

SPECIAL REPORT FOR SIMBA BOOK PUBLISHING REPORT

Bestseller Book Prices – 2004-2013

Draft 1

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This report contains:

Narrative

Charts:

Table 1 – Summary, Fiction, all ranks
Table 1a – Price points, mass market fiction
Table 1b – Price points, trade paper fiction
Table 1c – Price points, trade cloth fiction
Table 1d – Price points, e-book fiction
Table 2 – Summary, Nonfiction, all ranks
Table 2a – Price points, mass market nonfiction
Table 2b – Price points, trade paper nonfiction
Table 2c – Price points, trade cloth nonfiction
Table 2d – Price points, e-book nonfiction
Table 3a – Summary, Fiction top 15
Table 3b – Summary, Nonfiction top 15

SAMPLE

For more than eight years, we produced reports for Simba Information's Book Publishing Report until the trade publishing division of MarketResearch.com was closed and BPR ceased publication at the end of 2013. This report, updated annually, was usually submitted in April, based on first quarter data.

The report was designed to meet the editorial requirements of Simba Information. It demonstrates the types and depth of information that can be extracted from the bestseller database that we have maintained since late summer 2001. The charts are created using our own web-based report generator.

This is a sample for demonstration purposes only. No portion of the content may be published in any form.

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Posted on our website at
[www.sjassociates.com/docs/
SAMPLE_Book_Prices_2013](http://www.sjassociates.com/docs/SAMPLE_Book_Prices_2013)

OVERVIEW

The sample is drawn from adult fiction and nonfiction on the three lists we cover (NYT, PW USA). This report is updated to cover the first quarter from 2004 through 2013. We look for books identified in the standard print formats of mass market, tall rack, trade paper, trade cloth. *In our normal analysis, tall rack is included with mass market. We keep it separate in the price report because it has had a separate and higher price point than mass market.*

Changes in the lists since the last report (Q1 2012): In July, PW added Nielsen BookScan volume and two children's lists, neither of which have an impact on this report (see note on Children's/Youth below). In October, we started tracking Digital Book World's e-book list, including it in our reports as a PW lists, since PW does not have an e-book list and the 25-item DBW list matches the length of PW's lists. In December, NYT modified its children's lists by replacing Chapter and Paperback with Middle Grade and Young Adult, both of which were expanded from 10- to 15-items. As with PW, this change had no influence on this report.

Children's/Youth books and the three NYT graphics books lists are not included because they do not fall as neatly into the major formats as do general fiction and nonfiction. We do not filter graphic books out of USA or PW, except by extremely high prices (which do occur in collector's editions), but the number of titles that do appear on them is far lower than the number that appear on the NYT lists.

Fiction and nonfiction are considered separately. We also look at the price by ranking. We want to see if anything is happening among the most popular books (ranked 15 and above on the weekly lists) compared to all books appearing on the lists.

The most important statistics in the charts are the median price by year and the distribution by price point. The actual number of entries is not in itself a useful trend because the structure of the lists has changed several times since the database was begun in 2001 (with 2002 as the first full year). PW expanded its four basic lists from 15- to 25-ranks in September 2010, then adding 2 children's lists in 2012. NYT has made a number of changes since 2005 that have added 7 lists representing 155 entries each week—105 of them affecting this report. Only USA has remained constant, with a single list of 150 items that includes all classes and formats.

For each format you will find in the tables that follow the number of titles that appeared on the lists in the first quarter, the range of price, the average and the median. The combination of average and median are necessary for a good sense of trends.

- **Average** is the total of all prices divided by the number of entries, and can be influenced by extremes at either end. For this reason, we have limited the range of prices included for trade paper and trade cloth to cover the most common prices and eliminate the extremes, which are usually few in number and used for special editions that do not reflect the majority of titles (but could skew the average).
- **Median** is the price at the half-way point in the number of entries, so that half of the entries lie at or below that price and half at or above it).

Price Points

Books, like a number of other consumer goods, are typically priced at several convenient price points—\$14.95, \$14.99 or \$15.00 even, then up to 15.95, etc. While there has been some pricing of books at the mid-dollar points, most prices have been set near the dollar mark. Rather than inching prices up, increases will be more radical—perhaps not as noticeable for hardcovers selling in the \$20-plus area, but certainly quite dramatic for the under \$10 mass market editions.

E-book pricing

For print editions we can almost always be certain of the edition to designate and apply its list price (PW includes ISBN numbers, which is a great help). It is difficult to track e-books as accurately. Basically, when a title first appears in e-book, we assign the current bn.com and amazon.com stock numbers (bn.com uses ISBN when available, or assigns its own number; amazon.com uses its own identification number), with the list price shown for the digital edition. We do not show the bn.com or amazon.com discount price unless it is marked as the publisher price. In addition, at this point in time we have not tried to enter changes of price as a title moves to lower-priced reprints, so the database represents entry points. There has been a lot of variance in pricing (and interpretation of prices) in the last three years since e-books started to appear on the lists and it is likely that further adjustments will be made so that we can produce meaningful analysis.

TRENDS

FICTION – median price. The print formats held steady from 2012, but **e-books** saw an increase in average price of more than two dollars to \$10.73 while the median dropped by two dollars to \$7.99. This is a result of the increased presence of e-books, which has been accompanied by other changes in their three years on the lists, including an increase in value-priced titles from established authors and imprints, as well as from the tremendous growth in self-published and e-book-only titles.

Mass market moved from a median of \$6.99 in 2004 to \$7.99 in 2006, where it has held steady for eight years. **Tall rack** has been \$9.99 (in actual price) since it first appeared on the lists in 2006, with a single title showing up at \$10.00 in 2013. **Trade paper** has moved from \$13.95/\$14 from 2004 through 2008, then jumped to \$14.95 in 2009, climbing through two close price points to \$15.00 in 2013. **Trade cloth** was \$24.95/\$25 the first three years, then bumped up to \$25.95 in 2007 before dropping back to \$25.00 in 2008. In 2009 it returned to the higher \$25.95 level, stayed there three years, and then moved up to \$26.95 in 2012, where it stayed for 2013.

At the **top-15 level**, mass market started at a median of \$7.99, two years before all rankings, and has held it for ten years. Trade paper was very similar, except that the top-15 moved up from \$14.00 to the \$14.95 median price a year ahead of all rankings. The top-15 trade cloth made two shifts a year ahead of all rankings, from \$24.95 to \$25.95 in 2005 and then to \$26.95 in 2011 (once at \$25.95, the top-15 stayed there, not falling back to the previous level for one year).

FICTION – price points. You can see that **mass market** (table 1a) has strengthened the \$7.99 price point, from 39% in 2005 to 89% in 2013. The second tier, which stood at \$6.99 for the first six years, moved toward value-priced editions at \$4.75-\$5.25 for three of the last four years. Both the number and pricing of mass market will likely show increased pressure from the expansion of e-books. **Trade paper** (table 1b) shows a clear movement toward higher price points over the ten years, with the top tier shifting from \$13.95 to \$14.95 in 2009. You can see on the chart how the second tier moves from the next lowest price point to the next highest price point as the top tier moves up. From previous years, it appears that the move to the \$15.95 price point will occur in the next year or two. For **trade cloth** the top-tier vacillated between \$24.95 and \$25.95 from 2004 through 2012, before jumping to \$26.95 in 2013. However, looking at the density of the top four tiers (the colored cells in the chart), the trend is more clearly an increase in the price range—from \$22.95-\$27.00 in 2004 to \$24.95-\$29.00 in 2013. **E-books** show a wide range of price points in fiction. While tier 1 has stayed at \$12.99, the value-priced end has expanded more. In 2011, the top tier (\$12.99) represented 30% of entries, with tier 2 (\$9.99) also at 30%. In 2013, tier 1 (\$12.99) grew from 16 to 46 entries, but dropped to 15% of total entries. At the same time the second and third tiers, representing just below 15% each, fell below \$5.

NONFICTION – median price. Except for 2006, when it dipped to \$7.50, the median price for **mass market** nonfiction has been \$7.99 every other year. **Trade paper** has moved up from \$14.00 the first two years, to \$14.95 in 2006, then up again to \$15.95 in 2010. **Trade cloth** also moved up twice, from \$24.95/\$25.00 the first five years, to \$25.95/\$26.00 the next four years, and up again to \$26.95 in 2013.

At the **top-15** for nonfiction, the patterns are very similar. Mass market was \$7.99 all ten years (where it dipped to \$7.50 in 2006 for all rankings). Trade paper moved up to \$14.95 in 2005, a year ahead of all rankings, but the move to \$15.95/\$15.99 occurred for both in 2010. Trade cloth tracked exactly the same for all rankings and the top-15.

NONFICTION – price points. The number of **mass market** (table 2a) has steadily declined, dropping below 10 in 2007 and hitting only one edition in 2013. **Trade paper** (table 2b) nonfiction shows a clear upward movement in price point, with tier 1 starting at \$13.95 for two years, moving up to \$14.95 in 2006, the again to \$15.95 in 2012. Including the second and third tier, the price point range has risen from \$12.95-\$15.00 in 2004 to \$14.95-\$17.00 in 2013. The top tier of **trade cloth** (table 2c) remained at \$24.95 for six years, before moving up to \$25.95 in 2010 and again to \$26.95 in 2013. The price point range for the top three tiers has risen from \$23.95-\$26.00 in 2004 to \$25.95-\$28.00 in 2013. **E-books** (table 2d) are too new to see a clear trend. Rather, we see a spread of price points as the number of e-books on the lists has exploded, though the top three tiers fall in the \$9.99-\$14.99 range.

Table 1 – All Rankings – FICTION (Summary)

Ranges for Trade Paper and Trade Cloth are set to capture the vast majority of books, while eliminating a few special editions with extreme prices that could unduly distort the range and average (though there would be little, if any, impact on the median, which makes it a good indicator of price trends).

FICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Mass Market										
Number	156	138	132	135	124	127	180	148	133	123
Range	\$3.99 - \$ 7.99	\$5.99 - \$ 7.99	\$5.99 - \$ 7.99	\$3.99 - \$ 7.99	\$4.75 - \$7.99	\$4.99 - \$ 7.99	\$4.50 - \$8.99	\$4.75 - \$8.99	\$4.99-\$8.99	\$4.99-\$8.99
Average	\$6.30	\$6.99	\$7.11	\$6.53	\$6.64	\$6.49	\$6.33	\$6.74	\$6.64	\$6.96
Median	\$6.99	\$7.50	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Tall Rack										
Number	0	0	6	18	24	24	28	35	29	30
Range			\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99-\$10.00
Median			\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Trade Paper \$10 - \$30										
Number	36	41	49	36	76	69	72	83	91	89
Range	\$10.95 - \$20.00	\$11.95 - \$18.95	\$10.0-\$22.95	\$12.00 - \$16.95	\$12.00-\$25.00	\$10.99-\$24.95	\$12.95-\$16.99	\$11.99-\$19.99	\$10.99 - \$25.00	\$10.99-\$19.99
Average	\$13.88	\$14.61	\$14.97	\$15.51	\$16.19	\$16.04	\$14.71	\$15.21	\$16.10	\$14.98
Median	\$14.00	\$ 13.95	\$14.00	\$14.00	\$14.00	\$14.95	\$14.95	\$14.99	\$14.99	\$15.00
Trade Cloth \$13 - \$50										
Number	111	116	103	146	120	114	125	130	124	139
Range	\$18.95-\$35.00	\$14.95-\$35.00	\$18.95-\$35.00	\$16.95-\$35.00	\$17.95-\$35.00	\$16.99-\$30.00	\$16.99-\$35.00	\$16.95-\$36.00	\$14.95-\$35.00	\$14.99-\$50.00
Average	\$24.97	\$24.23	\$25.12	\$25.32	\$25.26	\$25.31	\$25.75	\$25.85	\$25.87	\$27.15
Median	\$24.95	\$25.00	\$25.00	\$25.95	25.00	\$25.95	\$25.99	\$25.99	\$26.95	\$26.95
E-book \$0.50 - \$30										
Number								52	197	302
Range								\$2.99-\$19.99	\$0.79-\$29.99	\$0.99-\$26.99
Average								\$10.90	\$8.32	\$10.73
Median								\$9.99	\$9.99	\$7.99

Table 1a – All Rankings – FICTION MASS MARKET Price Points

Tall rack detail is not necessary since the only break from the \$9.99 price is one edition at \$10.00 in 2013

Colors:	Top Tier (by %)		Second			Third		Fourth		
FICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Mass Market										
Number	156	138	132	135	124	127	180	148	133	123
Range	\$3.99 - \$ 7.99	\$5.99 - \$ 7.99	\$5.99 - \$ 7.99	\$3.99 - \$ 7.99	\$4.75 - \$7.99	\$4.99 - \$7.99	\$4.50 - \$8.99	\$4.75-\$8.99	\$4.99-\$8.99	\$4.99-\$8.99
Average	\$6.30	\$6.99	\$7.11	\$6.53	\$6.64	\$6.49	\$6.33	\$6.74	\$6.64	\$6.96
Median	\$6.99	\$7.50	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Mass market major price points (only include entries at exact price)										
\$4.50							1 – 0.6%			
\$4.75							36 – 20.0%	16 – 10.8%		
\$4.99				1 – 0.7%		2 – 1.6%	7 – 3.9%	3 – 2.0%	5 – 3.8%	2 – 1.6%
\$5.25							1 – 0.6%		2 – 1.5%	6 – 4.9%
\$5.99	16 – 10.3%	4 – 2.9%	6 – 4.5%	5 – 3.7%	1 – 0.8%	1 – 0.7%	2 – 1.1%		1 - 0.8%	1 – 0.8%
\$6.25									1 – 0.8%	
\$6.50	8 – 5.1%	4 – 2.9%		1 – 0.7%		2 – 1.6%				
\$6.99	57 – 36.5%	43 – 31.2%	45 – 34.1%	41 – 30.4%	42 – 33.9%	39 – 30.7%	13 – 7.2%	9 – 6.1%	9 – 5.3%	4 – 3.2%
\$7.50	9 – 5.8%	17 – 12.3%	8 – 6.1%	6 – 4.4%	3 – 2.4%		2 – 1.2%			
\$7.99	61 – 39.1%	68 – 49.3%	67 – 50.8%	76 – 56.3%	75 – 60.5%	83 – 65.3%	130 – 72.2%	119 – 80.4%	110 – 82.7%	109 – 88.7%
\$8.00										1 – 0.8%
\$8.99							1 – 0.6%	1 – 0.7%	5 – 3.8%	4 – 3.2%

Table 1b – All Rankings – FICTION TRADE PAPER Price Points
Between \$10 to \$30

Colors:	Top Tier (by %)		Second			Third		Fourth		
FICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Trade Paper										
Number	36	41	49	36	76	69	72	83	91	89
Range	\$10.95 -\$20.00	\$11.95 -\$18.95	\$10.0-\$22.95	\$12.00 -\$16.95	\$12.00-\$25.00	\$10.99-\$24.95	\$12.95--\$16.99	\$11.99-\$19.99	\$10.99 - \$25.00	\$10.99=\$19.99
Average	\$13.88	\$14.61	\$14.97	\$15.51	\$16.19	\$16.04	\$14.71	\$15.21	\$16.10	\$14.98
Median	\$14.00	\$ 13.95	\$14.00	\$14.00	\$14.00	\$14.95	\$14.95	\$14.99	\$14.99	\$15.00
Trade paper major price points (typically set at one of three decimal amounts, ie, 13.95, 13.99, 14.00)										
\$10.95-\$11.00	1 – 2.8%		1 – 2.0%			1 – 1.4%			2 – 2.2%	3 – 3.4%
\$11.95-\$12.00	3 – 8.3%	2 – 4.9%	3 – 6.1%	1 – 2.8%	2 – 2.6%			1 – 1.2%		2 – 2.2%
\$12.95-\$13.00	8 – 22.2%	8 – 19.5%	5 – 10.2%	4 – 11.1%	5 – 6.6%	3 – 4.3%	5 – 6.9%	1 – 1.2%	3 – 3.3%	2 – 2.2%
\$13.95-\$14.00	16 – 44.4%	20 – 48.8%	20 – 40.8%	18 – 50.0%	34 – 42.1%	25 – 36.2%	20 – 27.8%	13 – 15.7	14 – 15.4%	9 – 10.1%
\$14.95-\$15.00	7 – 19.4%	6 – 14.6%	13 – 26.5%	9 – 25.0%	27 – 35.5%	28 – 40.6%	39 – 54.2%	54 – 65.0%	46 – 50.1%	46 – 51.7%
\$15.95-\$16.00			2 – 4.1%	3 – 8.3%	4 – 5.3%	7 – 10.1%	7 – 9.7%	9 – 10.8%	14 – 15.4%	20 – 22.5%
\$16.95-\$17.00		3 – 7.3%	1 – 2.0%	1 – 2.8%			1 – 1.4%	4 – 4.8%	7 – 7.7%	5 – 5.6%
\$17.95-\$18.00						1 – 1.4%				1 – 1.1%
\$18.95-\$19.00		2 – 4.9%	1 – 2.0%						1 – 1.1%	
\$19.95-\$20.00	1 – 2.8%		1 – 2.0%		1 – 1.3%	2 – 2.9%		1 – 1.2%	3 – 3.3%	1 – 1.1%
\$20.95-\$21.00										
\$21.95-\$22.00						1 – 1.4%				
\$22.95-\$23.00			1 – 2.0%							
\$23.95-\$24.00										
\$24.95-\$25.00			1 – 2.0%		3 – 3.9%	1 – 1.4%			1 – 1.1%	

Table 1c– All Rankings – FICTION TRADE CLOTH Price Points
Between \$13-40 (reduced from \$13-50 from 2002 to 2006)

Colors:	Top Tier (by %)		Second			Third		Fourth		
FICTION Trade Cloth	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Number	111	116	103	146	120	114	125	130	124	139
Range	\$18.95-\$35.00	\$14.95-\$35.00	\$18.95-\$35.00	\$16.95-\$35.00	\$17.95-\$35.00	\$16.99-\$30.00	\$16.99-\$35.00	\$16.95-\$36.00	\$14.95-\$35.00	\$14.99-\$50.00
Average	\$24.97	\$24.23	\$25.12	\$25.32	\$25.26	\$25.31	\$25.75	\$25.85	\$25.87	\$27.15
Median	\$24.95	\$25.00	\$25.00	\$25.95	25.00	\$25.95	\$25.99	\$25.99	\$26.95	\$26.95
Trade Cloth major price points (typically set at one of three decimal amounts, ie, 24.95, 24.99, 25.00)										
\$14.95-\$15.00		2 – 1.7%							1 – 0.8%	1 – 0.7%
\$15.95-\$16.00										
\$16.95-\$17.00				1 – 0.7%		2 – 1.8%	1 – 0.8%	3 – 2.3%		
\$17.95-\$18.00		1 – 0.9%		1 – 0.7%	1 – 0.8%					
\$18.95-\$19.00	1 – 0.9%	1 – 0.9%	1 – 1.0%	1 – 0.7%						
\$19.95-\$20.00	7 – 6.3%	7 – 6.0%	3 – 2.9%	2 – 1.4%	3 – 2.5%	1 – 0.9%	1 – 0.8%	1 – 0.8%	1 – 0.8%	2 – 1.4%
\$20.95-\$21.00										
\$21.95-\$22.00	8 – 7.2%	4 – 3.4%	5 – 4.9%	8 – 5.5%	9 – 7.5%	2 – 1.8%	1 – 0.8%	2 – 1.5%	2 – 1.6%	
\$22.95-\$23.00	9 – 8.1%	5 – 4.3%	6 – 5.8%	1 – 0.7%		1 – 1.8%	1 – 0.8%	2 – 1.5%	1 – 0.8%	1 – 0.7%
\$23.95-\$24.00	14 – 12.6%	14 – 12.1%	9 – 8.7%	12 – 8.2%	12 – 10.0%	7 – 6.1%	10 – 8.0%	4 – 3.1%	3 – 2.4%	4 – 2.9%
\$24.95-\$25.00	41 – 36.9%	34 – 29.3%	31 – 30.1%	39 – 26.7%	37 – 30.8%	35 – 30.1%	27 – 21.6%	36 – 27.6%	14 – 11.3%	23 – 16.5%
\$25.95-\$26.00	14 – 12.6%	25 – 21.6%	25 – 24.3%	47 – 32.2%	32 – 26.7%	30 – 26.3%	39 – 31.2%	33 – 25.4%	36 – 29.0%	28 – 20.1%
\$26.95-\$27.00	9 – 8.1%	11 – 9.5%	16 – 15.5%	22 – 15.1%	18 – 15.0%	18 – 15.8%	26 – 20.8%	19 – 14.6%	26 – 30.0%	28 – 20.1%
\$27.95-\$28.00	5 – 4.5%	6 – 5.2%	4 – 3.9%	9 – 6.2%	6 – 5.0%	15 – 13.2%	14 – 11.2%	23 – 17.7%	30 – 24.2%	36 – 25.9%
\$28.95-\$29.00		1 – 0.9%	1 – 1.0%					3 – 2.3%	6 – 4.8%	10 – 7.2%
\$29.95-\$30.00	1 – 0.9%	3 – 2.6%	1 – 1.0%	2 – 1.4%	1 – 0.8%	2 – 1.8%	4 – 3.2%	3 – 2.3%	1 – 0.8%	1 – 0.7%
\$30.50									1 – 0.8%	
\$30.95-\$31.00										
\$31.95-\$32.00										
\$32.95-\$33.00				1 – 0.7%						
\$33.95-\$34.00										
\$34.95-\$35.00	1 – 0.9%	2 – 1.7%	1 – 1.0%	1 – 0.7%	1 – 0.8%		1 – 0.8%		2 – 1.6%	4 – 2.9%
\$35.95-\$36.00								1 – 0.8%		
\$36.95-\$50.00										1 – 0.7%

Table 1d– All Rankings – FICTION E-Books Price Points*Between \$0.50 and \$30*

NOTE: E-books are tracked by the initial Kindle or Nook ISBN and price. The clustering of price points shows how the initial price of an e-book is determined by the format of the print edition when the title was first published.

NYT started its e-book lists in February 2011. USA started tracking e-books in January 2010.

Colors:	Top Tier (by %)			Second			Third			Fourth	
FICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013	
E-Book											
Number								52	197	302	
Range								\$2.99-\$19.99	\$0.79-\$29.99	\$0.99-\$26.99	
Average								\$10.90	\$8.32	\$10.73	
Median								\$9.99	\$9.99	\$7.99	
E-book – because of the number of formats, prices represent Amazon Kindle or B&N Nook, which are often the same price, and sometimes at off amounts											
Less than \$1									13 – 6.6%	37 – 12.3%	
\$1.59 - \$2.99								1 – 1.9%	23 – 11.7%	44 – 14.6%	
\$3.95 - \$4.99									10 – 5.1%	45 – 14.9%	
\$5.43 - \$5.99								2 – 3.8%	4 – 2.0%	7 – 2.3%	
\$6.15 - \$6.99									10 – 5.1%	8 – 2.6%	
\$7.14 - \$7.99								6 – 11.5%	19 – 9.6%	32 – 10.6%	
\$8.49 – \$8.99								2 – 3.8%	5 – 2.5%	2 – 0.7%	
\$9.99-\$10.00								16 – 30.1%	17 – 8.6%	34 – 11.3%	
\$10.995									2 – 1.0%	5 – 1.7%	
\$11.99								4 – 7.7%	8 – 4.1%	6 – 2.0%	
\$12.99								16 – 30.1%	54 – 27.4%	46 – 15.2%	
\$13.99									6 – 3.0%	6 – 2.0%	
\$14.99								3 – 5.8%	21 – 10.7%	22 – 7.3%	
\$15.99										3 – 1.0%	
\$16.99									1 – 0.9%	2 – 0.7%	
\$18.99								1 – 1.9%		1 – 0.3%	
\$19.99-\$20.00								1 – 1.9%		1 – 0.3%	
\$20.99									2 – 1.0%		
\$26.99-29.99									2 – 1.0%	1 – 0.3%	

Table 2 – All Rankings – NONFICTION (Summary)

Ranges for Trade Paper and Trade Cloth are set to capture the vast majority of books, while eliminating a few special editions with extreme prices that could unduly distort the range and average (though there would be little, if any, impact on the median, which makes it a good indicator of price trends).

NONFICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q2 – 2012	Q2 – 2013
Mass Market										
Number	18	11	20	9	8	4	3	2	3	1
Range	\$4.99-\$7.99	\$5.95-\$7.99	\$4.99-\$7.99	\$6.50-\$7.99	\$6.50-7.99	\$7.99	\$7.99	\$7.99	\$7.50-\$7.99	\$7.99
Average	\$6.61	\$6.98	\$6.63	\$7.15	\$7.25	\$7.99	\$7.99	\$7.99	\$7.75	\$7.99
Median	\$7.99	\$7.99	\$7.50	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Trade Paper \$10 - \$30										
Number	96	87	98	102	92	90	115	109	108	105
Range	\$9.95-\$50.00	\$8.00-\$34.95	\$8.00-\$19.95	\$10.00-\$25.00	\$11.00-\$21.95	\$11.95-\$24.95	\$11.00-\$26.99	\$11.00- \$26.95	\$10.95-\$19.99	\$10.95-\$29.99
Average	\$17.80	\$15.57	\$13.70	\$15.98	\$15.50	\$15.79	\$17.48	\$17.48	\$15.93	\$17.85
Median	\$14.00	\$14.00	\$14.95	\$14.95	\$14.95	\$14.99	\$15.99	\$15.95	\$15.95	\$15.99
Trade Cloth \$13 - \$50										
Number	132	131	132	163	158	137	145	164	182	179
Range	\$12.95-\$45.00	\$17.50-\$45.00	\$16.95-\$39.95	\$14.95-\$39.95	\$14.95-\$35.00	\$14.99-\$49.95	\$16.99-\$50.00	\$15.99-\$40.00	\$14.95-\$50.00	\$14.95-\$40.00
Average	\$24.38	\$26.42	\$25.80	\$25.26	\$24.77	\$26.89	\$26.69	\$26.68	\$27.57	\$26.68
Median	\$24.95	\$24.95	\$24.95	\$24.95	\$25.00	\$25.95	\$26.00	\$26.00	\$26.00	\$26.95
E-Book \$0.50-\$30										
Number								26	92	124
Range								\$7.97-\$26.00	\$1.99-\$17.99	\$0.99-\$27.99
Average								\$14.32	\$11.06	\$11.85
Median								\$11.99	\$12.99	\$12.99

Table 2a – All Rankings – NONFICTION MASS MARKET Price Points

Tall rack detail is not necessary since it does not appear in Nonfiction

Colors:	Top Tier (by %)		Second			Third		Fourth		
NONFICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1- 2010	Q1 - 2011	Q1 – 2012	Q1 – 2012
Mass Market										
Number	18	11	20	9	8	4	3	2	3	1
Range	\$4.99-\$7.99	\$5.95-\$7.99	\$4.99-\$7.99	\$6.50-\$7.99	\$7.99	\$7.99	\$7.99	7.99	\$7.50-\$7.99	\$7.99
Average	\$6.61	\$6.98	\$6.63	\$7.15	\$7.25	\$7.99	\$7.99	7.99	\$7.75	\$7.99
Median	\$7.99	\$7.99	\$7.50	\$7.99	\$7.99	\$7.99	\$7.99	7.99	\$7.99	\$7.99
Mass market major price points (only include entries at exact price)										
\$4.99		1 – 5.6%		1 – 5.0%						
\$5.50	1 – 6.7%	1 – 5.6%		1 – 5.0%						
\$5.95-\$5.99	1 – 6.7%	2 – 11.1%	1 – 10.0%							
\$6.50				1 – 5.0%	1 – 11.1%	1 – 12.5%				
\$6.95-\$6.99	2 – 13.3%	1 – 5.6%	1 – 10.0%	5 – 25.0%	1 – 11.1%	1 – 12.5%				
\$7.50	2 – 13.3%	1 – 5.6%		2 – 10.0%		1 – 12.5%			1 – 33.3%	
\$7.95-\$7.99	7 – 46.7%	12 – 66.7%	9 – 80.0%	10 – 50.0%	7 – 77.8%	5 – 62.5%	4 – 100.0%	3 – 100%	2 – 66.7%	1 – 100%

**Table 2b – All Rankings – NONFICTION TRADE PAPER Price Points
Range between \$8 and \$30 (Increased low end to \$10 for 2011)**

Colors:	Top Tier (by %)		Second		Third			Fourth		
NONFICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Trade Paper										
Number	96	87	98	102	92	90	115	109	108	105
Range	\$9.95-\$50.00	\$8.00-\$34.95	\$8.00-\$19.95	\$10.00-\$25.00	\$11.00-\$21.95	\$11.95-\$24.95	\$11.00-\$26.99	\$11.00- \$26.95	\$10.95-\$19.99	\$10.95-\$29.99
Average	\$17.80	\$15.57	\$13.70	\$15.50	\$15.50	\$15.79	\$17.48	\$17.48	\$15.93	\$17.85
Median	\$14.00	\$14.00	\$14.95	\$14.95	\$14.95	\$14.99	\$15.99	\$15.95	\$15.95	\$15.99
Trade paper major price points (typically set at one of three decimal amounts, ie, 13.95, 13.99, 14.00)										
\$8.95-\$9.00			2 – 2.0%							
\$9.95-\$10.00	2 – 2.1%	5 – 5.7%	7 – 7.1%	2 – 2.0%						
\$10.95-\$11.00	2 – 2.1%	3 – 3.4%		4 – 3.9%	1 – 1.1%		1 – 0.9%	1 – 0.9%	1 – 0.9%	1 – 0.9%
\$11.95-\$12.00	4 – 4.2%	6 – 6.9%	4 – 4.1%	4 – 3.9%	3 – 3.3%	3 – 3.3%	4 – 3.5%	2 – 1.8%	3 – 2.8%	2 – 1.9%
\$12.95-\$13.00	16 – 16.7%	12 – 13.8%	13 – 13.3%	4 – 3.9%	9 – 9.7%	6 – 6.7%	3 – 2.6%	4 – 3.6%	3 – 2.8%	4 – 3.8%
\$13.95-\$14.00	26 – 27.1%	19 – 21.8%	17 – 17.3%	20 – 19.6%	18 – 19.6%	13 – 14.1%	9 – 7.8%	9 – 8.3%	10 – 9.3%	5 – 4.8%
\$14.95-\$15.00	22 – 22.9%	15 – 17.2%	31 – 31.6%	40 – 39.2%	35 – 38.0%	34 – 37.8%	32 – 27.8%	34 – 31.2%	27 – 25.0%	25 – 23.8%
\$15.95-\$16.00	5 – 5.2%	9 – 10.3%	10 – 10.2%	9 – 8.8%	11 – 11.9%	17 – 18.9%	27 – 23.5%	28 – 25.7%	38 – 35.2%	34 – 32.4%
\$16.95-\$17.00	6 – 6.3%	6 – 6.9%179	4 – 4.1%	2 – 2.0%	1 – 1.1%	2 – 2.2%	12 – 10.4%	9 – 8.3%	10 – 9.3%	11 – 10.5%
\$17.50					1 – 1.1%					
\$17.95-\$18.00	2 – 2.1%	1 – 1.1%	1 – 1.0%	3 – 2.9%	3 – 3.3%	1 – 1.1%	3 – 2.6%	3 – 2.7%	5 – 4.6%	7 – 6.7%
\$18.95-\$19.00	6 – 6.3%	3 – 3.4%	4 – 4.1%	2 – 2.0%	1 – 1.1%		3 – 2.6%	1 – 0.9%	2 – 1.9%	1 – 0.9%
\$19.95-\$20.00	2 – 2.1%	2 – 2.3%	4 – 4.1%	6 – 5.9%	6 – 6.5%	8 – 8.9%	13 – 11.3%	8 – 7.3%	9 – 8.3%	8 – 7.6%
\$20.95-\$21.00										1 – 0.9%
\$21.95-\$22.00	1 – 1.0%	3 – 3.4%		2 – 2.0%	3 – 3.3%	4 – 4.4	4 – 3.5%	4 – 3.6%		1 – 0.9%
\$22.95-\$23.00										1 – 0.9%
\$23.95-\$24.00										
\$24.95-\$25.00	1 – 1.0%	1 – 1.1%		4 – 3.9%		2 – 2.2%	3 – 2.6%	5 – 4.5%		2 – 1.9%
\$25.01-\$30.00	3 – 3.1%	1 – 1.1%					1 – 0.9%	1 – 0.9%		2 – 1.9%

Table 2c– All Rankings – NONFICTION TRADE CLOTH Price Points

Colors:	Top Tier (by %)		Second			Third		Fourth		
NONFICTION Trade Cloth	Q1 – 2004	Q1 – 2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Number	132	131	132	163	158	136	144	164	182	179
Range	\$12.95-\$45.00	\$17.50-\$45.00	\$16.95-\$39.95	\$14.95-\$39.95	\$14.95-\$35.00	\$14.95-\$40.00	\$16.99-\$40.00	\$15.99-\$40.00	\$14.95-\$50.00	\$14.95-\$40.00
Average	\$24.38	\$26.42	\$25.80	\$25.26	\$24.77	\$26.10	\$26.06	\$26.68	\$27.57	\$26.68
Median	\$24.95	\$24.95	\$24.95	\$24.95	\$25.00	\$25.95	\$26.00	\$26.00	\$26.00	\$26.95
Trade Cloth major price points (typically set at one of three decimal amounts, ie, 24.95, 24.99, 25.00)										
\$13.00-\$17.00	6 – 4.5%		2 – 1.5%	4 – 2.4%	4 – 2.6%	1 – 0.7%	2 – 1.4%	2 – 1.2%	4 – 2.1%	5 – 2.8%
\$17.95-\$18.00	1 – 0.8%			1 – 0.6%	1 – 0.6%		1 – 0.7%	1 – 0.6%		2 – 1.1%
\$18.95-\$19.00	1 – 0.8%									2 – 1.1%
\$19.95-\$20.00	8 – 6.1%	13 – 9.9%	13 – 9.8%	13 – 7.9%	8 – 5.1%	7 – 5.1%	4 – 2.8%	3 – 1.8%	5 – 2.7%	5 – 2.8%
\$20.95-\$21.00	1 – 0.8%	2 – 1.5%		1 – 0.6%		1 – 0.7%			1 – 0.5%	
\$21.95-\$22.00	6 – 4.5%	4 – 3.1%	8 – 6.1%	8 – 4.9%	5 – 3.2%	4 – 2.9%	4 – 2.8%	4 – 2.4%	6 – 3.3%	4 – 2.2%
\$22.50				1 – 0.6%						
\$22.95-\$23.00	6 – 4.5%	6 – 4.6%	4 – 3.0%	4 – 2.4%	8 – 5.1%	2 – 1.5%	2 – 1.4%	5 – 3.0%	4 – 2.2%	4 – 2.2%
\$23.95-\$24.00	10 – 7.8%	13 – 9.9%	12 – 9.1%	13 – 7.9%	12 – 7.6%	7 – 5.1%	8 – 5.6%	4 – 2.4%	7 – 3.8%	8 – 4.4%
\$24.50							1 – 0.7%			
\$24.95-\$25.00	39 – 29.5%	38 – 29.0%	41 – 31.1%	47 – 28.8%	44 – 27.8%	33 – 24.3%	23 – 15.9%	32 – 19.5%	35 – 19.2%	19 – 10.6%
\$25.95-\$26.00	23 – 17.4%	32 – 24.4%	26 – 19.7%	31 – 19.0%	30 – 19.0%	32 – 23.5%	31 – 21.5%	42 – 25.6%	39 – 21.4%	28 – 15.6%
\$26.95-\$27.00	6 – 4.5%	8 – 6.1%	7 – 5.3%	10 – 6.1%	15 – 9.5%	13 – 9.6%	25 – 1.4%	21 – 12.8%	27 – 14.8%	31 – 17.3%
\$27.50				1 – 0.6%		1 – 0.7%	3 – 2.1%	2 – 1.2%	2 – 1.1%	
\$27.95-\$28.00	7 – 5.3%	12 – 9.2%	7 – 5.3%	14 – 8.5%	15 – 9.5%	13 – 9.6%	17 – 11.8%	15 – 9.1%	17 – 9.3%	30 – 16.8%
\$28.95-\$29.00	1 – 0.8%			1 – 0.6%	2 – 1.3%	3 – 2.2%	2 – 1.4%	3 – 1.8%	3 – 1.8%	3 – 1.7%
\$29.95-\$30.00	7 – 5.3%	7 – 5.3%	4 – 3.0%	9 – 5.5%	3 – 1.9%	10 – 7.4%	11 – 7.6%	15 – 9.1%	15 – 8.2%	19 – 10.6%
\$30.95-\$31.00										
\$31.95-\$32.00			1 – 0.8%							1 – 0.6%
\$32.50									1 – 0.5%	
\$32.95-\$33.00					1 – 0.6%	1 – 0.7%	1 – 0.7%	1 – 0.6%		
\$33.95-\$34.00										
\$34.95-\$35.00	3 – 2.3%	1 – 0.8%	4 – 3.0%	5 – 3.1%	4 – 2.5%	8 – 5.9	8 – 5.6%	9 – 5.5%	7 – 3.8%	10 – 5.6%
\$35.95-\$50.00	1 – 0.8%	2 – 1.5%	1 – 0.8%		1 – 0.6%	4 – 2.9%	1 – 0.7%	5 – 3.0%	8 – 4.4%	8 – 4.4%

Table 2d– All Rankings – NONFICTION E-Books Price Points

Between \$0.50 and \$30

NOTE: E-books are tracked by the initial Kindle or Nook ISBN and price. The clustering of price points shows how the initial price of an e-book is determined by the format of the print edition when the title was first published. NYT started its e-book lists in February 2011.

Colors:	Top Tier (by %)			Second			Third		Fourth	
NONFICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
E-Book										
Number								26	92	124
Range								\$7.97-\$26.00	\$1.99-\$17.99	\$0.99-\$27.99
Average								\$14.32	\$11.06	\$11.85
Median								\$11.99	\$12.99	\$12.99
E-book – because of the number of formats, prices represent Amazon Kindle or B&N Nook, which are often the same price, and sometimes at off amounts										
Less than \$1										4 – 3.2%
\$1.59 - \$2.99									3 – 3.3%	12 – 9.7%
\$3.99 - \$4.99										3 – 2.4%
\$5.50 - \$5.99									2 – 2.2%	
\$6.15 - \$6.99										1 – 0.8%
\$7.97-\$7.99								1 - 3.8%	2 – 2.2%	1 – 0.8%
\$8.51 - \$8.99								1 – 3.8%	1 – 1.1%	2 – 1.6%
\$9.34 - \$9.99								10 – 38.5%	18 – 19.6%	13 – 10.5%
\$10.95 - \$10.99									3 – 3.3%	2 – 1.6%
\$11.99								3 – 11.5%	12 – 13.0%	9 – 7.3%
\$12.99								6 – 23.1%	35 – 38.0%	38 – 30.6%
\$13.99-\$14.00								2 – 7.7%	2 - 2.2%	9 – 7.3%
\$14.99									9 – 9.8%	17 – 13.7%
\$15.40 - \$15.99									2 – 2.2%	6 – 4.8%
\$16.99									1 – 1.1%	2 – 1.6%
\$17.99								1 – 3.8%	1 – 1.1%	
\$18.95-\$18.99								1 – 3.8%		1 – 0.8%
\$19.99										3 – 2.4%
\$26.00								1 – 3.8%		
\$27.99										1 – 0.8%

Table 3a – Top 15 – FICTION (Summary)

Ranges on Trade Paper and Trade Cloth are intended to eliminate special editions that could distort price analysis of “typical” titles

FICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1- 2011	Q1 - 2012	Q1 – 2013
Mass Market										
Number	45	53	57	60	57	50	51	50	46	62
Range	\$5.99-7.99	\$6.99-\$7.99	\$6.99-\$7.99	\$5.99-\$7.99	\$6.99-\$7.99	\$6.99-\$7.99	\$7.50-\$7.99	\$7.99-\$9.99	\$4.99-\$8.99	\$6.99-\$8.99
Average	\$7.12	\$7.49	\$7.49	\$7.15	\$7.49	\$7.49	\$7.75	\$8.49	\$7.32	\$7.89
Median	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Tall Rack										
Number			4	10	16	15	17	21	20	20
Range			\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99-\$10.00
Median			\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Tall Rack			\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99	\$9.99
Trade Paper \$10 - 30										
Number	15	12	14	28	31	29	30	28	34	43
Range	\$11.95-\$15.00	\$11.95-\$18.95	\$12.00-\$19.95	\$12.00-\$24.95	\$12.95-\$25.00	\$13.95-\$19.99	\$13.00-\$15.95	\$13.95-\$19.99	\$13.95-\$19.99	\$12.99-\$16.99
Average	\$13.54	\$14.46	\$14.69	\$15.42	\$16.89	\$15.36	\$14.48	\$15.60	\$15.71	\$15.08
Median	\$14.00	\$14.00	\$14.00	\$14.00	\$14.95	\$14.95	\$14.95	\$14.99	\$14.99	\$14.99
Trade Cloth \$13 - \$40										
Number	51	62	54	74	62	57	61	82	69	73
Range	\$19.95-\$27.95	\$17.95-\$35.00	\$19.95-\$28.95	\$16.95-\$35.00	\$17.95-\$35.00	\$19.99-\$29.95	\$21.99-\$35.00	\$16.99-\$30.00	\$14.95-\$35.00	\$14.99-\$35.00
Average	\$24.24	\$25.34	\$25.04	\$24.92	\$25.37	\$25.45	\$26.48	\$26.51	\$26.20	\$26.40
Median	\$24.95	\$25.95	\$25.95	\$25.95	25.95	\$25.99	\$26.00	\$26.95	\$26.95	\$26.99
E-Book \$0.50- \$30										
Number								29	65	86
Range								\$5.43-\$14.99	\$0.99-\$16.99	\$0.99-\$16.99
Average								\$10.34	\$8.33	\$9.16
Median								\$.99	\$11.99	\$9.99

Table 3b – Top 15 – NONFICTION (Summary)

Ranges on Trade Paper and Trade Cloth are intended to eliminate special editions that could distort price analysis of “typical” titles

NONFICTION	Q1 – 2004	Q1 -2005	Q1 – 2006	Q1 – 2007	Q1 – 2008	Q1 – 2009	Q1 – 2010	Q1 – 2011	Q1 – 2012	Q1 – 2013
Mass Market										
Number	11	9	11	4	5	1	1	1	2	1
Range	\$5.95-\$7.99	\$5.95-\$7.99	\$5.50-\$7.99	\$6.95-\$7.99	\$7.50-\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Average	\$6.86	\$6.98	\$6.86	\$7.47	\$7.75	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Median	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99	\$7.99
Trade Paper \$10 - \$30										
Number	49	51	47	64	53	51	60	64	65	61
Range	\$10.95-\$20.00	\$10.00-\$34.95	\$11.95-\$19.95	\$10.00-\$24.95	\$11.99-\$21.95	\$11.99-\$45.00	\$11.00-\$24.99	\$11.00-\$17.11	\$10.95-\$19.99	\$10.95-\$29.99
Average	\$15.18	\$16.55	\$15.03	\$15.83	\$15.74	\$17.81	\$17.20	\$17.11	\$15.63	\$17.83
Median	\$14.00	\$14.95	\$14.95	\$14.95	\$14.95	\$14.99	\$15.95	\$15.95	\$15.95	\$15.99
Trade Cloth \$13 - \$50										
Number	83	75	78	92	92	82	92	101	102	109
Range	\$12.95-\$35.00	\$17.50-\$32.50	\$16.95-\$39.95	\$14.95-\$45.00	\$15.99-\$35.00	\$19.95-\$40.00	\$16.99-\$50.00	\$15.99-\$40.00	\$14.99-\$45.00	\$15.99-\$37.95
Average	\$23.81	\$24.72	\$25.95	\$24.88	\$24.77	\$26.59	\$26.68	\$26.28	\$26.35	\$25.80
Median	\$24.99	\$24.95	\$24.95	\$24.95	\$25.00	\$25.95	\$26.00	\$26.00	\$26.00	\$26.95
E-Book \$0.50 - \$30										
Number								13	47	54
Range								\$7.97-\$17.99	\$1.99-\$17.99	\$1.99-\$19.99
Average								\$12.49	\$11.22	\$11.85
Median								\$11.99	\$12.99	\$12.99