



# BookStats

The Center for Publishing Market Data

## HELPING THE PUBLISHING INDUSTRY LEARN, ADAPT, AND INCREASE PROFITABILITY

**BookStats**, a joint venture between the Book Industry Study Group (BISG) and the Association of American Publishers (AAP), provides a comprehensive view of the size and shape of the U.S. book publishing industry measured by publisher net unit and dollar sales.

Now in its second year, this revolutionary data project continues to carefully track transformational shifts in how book content is sold in the digital age. The 2012 edition, available in June 2012, is set to provide annual publisher net revenue and unit sales going back four years (2008, 2009, 2010, 2011) across three dimensions:

- **Formats:** including physical (hardcover, paperback, audio and mass market), non-physical (e-book, enhanced e-books, downloadable audio, paid mobile apps, Internet-based products and services) and bundles
- **Categories:** including trade fiction and nonfiction, juvenile (early readers, middle grade and young adult), religious, higher education, K-12, professional and scholarly books
- **Channels:** including physical retail (chains, independents, mass retailers and specialty), online retail, institutional sales (libraries and schools), direct-to-consumer, jobbers & wholesalers, book fairs and export sales

The end result gives publishing, financial and media businesses a new and valuable tool for analyzing our rapidly evolving industry.

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*"Never has the need for accurate, consistent data about publishing and books been so important. We all recognize that transformative changes have occurred in the creation and distribution of content; tools to effectively track and comprehend those changes would allow us to make smarter marketplace decisions.*

*Our industry took a major step in growing this knowledge when AAP and BISG jointly released the first annual edition of BookStats, a landmark statistical initiative capturing the size and scope of the total U.S. book publishing industry."*

*-- Published in Book Business Magazine (July 2011)*

### BookStats data is available in several packages:

- **Summary Report**  
*High-level 10-15 page PDF report*
- **Annual Report**  
*In-depth 60-70 page PDF report*
- **Online Data Dashboard (ODD)**  
*Interactive online data portal*
- **Benchmarking**  
*Easy toggle in ODD that allows you to benchmark your company's data against the full data set*
- **Category Deep-Dive**  
*Granular view in ODD featuring deeper category breakdowns within Fiction, NonFiction, Juvenile, etc.*

See next two pages for purchase options and survey participant benefits.

# BookStats Purchase Options

PRODUCT	BISG/AAP MEMBER RATE	NON-MEMBER RATE
<b>PDF Summary Overview (2012 Edition)</b> <ul style="list-style-type: none"> <li>available June 2012 (multi-user, 10-12 pages)</li> </ul>	FREE	\$99
<b>PDF Annual Report (2012 Edition)</b> <ul style="list-style-type: none"> <li>available June 2012 (multi-user, 60-70 pages)</li> </ul>	\$595	\$2,395
<b>PDF Annual Report (2011 Edition)</b> <ul style="list-style-type: none"> <li>available August 2011 (multi-user, 66 pages)</li> </ul>	<del>\$595</del> <b>NOW \$295</b>	<del>\$2,395</del> <b>NOW \$1,195</b>
<b>PDF Annual Report Bundle (2012 &amp; 2011 Edition)</b> <ul style="list-style-type: none"> <li>2011 Edition available August 2011</li> <li>2012 Edition available June 2012</li> </ul>	\$795	\$3,195
<b>Online Data Dashboard (Annual License)</b> <ul style="list-style-type: none"> <li>Data for 2008, 2009, 2010 and 2011</li> <li>Includes one (1) seat license</li> <li>Additional seat licenses available for \$250 each</li> </ul> <i>This package also includes a 2012 Edition PDF Annual Report (available June 2012)</i>	\$1,995	\$7,995
<b>Dashboard Enhancement: Benchmarking</b> <i>Only available to Survey Level A &amp; B participants</i>	<b>\$1,995</b> Level A & B Survey Participants	<b>\$1,995</b> Level A & B Survey Participants
<b>Dashboard Enhancement: Category Deep-Dive</b>	<b>\$6,995</b> Survey Participants <b>\$12,995</b> Survey Non-Participants	<b>\$6,995</b> Survey Participants <b>\$29,995</b> Survey Non-Participants (includes 1-5 seat Annual License to Online Data Dashboard)

## MORE INFORMATION:

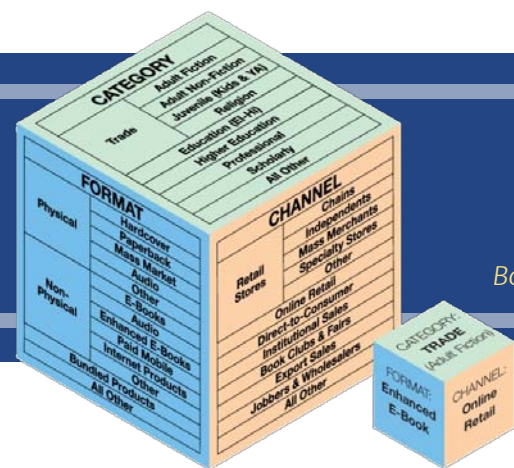
Visit <http://www.bisg.org/publications/product.php?p=24&c=437> to purchase *BookStats* online.

Contact Angela Bole at [angela@bisg.org](mailto:angela@bisg.org) with questions.

SEE NEXT PAGE FOR A COMPLETE LIST OF SURVEY PARTICIPANT BENEFITS.

# BookStats Survey Participant Benefits

PRODUCT	SURVEY LEVEL A	SURVEY LEVEL B	SURVEY LEVEL C (part 1)	SURVEY LEVEL C (part 2)
<b>PDF Summary Overview (2012 Edition)</b> <ul style="list-style-type: none"> <li>available June 2012 (multi-user, 10-12 pages)</li> </ul>	----	----	<b>FREE</b>	<b>FREE</b>
<b>PDF Annual Report (2012 Edition)</b> <ul style="list-style-type: none"> <li>available June 2012 (multi-user, 60-70 pages)</li> </ul>	<b>FREE</b>	<b>FREE</b>	----	----
<b>PDF Annual Report (2011 Edition)</b> <ul style="list-style-type: none"> <li>available August 2011 (multi-user, 66 pages)</li> </ul>	----	----	----	----
<b>PDF Annual Report Bundle (2012 &amp; 2011 Edition)</b> <ul style="list-style-type: none"> <li>2011 Edition available August 2011</li> <li>2012 Edition available June 2012</li> </ul>	----	----	----	----
<b>Online Data Dashboard (Annual License)</b> <ul style="list-style-type: none"> <li>Data for 2008, 2009, 2010 and 2011</li> <li>Includes one (1) seat license</li> </ul>	<b>FREE</b> <b>Includes two (2) bonus seat licenses</b> Additional seat licenses available for \$250 each	<b>FREE</b> Additional seat licenses available for \$250 each	----	----
<b>Discount off additional <i>BookStats</i> products</b>	<b>10%</b>	<b>10%</b>	<b>10%</b>	<b>25%</b>
<b>Dashboard Enhancement: Benchmarking</b> <i>Only available to Survey Level A &amp; B participants</i>	<b>\$1,195</b>	<b>\$1,195</b>	----	----
<b>Dashboard Enhancement: Category Deep-Dive</b>	<b>\$6,995</b>	<b>\$6,995</b>	<b>\$6,995</b>	<b>\$6,995</b>



BookStats Data Cube

## MORE INFORMATION:

Visit <http://www.bisg.org/publications/product.php?p=24&c=437> to purchase *BookStats* online.

Contact Angela Bole at [angela@bisg.org](mailto:angela@bisg.org) with questions.