

## **SPECIAL REPORT: RACHAEL RAY FOR SIMBA BOOK PUBLISHING REPORT**

### **RACHAEL RAY – 2002 to 2007**

#### **Draft 1**

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This report contains:

Charts:

Narrative

Rachael Ray titles 2002 through 2007

Individual Years

### **SAMPLE**

Each month 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 was submitted as a "special topic" in January 2008 to look at cookbook author Rachel Ray, who had achieved superstar status as a bestselling author starting in 2003, until she started to fade in 2007.

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 first chart was created as a Word table from data obtained using our own web-based report generator. The other charts were created by the report generator.

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

Stuart Johnson & Associates

Posted on our website at  
[www.sjassociates.com/docs/  
SAMPLE\\_Case\\_Study\\_Rachel\\_Ray.pdf](http://www.sjassociates.com/docs/SAMPLE_Case_Study_Rachel_Ray.pdf)

Rachael Ray has become a fixture on the bestseller lists. But, has the Food Network phenomenon's star begun to fade? It would appear so when we look at the span from her first appearance in 2002 through 2007.

It all started in December of 2002 with *30-Minute Meals*, which would go on to appearance 58 weeks through December of 2005, eclipsed in total weeks only by two other titles, *30 Minute Meals 2* and *365 No Repeats*.

YEAR	TITLES	TIMES*	AVG WEEKS	HIGHEST RANK	TOTAL RATING
2002	1	8	4	6	2.6
2003	3	155	26	1 (1 title)	51.3
2004	6	92	7.8	2 (1 title)	28.7
2005	7	116	8.7	1 (2 titles)	39.4
2006	7	190	15.6	1 (3 titles)	75.3
2007	4	32	4.3	1 (1 title)	11.4
*total appearances on the three lists					

By several measures, 2006 was Ray's strongest year – tied with 2005 for number of titles, the greatest number of total appearances on the lists and the highest total rating (rankings converted to a percentile score), and three titles hit Nr. 1. Interestingly, 2003 was the next strongest in terms of total appearances and rating—though this was accomplished with only 3 titles—and 2007 turns out to be the second lowest in appearances and rating.

The following chart is a composite of all 14 Rachael Ray ISBNs that have appeared since 2002. This is followed by charts for the individual years.

#### ALL RACHAEL RAY TITLES (BY ISBN) — January 2002-December 2007 (14 total)

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	*30-Minute Meals 2	Rachael Ray	Lake Isle Press	5/03	8.4	1	61	60	21	62	6-15-03	12-25-05
2	NP	*365 No Repeats	Rachael Ray	Clarkson Potter	11/05	8.4	1	58	37	18	59	11-6-05	12-23-07
3	NP	30-Minute Meals	Rachael Ray	Lake Isle Press	11/98	3.9	3	54	36	4	58	12-8-02	12-25-05
4	NP	*Express Lane Meals	Rachael Ray	Clarkson Potter	4/06	3.6	1	32	15	7	32	4-23-06	12-24-06
5	NP	*30-Minute Get Real Meals	Rachael Ray	Clarkson Potter	3/05	3.2	1	33	17	9	33	4-3-05	12-24-06
6	NP	*2, 4, 6, 8	Rachael Ray	Clarkson Potter	11/06	2.1	1	13	8	7	13	11-12-06	2-4-07

7	NP	<i>*Just in Time</i>	Rachael Ray	Clarkson Potter	11/07	1.7	1	8	8	7	8	11-11-07	12-30-07
8	NP	<i>*Cooking 'Round the Clock</i>	Rachael Ray	Lake Isle Press	10/04	1.4	3	15	12	3	15	11-28-04	12-25-05
9	NP	<i>*Get Togethers</i>	Rachael Ray	Lake Isle Press	11/03	0.9	5	9	9	0	9	11-16-03	12-26-04
10	CH	<i>*Cooking Rocks!</i>	Rachael Ray	Lake Isle Press	10/04	0.6	4	12	1	0	12	12-5-04	12-17-06
11	NH	<i>*Classic 30-Minute Meals</i>	Rachael Ray	Lake Isle Press	11/06	0.5	7	6	7	0	9	11-26-06	12-23-07
12	NP	<i>*Open House Cookbook</i>	Rachael Ray	Lake Isle Press	10/06	0.2	4	4	0	0	4	10-29-06	11-19-06
13	NP	<i>*Best Eats in Town on \$40 a Day</i>	Rachael Ray	Lake Isle Press	8/04	0.0	11	1	0	0	1	12-19-04	12-19-04
14	NH	<i>*Comfort Food</i>	Rachael Ray	Lake Isle Press	11/05	0.0	145	0	1	0	1	12-25-05	12-25-05

**Average Weeks on Lists**  
(This Period):

Top 10: 30.1 weeks  
All 14 Titles: 22.6 weeks

CLASS (CLS): N=Nonfiction, F=Fiction, C=Children & Youth

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)

Analysis by Stuart Johnson & Associates

**2002 (1 total)**

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	<i>30- Minute Meals</i>	Rachael Ray	Lake Isle Press	11/98	2.6	6	4	4	0	4	12-8	12-29
Average Weeks on Lists (This Period):					All 1 Titles: 4.0 weeks								

**2003 (3 total)**

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	<i>*30- Minute Meals 2</i>	Rachael Ray	Lake Isle Press	5/03	31.0	1	30	30	16	30	6-15	1-4
2	NP	<i>30-Minute Meals</i>	Rachael Ray	Lake Isle Press	11/98	15.4	3	37	22	4	40	1-5	1-4
3	NP	<i>*Get Togethers</i>	Rachael Ray	Lake Isle Press	11/03	4.9	5	8	8	0	8	11-16	1-4
Average Weeks on Lists (This Period):					All 3 Titles: 26.0 weeks								

**2004** (6 total)

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	<i>30-Minute Meals 2</i>	Rachael Ray	Lake Isle Press	5/03	16.8	2	25	24	5	26	1-11	1-2
2	NP	<i>*Cooking 'Round the Clock</i>	Rachael Ray	Lake Isle Press	10/04	6.3	3	6	6	3	6	11-28	1-2
3	NP	<i>30-Minute Meals</i>	Rachael Ray	Lake Isle Press	11/98	3.4	7	7	7	0	8	1-11	12-26
4	CH	<i>*Cooking Rocks!</i>	Rachael Ray	Lake Isle Press	10/04	1.7	4	5	1	0	5	12-5	1-2
5	NP	<i>Get Togethers</i>	Rachael Ray	Lake Isle Press	11/03	0.3	10	1	1	0	1	12-26	12-26
6	NP	<i>*Best Eats in Town on \$40 a Day</i>	Rachael Ray	Lake Isle Press	8/04	0.2	11	1	0	0	1	12-19	12-19
Average Weeks on Lists (This Period):				All 6 Titles: 7.8 weeks									

## 2005 (7 total)

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	*30- Minute Get Real Meals	Rachael Ray	Clarkson Potter	3/05	17.1	1	26	14	9	26	4-3	1-1
2	NP	*365 No Repeats	Rachael Ray	Clarkson Potter	11/05	15.2	1	9	9	8	9	11-6	1-1
3	NP	30- Minute Meals 2	Rachael Ray	Lake Isle Press	5/03	2.3	8	6	6	0	6	5-8	12-25
4	NP	Cooking 'Round the Clock	Rachael Ray	Lake Isle Press	10/04	2.0	12	9	6	0	9	1-9	12-25
5	NP	30- Minute Meals	Rachael Ray	Lake Isle Press	11/98	1.7	8	6	3	0	6	2-13	12-25
6	CH	Cooking Rocks!	Rachael Ray	Lake Isle Press	10/04	1.1	5	4	0	0	4	1-9	12-4
7	NH	*Comfort Food	Rachael Ray	Lake Isle Press	11/05	0.0	145	0	1	0	1	12-25	12-25
Average Weeks on Lists (This Period):				All 7 Titles: 8.7 weeks									

## 2006 (7 total)

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	<i>365 No Repeats</i>	Rachael Ray	Clarkson Potter	11/05	35.1	1	49	27	10	49	1-8	12-31
2	NP	<i>*Express Lane Meals</i>	Rachael Ray	Clarkson Potter	4/06	21.6	1	32	15	7	32	4-23	12-24
3	NP	*2, 4, 6, 8	Rachael Ray	Clarkson Potter	11/06	12.2	1	8	8	7	8	11-12	12-31
4	NH	<i>*Classic 30-Minute Meals</i>	Rachael Ray	Lake Isle Press	11/06	2.7	7	6	4	0	6	11-26	12-31
5	NP	<i>30-Minute Get Real Meals</i>	Rachael Ray	Clarkson Potter	3/05	2.1	6	7	3	0	7	1-8	12-24
6	NP	<i>*Open House Cookbook</i>	Rachael Ray	Lake Isle Press	10/06	1.4	4	4	0	0	4	10-29	11-19
7	CH	<i>Cooking Rocks!</i>	Rachael Ray	Lake Isle Press	10/04	0.6	6	3	0	0	3	12-3	12-17
<b>Average Weeks on Lists</b> (This Period):				All 7 Titles: 15.6 weeks									

**2007** (4 total)

NR	CLS FMT	TITLE	AUTHOR	IMPRINT	PUB DATE	THIS PERIOD					SPAN(this period)		
						Rating	High Rank	NYT	USA	PW	Weeks	First	Last
1	NP	<i>*Just in Time</i>	Rachael Ray	Clarkson Potter	11/07	10.1	1	8	8	7	8	11-11	12-30
2	NP	2, 4, 6, 8	Rachael Ray	Clarkson Potter	11/06	0.7	7	5	0	0	5	1-7	2-4
3	NH	<i>Classic 30- Minute Meals</i>	Rachael Ray	Lake Isle Press	11/06	0.4	101	0	3	0	3	1-7	12-23
4	NP	<i>365 No Repeats</i>	Rachael Ray	Clarkson Potter	11/05	0.2	105	0	1	0	1	12-23	12-23
<b>Average Weeks on Lists (This Period):</b>				All 4 Titles: 4.3 weeks									