	18	17	12

Categories are normally based on the BISAC Category listing in Books in Print. Individual titles often are included in two or more categories. When title appears as n-n read as “n editions of n titles”

Rating is a composite score based on converting list ranks across the three lists to a percentile. Each title has a maximum rating of 100 during a given period, so categories with multiple titles can have ratings above 100.

Sources: Simba Information, Stuart Johnson & Associates

were *The Appeal* (John Grisham, Dell, mass market) from No. 4 to 5, *The Last Lecture* (Randy Pausch, Hyperion) from No. 2 to 8 and *Marley and Me* (John Grogan, HarperCollins, mass market) from No. 5 to 10.

Meyer's months-long hold at the top of *USA Today* finally ended with the release of the newest title in Jeff Kinney's Diary of a Wimpy Kid series, *The Last Straw*, which debuted at No. 1 the second week of January. It stayed there the next week, then slipped to No. 2 to make room for Grisham's *The Associate* the last week of the month—the first adult fiction to surpass Meyer on *USA Today* since Nicholas Sparks' *The Lucky One* in the first full week of October.

The top 10 averaged 35.5 weeks on the lists—down only slightly from the 36.5 weeks of December and still significantly lower than the 42.6 weeks of November. The top 50

averaged 31.4 weeks and all 431 titles averaged 22.7 weeks (compared to 21.3 in December, 19.8 in November and 18.1 in October).

### Authors & Imprints

Despite losing *USA Today's* top spot, Meyer came in at No. 1 among authors for another month, with six titles (plus a seventh entry representing the consolidation of all children's titles on the *NYT* children's series list), giving her a consolidated ranking well ahead of second-place Obama, who was up from No. 3 in December, thanks to a boost as the inauguration approached. Charlaine Harris also moved up one to No. 3, as James Patterson moved down from No. 2 to 4. Two others stayed in the top 10 from December: Malcolm Gladwell, down from No. 5 to 6, and Grisham, up from No. 8 to 7. Kinney moved into the top 10 from No. 13 in December to No. 10.

### TOP 20 TITLES, JANUARY 2009 (by ISBN, out of 431 total)

CLS	FMT	Title	Author	Imprint	Pub Date	This Period				
						Rating	High Rank	NYT	USA	PW
1	FP	<i>The Shack</i>	William P. Young	Windblown	5/07	98.8	1	4	4	4
2	FH	<i>*Plum Spooky</i>	Janet Evanovich	St. Martin's	1/09	95.4	1	4	4	4
3	NH	<i>Outliers</i>	Malcolm Gladwell	Little, Brown	11/08	95.1	1	4	4	4
4	NP	<i>Suze Orman's 2009 Action Plan</i>	Suze Orman	Spiegel & Grau	12/08	92.6	1	4	4	4
5	FM	<i>The Appeal</i>	John Grisham	Dell	11/08	92.4	1	4	4	4
6	FH	<i>The Host</i>	Stephenie Meyer	Little, Brown	5/08	91.8	2	4	4	4
7	NP	<i>Dreams from My Father</i>	Barack Obama	Crown	8/04	90.9	1	4	4	4
8	NH	<i>The Last Lecture</i>	Randy Pausch	Hyperion	4/08	88.9	1	4	4	4
9	FM	<i>Revolutionary Road</i>	Richard Yates	Vintage	12/08	88.7	1	4	4	4
10	NM	<i>Marley and Me</i>	John Grogan	HarperCollins	11/08	86.9	1	4	4	4
11	NH	<i>*Guilty</i>	Ann Coulter	Crown	1/09	86.7	2	4	4	4
12	NP	<i>The Audacity of Hope</i>	Barack Obama	Three Rivers	11/07	83.9	2	4	4	4
13	NH	<i>Dewey</i>	Vicki Myron	Grand Central	9/08	83.2	3	4	4	4
14	FP*	<i>Sundays at Tiffany's</i>	James Patterson	Grand Central	1/09	83.0	2	4	4	4
15	FM*	<i>Plum Lucky</i>	Janet Evanovich	St. Martin's	1/09	80.3	2	4	4	4
16	FH	<i>The Story of Edgar Sawtelle</i>	David Wroblewski	HarperCollins	9/08	78.4	3	4	4	4
17	NP	<i>Three Cups of Tea</i>	Greg Mortenson	Penguin	1/07	77.5	2	4	4	4
18	FH	<i>Black Ops</i>	W. E. B. Griffin	Putnam	12/08	76.3	2	4	4	4
19	FP	<i>The Reader</i>	Bernhard Schlink	Vintage	11/08	75.6	2	4	4	4
20	NH	<i>Flat Belly Diet!</i>	Liz Vaccariello	Rodale	10/08	72.8	3	4	4	4
<b>Average Weeks on Lists (List History):</b>					Top 10: 35.5 weeks Top 10% (43 titles): 33.4 weeks Top 50: 31.4 weeks All 431 Titles: 22.7 weeks					
Class (CLS): N=Nonfiction, F=Fiction Format (FMT): H=Hardcover/Children's Board Books, P=Trade Paper, M=Mass Market/Tall Rack										
*Depending on column, indicates a new edition (by format), title or author in this period. Rating is a composite score, converting list rank to a percentile (a rating of 100 indicates a rank of 1 on all three lists each week of the reporting period).										
Sources: Simba Information, Stuart Johnson & Associates										

Placing in the top 10 without having been in the top 50 in December (which is not unusual for blockbuster fiction authors) were Evanovich at No. 5, Yates at No. 8 (tied to the release of the movie version of *Revolutionary Road*) and W. E. B. Griffin at No. 9. Dropping from the top 10 were John Grogan (No. 6 to 15), Roberts (No. 7 to 16), Khaled Hosseini (No. 10 to 24) and Stephen King (No. 9 in December), who did not make the top 50 in January.

Harris brought eight titles to the lists, topping Meyer and Patterson, with the others in the top 10 represented by two to four editions. The top 10 authors averaged 3.9 titles, the same as December, while all 335 authors averaged 1.2 titles, slightly below the norm of 1.3.

As with last month, six imprints stayed in the top 10 of consolidated rankings from December: Little Brown, HarperCollins and Penguin retained their Nos. 1-3 positions; Dell moved up from No. 8 to 5; Putnam stayed at No. 6; and Grand Central moved down from No. 4 to 8. Moving into the top 10 were St.

Martin's (No. 21 to 4), Vintage (No. 24 to 7), Rodale (No. 43 to 9) and Simon & Schuster (No. 13 to 10). Dropping from the top 10 were Knopf (No. 5 to 17), Riverhead (No. 9 to 19), Random House (No. 7 to 22) and Bantam (No. 10 to 38).

The top 10 imprints averaged 11.2 editions of 10.9 titles, down from 12.5 titles in December. The top 50 averaged just short of six, the same as December, and all 138 imprints averaged 3.1 titles, typical of most months.

**Categories**

Categories remained fairly stable, with nine remaining in the top 10 from December. Biography & autobiography and family & relationships stayed at Nos. 1 and 2. Romance moved up from No. 8 to 3, social science from No. 10 to 4, and history from No. 7 to 5. Religion stayed at No. 6 while mystery & detective dropped from No. 3 to 7 and suspense from No. 5 to 8. Fantasy remained steady at No. 9, political science moved up from No. 11 to 10, and animals dropped out of the top 10, from No. 4 to 13. ■

**TOP 20 AUTHORS, JANUARY 2009**  
(out of 335 total)

CLS	Author	Titles	Rating	High	Times on Lists (over 5 weeks)		
					NYT	USA	PW
1	F C Stephenie Meyer	7	269.1	1	8	24	4
2	N Barack Obama	4-2	199.0	1	14	8	8
3	F Charlaine Harris	8	188.9	7	27	32	7
4	F C James Patterson	6	188.2	2	16	15	8
5	F Janet Evanovich	2	175.7	1	8	8	8
6	N Malcolm Gladwell	3	167.1	1	12	12	4
7	F N John Grisham	4-3	151.1	1	9	9	5
8	F Richard Yates	2-1	140.0	1	8	4	8
9	F W. E. B. Griffin	3	121.8	2	9	8	6
10	C Jeff Kinney	4	109.4	1	5	12	0
11	N David Zinczenko	3	108.0	3	0	12	9
12	N C Greg Mortenson	4-3	102.5	1	8	4	4
13	F William P. Young	1	98.8	1	4	4	4
14	N Suze Orman	1	92.6	1	4	4	4
15	N C John Grogan	3-2	90.2	1	5	4	5
16	F Nora Roberts	5	89.9	1	8	9	3
17	N Randy Pausch	1	88.9	1	4	4	4
18	N Ann Coulter	1	86.7	2	4	4	4
19	N Vicki Myron	1	83.2	3	4	4	4
20	F Bernhard Schlink	2-1	83.0	2	7	4	4

**Average Titles per Author:**  
 Top 10: 3.9 titles  
 Top 10% (33 authors): 2.5 titles  
 Top 50: 2.1 titles  
 All 335 Authors: 1.2 titles

Class (CLS): N=Nonfiction, F=Fiction, C=Children & Youth  
 When Title appears as n-n, read as "n editions of n titles"  
 Rating is a composite score based on converting list ranks across the three lists to a percentile. Each title has a maximum rating of 100 during a given period, so authors with multiple titles will have a score equal to the sum of their individual ratings.

Sources: Simba Information, Stuart Johnson & Associates

**TOP 20 IMPRINTS, JANUARY 2009**  
(out of 138 total)

Imprint	Titles	Authors	Rating	High	Times on Lists (over 5 weeks)			
					NYT	USA	PW	
1	Little, Brown	15	9	506.5	1	37	32	16
2	HarperCollins	18-17	16	368.8	1	39	22	17
3	Penguin	17	16	317.9	2	49	20	8
4	St. Martin's	9	8	279.4	1	26	16	10
5	Dell	10-9	7	276.2	1	24	22	11
6	Putnam	9	8	243.9	2	23	16	13
7	Vintage	8-7	7	242.4	1	22	9	12
8	Grand Central	8	7	235.8	2	25	14	8
9	Rodale	5	3	219.3	3	8	20	13
10	Simon & Schuster	13	12	207.3	1	34	13	5
11	Crown	7-6	6	202.0	1	18	9	8
12	Ace	9	2	190.1	7	28	32	7
13	Jove	7	5	180.4	1	15	14	10
14	Mira	8	6	157.3	1	11	16	6
15	Hyperion	5	5	151.5	1	16	7	4
16	Scholastic	8	7	149.9	1	21	7	0
17	Knopf	13	12	138.5	2	31	13	1
18	Spiegel & Grau	2	2	136.9	1	8	7	7
19	Riverhead	7	5	132.2	3	21	10	3
20	St. Martin's Griffin	8	5	114.3	6	10	22	4

**Average Titles per Imprint:**  
 Top 10: 11.2 editions of 10.9 titles  
 Top 50: 5.9 editions of 5.9 titles  
 All 138 Imprints: 3.1 editions of 3.1 titles

When Title appears as n-n, read as "n editions of n titles"  
 Rating is a composite score based on converting list ranks across the three lists to a percentile. Each title has a maximum potential rating of 100 during a given period, so imprints with multiple titles can have ratings above 100.

Sources: Simba Information, Stuart Johnson & Associates

## Simmons: More Brains = More Books

The external factors that lead a consumer to books are usually a pretty big mystery. But there is one definitive difference between those who read a lot and those who mostly snub books in any format: education.

The data compiled from Simmons Market Research Bureau's national consumer survey of about 25,000 adults shows the undisputed link between the level of commitment to learning and the number of books bought in a given 12-month period. The information gleaned won't just make for good PowerPoint presentations, but will assist publishers and booksellers as they (as Simba has insisted for years) take a more active role vocalizing why books matter.

Books and education appear to matter for the same reason: Among the 29.6 million American adults who aren't high school graduates, about 29% have bought at least one book over the previous 12 months. Only 587,000, or just under 2%, bought 10 or more paperback titles. Had the results been any smaller, they may not have been deemed statistically valid.

As diplomas pile up, so do the books: 44% of high school grads bought at least one book, while 4.5% bought at least 10 paperbacks. Those with an unspecified amount of college but no diploma saw the numbers easily pass the 50% mark, as 62% of this group (or 36.3 million adults) bought at least one book, and 4.6 million bought 10 or more paperbacks.

Two things occur when viewing the statistics pertaining to

those with undergraduate college degrees and those with graduate degrees: the percentage of individuals of those groups who buy books climbs significantly and their numbers get smaller. While 68% of adults with undergraduate degrees bought at least one book (and 81% of those with graduate degrees), the total of the two groups together was just above 50 million. Non-high school graduates and high school graduates total over 103 million, and over 60 million of those didn't buy a single book over the previous 12 months.

In other words, if just 1 million more American adults had undergraduate degrees instead of a high school diploma, the book industry would, in all likelihood, gain an additional 240,000 book buyers—77,500 of which would buy 10 or more paperback titles annually. Since no publisher or bookseller would ever say the industry could use fewer readers, it's apparent everyone can push for higher education and feel good about the potential dividends.

A chicken-and-egg-like discussion of whether educated people read more because they're educated or are more educated because they read could easily fill an entire issue of *BPR*. But there's one more chunk of data to add here: a field of questions in the Simmons survey has consumers evaluate certain statements (strongly agree, slightly agree, no opinion, etc.) and one statement caught *BPR*'s eye: "It is important to continue learning new things." Of all adults, 56% indicated they strongly agree; of consumers who have purchased six or more books, 64% strongly agreed with that statement. ■

## Electronic Books: Vastly Outnumbered, Children's Drop to Romance

As the new year dawned, *BPR* set out to cover electronic book publishing even more feverishly and began tracking not only sales for Amazon and Sony's stand-alone e-book reading products, but also for the company behind a popular e-book application for Apple's iPhone, eReader. The ranking was also adjusted to more closely align with other lists published by *BPR* and is now based on the top 100 titles rather than the top 25 (though eReader's list only accounts for the top 25, as that is all that is released).

Stephenie Meyer's four *Twilight* titles led for January, appearing all four weeks on all three lists and giving the author and her imprint, Little, Brown Young Readers, top billing. *New Moon* led the others with a rating of 98.3, though it was the only one to not hit a No. 1 ranking during the month.

With *BPR* now tracking a larger number of titles, children's books, despite commanding the top spots, suffered from only having nine titles appear throughout the month. That

### OVERVIEW OF BOOK PURCHASING POPULATION: BUYERS OF BOOKS BY AGE BRACKET

Education Level Completed	Bought at Least One Book		Bought 10 or More Paperbacks	
	% of Group	No. of buyers (000)	% of Group	No. of buyers (000)
Total (218,657)	55.0%	119,280	7.4%	16,096
Non-High School Grad (29,604)	29.0%	8,638	2.0%	587
High School Grad (73,440)	44.0%	32,154	4.5%	3,266
Some College (58,427)	62.0%	36,300	7.9%	4,618
Undergraduate Degree (31,597)	68.0%	21,569	12.0%	3,668
Graduate Degree (19,308)	81.0%	15,603	15.0%	2,941

Source: Simmons Market Research Bureau, compiled by Simba Information



compared to the 78 present for romance, most of which were on the Sony and eReader lists and only for short terms. Nonetheless, romance finished the month with a rating of 761.4, far ahead of children's 476.4, which in turn was just slightly ahead of mystery & thriller at 466.4. ■

## Amid Staff Cuts, HarperCollins' Q2 Sinks Below 2004 Levels

News Corp.'s (New York) HarperCollins, like nearly every other facet of the multimedia giant, saw revenue and operating income fall during its second quarter of fiscal 2009, ended Dec. 31. Dropping 24.9% from the prior year, the publisher's revenue, at \$305 million, landed 11.5% under that of its fiscal 2004 earnings. Operating income, which dropped 65.7% from fiscal 2008 to \$23 million, was 57.4% lower than what was seen in the second quarter of fiscal 2007, its

## Update on Special Bestseller Issue 2008

Subscribers to *BPR* should receive the Special Bestseller Issue 2008 as a companion to this issue. The analysis represents a one-year view of *BPR*'s trusted Publisher Scorecards department and compiles the best-of-the-best imprints, categories, authors and titles of 2008 that appeared on Simba's composite ranking drawn from *New York Times*, *USA Today* and *Publishers Weekly* bestseller lists.

For those interested in even more analysis or new subscribers who wish to get up to speed quickly, *BPR* and its publisher Simba Information have created *Month-to-Month: Simba's Analysis of Bestseller Trends 2008*. By linking all 12 months of *BPR*'s 2008 Publishing Scorecards and adding additional charts and graphs, an unmatched view of how each month of 2008 played out for trade books can be delivered. For information or to order *Month-to-Month* (available in March), please contact 212-807-2641.

## TOP 20 ELECTRONIC TITLES, JANUARY 2009 (OUT OF 292 TOTAL)

(Based on analysis of Amazon, Sony and eReader bestseller lists)

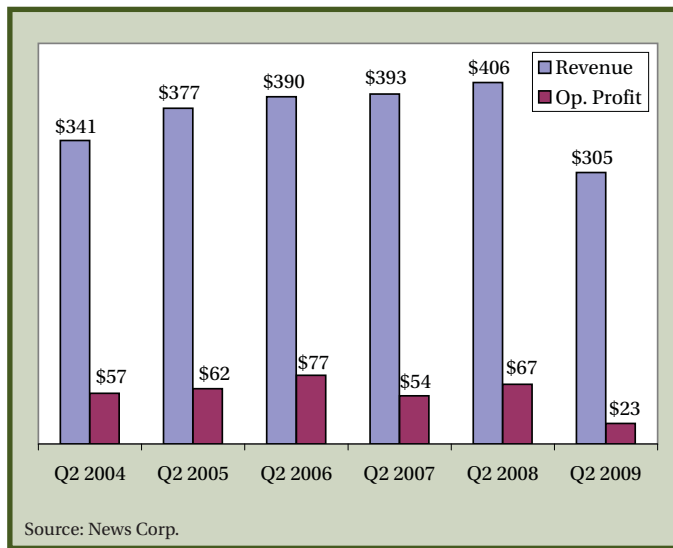
	Title	Author	Imprint	Category	Pub Date	Rating	High Rank	This Period (4 weeks)		
								AMA	ER	SNY
1	<i>New Moon</i>	Stephenie Meyer	Little, Brown Young Readers	Children's Chapter	8/07	98.3	2	4	4	4
2	<i>Eclipse</i>	Stephenie Meyer	Little, Brown Young Readers	Children's Chapter	8/07	96.5	1	4	4	4
3	<i>Twilight</i>	Stephenie Meyer	Little, Brown Young Readers	Children's Chapter	6/07	96.2	1	4	4	4
4	<i>Breaking Dawn</i>	Stephenie Meyer	Little, Brown Young Readers	Children's Chapter	8/08	89.6	1	4	4	4
5	<i>The Shack</i>	William P. Young	Windblown Media	Religion & Spirituality	6/08	60.3	5	4	0	4
6	<i>The Story of Edgar Sawtelle</i>	David Wroblewski	HarperCollins e-books	Literary Fiction	6/08	56.4	8	4	0	4
7	<i>Outliers</i>	Malcolm Gladwell	Little, Brown and Co.	Business & Investing	11/08	55.1	5	4	0	4
8	<i>The Way of Shadows</i>	Brent Weeks	Orbit	Fantasy	10/08	54.8	1	0	3	4
9	<i>Scarpetta</i>	Patricia Cornwell	Putnam Adult	Mystery & Thrillers	12/08	54.0	6	4	0	4
10	<i>The Host</i>	Stephenie Meyer	Little, Brown and Co.	Science Fiction	5/08	52.1	15	4	0	4
11	<i>Marley &amp; Me</i>	John Grogan	HarperCollins e-books	Lifestyle & Home	10/05	51.9	5	4	0	4
12	<i>Team of Rivals</i>	Doris Kearns Goodwin	Simon & Schuster	Biographies & Memoirs	12/06	44.3	10	4	0	4
13	<i>Cross Country</i>	James Patterson	Little, Brown and Co.	Mystery & Thrillers	11/08	41.7	9	3	0	4
14	<i>From Dead to Worse</i>	Charlaine Harris	Ace	Fantasy	5/08	41.7	20	4	0	4
15	<i>Revolutionary Road</i>	Richard Yates	Vintage	Literary Fiction	7/08	41.7	9	4	0	4
16	<i>Fire and Ice</i>	Julie Garwood	Ballantine Books	Romance	12/08	41.4	9	0	2	4
17	<i>American Lion</i>	Joe Meacham	Random House	Biographies & Memoirs	11/08	41.3	9	4	0	4
18	<i>Running Hot</i>	Jayne Ann Krentz	Putnam Adult	Romance	12/08	41.1	8	0	2	4
19	<i>The Last Lecture</i>	Randy Pausch	Hyperion	Advice & How-To	4/08	40.3	10	4	0	3
20	<i>Dreams from My Father</i>	Barack Obama	Crown	Biographies & Memoirs	1/07	39.7	7	4	0	3

AMA=Amazon; ER=eReader; SNY=Sony

Rating is a composite score, converting list rank to a percentile (a rating of 100 indicates a rank of 1 on both lists each week of the reporting period). Categories are based on Amazon Kindle book categories. Data compiled from studies of the top 100 titles (top 25 for eReader) conducted weekly.

Source: Simba Information

## HARPERCOLLINS' Q2 PERFORMANCE, FY2004-08



previous low of the last five years, showing how much of a hit the publisher (as well as the economy) took in the final quarter of calendar 2008.

The company has made a number of efforts to stem the financial turn, including offering voluntary retirement to select employees in certain locations. However, following the poor quarterly results, HarperCollins announced a number of further actions, including a reduction in workforce across all divisions and the closure of the Collins division within the U.S. General Books Group. Launched just over four years ago in a move to “reach the ultimate consumer,” as *BPR* reported at the time, the shutter resulted in several additional staff cuts, including Steve Ross, president and publisher of Collins, and Lisa Gallagher, SVP and publisher of William Morrow.

Also closing is children’s imprint Bowen Press, which was set to launch this month, and Spanish-language imprint Rayo, which was launched in 2004. As a consequence, publisher Brenda Bowen will be leaving the company as well as Cecilia Molinari, Rayo editor and managing editor. ■

### Kindle 2, cont’d. from p. 1

Kindle titles represent—on paper—about 1.6% of the printed books the company carries).

While rattling off the new features of the device—thinner, longer battery life, pages that turn 20% faster, more storage space—Amazon also said Stephen King would be releasing a Kindle-only edition of a new short story which actually features an e-reading device. A surprising number of journalists

missed the ironic significance of King’s presence: he did an exclusive e-book release for *Riding the Bullet* nine years ago, and the format still has most of the same issues it had then and is stuck, revenue-wise, under the 1% mark for nearly every major trade publisher.

But King’s previous “commitment” to e-books (subsequent titles have been released in print form) wasn’t the only thing overlooked by many in Amazon’s announcement. One was directly related to the device itself: among the new features of the Kindle 2, the “New Experimental Read-To-Me Feature” allows any content that can be read on the Kindle 2 (books, blogs, magazines and newspapers) to be listened to as well thanks to “Text-to-Speech,” which transforms text into spoken word. *The Wall Street Journal*, after its glowing coverage of the Kindle, ran a story that appeared on the back page of the Feb. 10 Marketplace section citing the concern of Author’s Guild executive director Paul Aiken and others that copyright law may be violated with TTS; especially since it means every print book becomes a de facto audio title. Of course, the current technology doesn’t provide an impressive rendering of the text, but 10 years ago few thought technology would allow for the iPod.

Anthony Goff, president of the APA and of Hachette Audio, told *BPR* the day after the Kindle launch he was unable to give a complete interview and was set to meet with Amazon as *BPR* went to press, but did say “we are concerned as audio publishers and are looking into the matter legally.”

“How the individual consumer personally uses that electronic copy doesn’t matter in the eyes of the law,” said Helene Freeman, head of the creative services industry practice group at New York-based law firm Dorsey & Whitney, remarking that it isn’t against the law for a parent to read a book aloud to a child. “But Amazon needs a license from the publisher to create or translate the written work into an electronic version for their proprietary technology.”

Freeman added that audio rights are sound recordings, and the Kindle’s technology isn’t creating a sound file, but rather allowing a digital file to be rendered into audio. If publishers do not want to transmit that right, she said, it could be spelled out in a contract specifying the digital file could only be rendered into a format that’s “visually perceptible.”

Where Amazon could run into a conflict is if Kindle technology does become available on cell phones. “Amazon can license their technology to a cell phone company, but not the publisher’s content. The cell phone company may already have a license to distribute a publisher’s work through its own cell phone platform or would need to get one.”

Assuming the technology improves and evolves from a

niche device like the Kindle, the concern remains that cash-strapped consumers might be more likely to snag a cheap or free digital rendering (instead of a recording) of a pricier audiobook. This concern is related to another mostly unnoticed story: the significance of an announcement (days before Kindle 2's launch) from Google which said the 1.5 million public domain books it had scanned and made available for free were now accessible on mobile phones.

The huge availability of free content and free books on the Web will force publishers to work harder at their value proposition and continue to push the price of e-books downward—whether publishers want them to be that cheap or not.

And with the number of disengaged readers far more likely to read content on multi-use cell phones than with a separate device, you can bet the controversy of what free titles mean to consumer publishers will continue. ■

### AAP: Oprah's Endorsement Leads to E-Books Boom; Other Categories Tumble

Despite hopeful growth in two trade book categories in November according to analysis from the Association of American Publishers' review of data from 81 member publishers, for the second month in a row steep sales declines in the other six detailed the continued economic downturn.

Net sales for adult hardcover fell 13.9% to \$164.5 million, with returns up 19.9% to \$77.7 million. Adult paperback performed nearly as poorly, with net sales down 13% to \$95.4 million as returns rose 11.6% to \$40.1 million. Adult mass market fared

### Graphic Novel Market Continues to Grow Despite Weak Economy

BPR attended the third annual New York Comic Con earlier this month to discuss the state of the graphic novel market with top publishers in the industry. Though some were worried by the rough economy and scaled back their presentations for the year, many remained optimistic, citing fan support and new waves of evolution for the industry, including online initiatives and new distribution techniques. NYCC itself showed tremendous growth, with attendance increasing over 15% to almost 77,000.

A thorough synopsis of the industry, including publisher commentary and profiles as well as industry statistics and sales charts, can be found in Simba's *Overview of the U.S. Comic Book and Graphic Novel Market 2008-2009*. Call 888-297-4622 or e-mail [customerservice@simbainformation.com](mailto:customerservice@simbainformation.com) to order your copy today.

the worst of any category as net sales plummeted 29.5% to \$58.8 million and returns increased 2.8% to \$50.3 million.

Children's/YA hardcover continued strongly, with net sales up 14.3% to \$72.9 million as returns fell 2.2% to \$15.9 million. Children's/YA paperback, however, did not perform as well: net sales were down 18% to \$39 million and returns increased 26% to \$14.3 million.

The religious books category continues to tumble, with net sales down 9% to \$47.8 million and returns down 19% to \$10.1 million. Electronic books, likely benefiting from an Oprah recommendation of Amazon's then-Kindle 1.0, saw net sales jump 108.3% in November to \$5.1 million. ■

### AAP DOMESTIC BOOK PUBLISHING SALES REPORT, NOVEMBER 2008 (\$ in millions)

	Net Sales			Returns		
	Nov. 2008	Nov. 2007	% Chg.	Nov. 2008	Nov. 2007	% Chg.
Adult Hardcover	\$164.5	\$191.1	-13.9%	\$77.7	\$64.8	19.9%
Adult Paperback	\$95.4	\$109.6	-13.0%	\$40.1	\$36.0	11.6%
Adult Mass Market	\$58.8	\$83.4	-29.5%	\$50.3	\$49.0	2.8%
Children's/YA Hardcover	\$72.9	\$63.7	14.3%	\$15.9	\$16.2	-2.2%
Children's/YA Paperback	\$39.0	\$47.5	-18.0%	\$14.3	\$11.3	26.0%
Audiobooks	\$14.2	\$15.2	-6.6%	\$4.2	\$5.2	-18.1%
Electronic Books	\$5.1	\$2.5	108.3%	--	--	--
Religious Books	\$47.8	\$52.6	-9.0%	\$10.1	\$12.5	-19.0%

Source: Association of American Publishers  
All numbers rounded off and may not add up to 100%

### Independent Retailer Watch, cont'd. from p. 1

bookstores in January and early February showed that 2008 was, in fact, tough: one bookstore owner in Minnesota reported business was about the same compared to 2007, but it wasn't without sacrifice during the holiday season: "[I] put more affordable books on our gift idea table, did not hire any seasonal staff and kept shifts at normal level so payroll was down from last year," she wrote.

As will be seen in a couple of months when the Big Three chains—Barnes & Noble, Borders and Books-A-Million—report 2008 earnings, most booksellers had a down year: according to Simba, about one in four independent bookstores reported the year was down between 5% and 9%, while about one in five admitted business was down 10% or more. But not everyone dropped: amazingly, 7.2% of booksellers said business was up 10% or more, 6.5% indicated a rise between 5% and 9%, and 10.1% reported a rise between 1% and 4%.

In light of the results being "mostly bad" instead of "completely dire," it is worth examining the formats closely, and it's easy to see how well paperback titles fared: trade paperback fiction and nonfiction were given glowingly high marks from the booksellers in terms of performance. The mass market fiction and nonfiction categories weren't as well rated (partially because many retailers don't carry many or any titles in this format) while the hardcover fiction/nonfiction segments had a more neutral reception on performance. The responses did weigh heavily into positive territory, which suggests it was at least favorable for most retailers.

But for 2009, bookstores intend to fine-tune their inventory strategies. While what to stock varies from town to town and store to store, it's clear very few are going to crowd their shelves. As recession pressures and increased competition

### HOW WILL YOU STOCK BOOKS DIFFERENTLY IN YOUR STORE IN 2009 VERSUS 2008?

	A lot more	A little more	About the same	A little less	A lot less
Children's PB	5.9%	27.2%	<b>47.1%</b>	17.6%	2.2%
Children's HC	1.4%	10.9%	<b>45.7%</b>	33.3%	8.7%
Young Adult HC	1.5%	16.8%	<b>35.8%</b>	33.6%	12.4%
Young Adult PB	4.4%	40.0%	<b>40.7%</b>	11.9%	3.0%
Adult Fiction PB	4.3%	26.8%	<b>52.9%</b>	14.5%	1.4%
Adult Fiction HC	0.0%	5.8%	33.3%	<b>44.9%</b>	15.9%
Adult Nonfiction PB	4.3%	20.3%	<b>55.8%</b>	17.4%	2.2%
Adult Nonfiction HC	0.0%	11.7%	34.3%	<b>41.6%</b>	12.4%

Based on 140 booksellers  
Source: Simba Information

from Wal-Mart, Target and other big box stores continues, the adult hardcover segment will be facing the most amount of scrutiny this year, with 44.9% of booksellers saying they'll stock a little less adult fiction hardcover titles (60.8% plan to stock "a little less" or "a lot less"). A total of 54% of bookstores said they'll stock less adult hardcover nonfiction titles, and for both categories, not a single bookseller said they'll stock "a lot more."

Proving themselves to be "wired," about 70% of the independent bookstores polled in the survey did draw revenue from Internet sales, and even though most of that group drew 1% of their business or less from online, every percentage or fraction thereof counts, and the more committed booksellers there are, the better. ■

### HOW DID THE FOLLOWING FORMATS PERFORM IN 2008?

	7	6	5	4	3	2	1	N/A
Mass Market Fiction	14.1%	8.9%	9.6%	19.3%	<b>20.0%</b>	11.1%	5.9%	11.1%
Mass Market Nonfiction	0.0%	3.6%	4.4%	15.3%	10.9%	23.4%	<b>24.8%</b>	17.5%
Trade Paperback Nonfiction	20.0%	<b>35.6%</b>	19.3%	12.6%	4.4%	3.7%	1.5%	3.0%
Trade Paperback Fiction	<b>42.6%</b>	36.8%	11.8%	5.1%	0.7%	0.7%	0.0%	2.2%
Hardcover Fiction	6.6%	20.6%	17.6%	<b>25.7%</b>	11.0%	8.1%	8.1%	2.2%
Hardcover Nonfiction	5.8%	18.8%	<b>29.7%</b>	21.7%	11.6%	4.3%	5.1%	2.9%

7=best; 1=worst  
Based on 140 booksellers  
Source: Simba Information

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