

## 2012 CATEGORY SUMMARIES - DRAFT 2

FOR SIMBA INFORMATION

### Overview

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Because most of the larger categories (by number of titles) have been covered in extensive monthly Category Review reports, all narratives are one page summaries.

This report covers 18 selected categories.  
*The part refers to the chart documents, the number in parentheses to the page number in this document.*

Part 1	Part 2	Part 3	Part 4
Art (6)	Fantasy (10)	Mystery & Detective (16)	Romance (22)
Biography & autobiography (7)	Graphic Novels (12)	Political Science (17)	Self-Help (24)
Business & economics (8)	Health & Fitness (13)	Reference (19)	Science Fiction (26)
Cooking (9)	How-To (14)	Religion (20)	Sports & Recreation (28)
	Literary (15)		Travel (30)

## 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 is the overview from the 2012 Category Summaries.

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 line chart of trends was created in Excel from data obtained from our own web-based report generator. Other charts are from the report generator, with some enhancement in Word (the trend direction symbols in column 1)

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\\_Category\\_Summary.pdf](http://www.sjassociates.com/docs/SAMPLE_Category_Summary.pdf)

Contained in this Overview:

Five-year Category Trends chart – for the top-10 of all categories and the rest of the 18 selected categories

Five-year Trend Graph – for the selected categories in the top-10 in 2011 or preceding years

Narratives for the 18 selected categories, in alphabetical order

The detailed charts for 2012 for each category will be found in separate files for each part shown above.

NOTE: Because the database is constantly updated, it is not unusual for the details of books—especially the categories and subcategories to which they are assigned—to change over time. This should be viewed as a refining process, but it can have an impact on historical data when comparing new reports with those previously released. For example, on the five year category rankings, it is possible that previous years may shift by a rank or two from previous reports. When category and subcategory assignments in Books in Print seem suspicious, we will check against Barnes & Nobel (bn.com) and Amazon.com. Occasionally we also find category assignments that are clearly off the mark, appearing to be wrongly derived from keywords in the title or description.

## FIVE-YEAR TREND FOR THE COVERED CATEGORIES

### FIVE-YEAR TREND: Top Categories by Consolidated Ranking

Color coded entries in top-10 represent categories covered in the annual summary.

The 2002 column represents a reference point 10 years in the past

The second line is the rating (consolidated ranking expressed as a percentile, by edition)

Read the third line as x editions of x titles by x authors from x imprints

2012 Rank	2002	2008	2009	2010	2011	2012
1	<b>History</b> 854.3 236–213–186–84	<b>Movie or TV Tie-In</b> 1049.6 112–92–70–44	<b>Movie or TV Tie-In</b> 1301.1 142–114–85–60	<b>Movie or TV Tie-In</b> 1427.3 142–106–76–59	<b>Biography</b> 1571.1 457–302–291–98	<b>Romance</b> 1859.5 745–541–266–115
2	<b>Romance</b> 754.1 238–227–124–47	<b>Romance</b> 1004.2 353–342–171–52	<b>Romance</b> 910.6 382–364–173–53	<b>Mystery &amp; Detective</b> 1256.1 302–254–154–58	<b>History</b> 1489.4 413–297–262–101	<b>Mystery &amp; Detective</b> 1652.7 539–355–224–82
3	<b>Mystery &amp; Detective</b> 672.2 199–177–116–46	<b>Biography</b> 939.7 227–207–201–76	<b>Fantasy</b> 885.2 244–233–135–69	<b>Suspense</b> 1072.5 234–193–136–50	<b>Mystery &amp; Detective</b> 1476.0 461–336–192–89	<b>Biography</b> 1546.8 486–317–309–88
4	<b>Biography</b> 647.9 131–116–107–54	<b>Fam/Relationships</b> 821.8 146–135–114–69	<b>Fam/Relationships</b> 866.1 165–158–143–83	<b>Biography</b> 1055.4 252–227–217–78	<b>Romance</b> 1326.0 629–476–237–79	<b>History</b> 1467.9 503–339–292–106
5	<b>Movie or TV Tie-In</b> 626.0 73–62–53–43	<b>Suspense</b> 769.8 213–198–130–41	<b>Mystery &amp; Detective</b> 856.1 233–217–132–55	<b>Fam/Relationships</b> 954.7 194–176–154–89	<b>Suspense</b> 1320.0 355–240–154–69	<b>Suspense</b> 1449.1 378–236–156–68
6	<b>Fantasy</b> 513.5 96–71–43–36	<b>Mystery &amp; Detective</b> 730.2 197–179–111–50	<b>Suspense</b> 798.3 219–196–130–46	<b>Romance</b> 940.3 483–470–239–55	<b>Movie or TV Tie-In</b> 1232.6 132–85–57–45	<b>Fantasy</b> 1365.7 669–540–288–112
7	<b>Suspense</b> 428.0 104–94–70–39	<b>Religion</b> 728.4 145–137–114–69	<b>Biography</b> 778.3 244–229–217–80	<b>History</b> 916.7 275–249–206–85	<b>Fantasy</b> 1159.8 508–431–230–95	<b>Thrillers</b> 1138.4 281–169–112–49
8	<b>Religion</b> 392.6 89–83–61–46	<b>History</b> 716.5 264–242–220–78	<b>History</b> 714.3 270–252–215–81	<b>Fantasy</b> 904.7 360–343–196–81	<b>Fam/Relationships</b> 1069.0 314–226–194–91	<b>Fam/Relationships</b> 1028.4 371–275–231–103
9	<b>Health &amp; Fitness</b> 344.8 40–35–29–25	<b>Social Science</b> 634.2 115–101–98–61	<b>Religion</b> 627.1 114–112–92–56	<b>Thrillers</b> 778.6 146–103–75–38	<b>Thrillers</b> 868.6 184–121–80–52	<b>Movie or TV Tie-In</b> 983.6 151–87–64–50
10	<b>People &amp; Places</b> 329.5 30–20–13–14	<b>Fantasy</b> 613.9 212–199–123–69	<b>Social Science</b> 459.3 109–104–99–55	<b>Graphic Novels</b> 561.7 324–319–149–29	<b>Social Science</b> 750.9 167–114–108–55	<b>Social Issues</b> 673.1 142–121–85–57

RATING is a composite score based on consolidated rankings of New York Times, USA Today and Publishers Weekly weekly lists, based on sales report dates falling within each calendar year.

Analysis by Stuart Johnson & Associates

**Other categories below the Top-10**

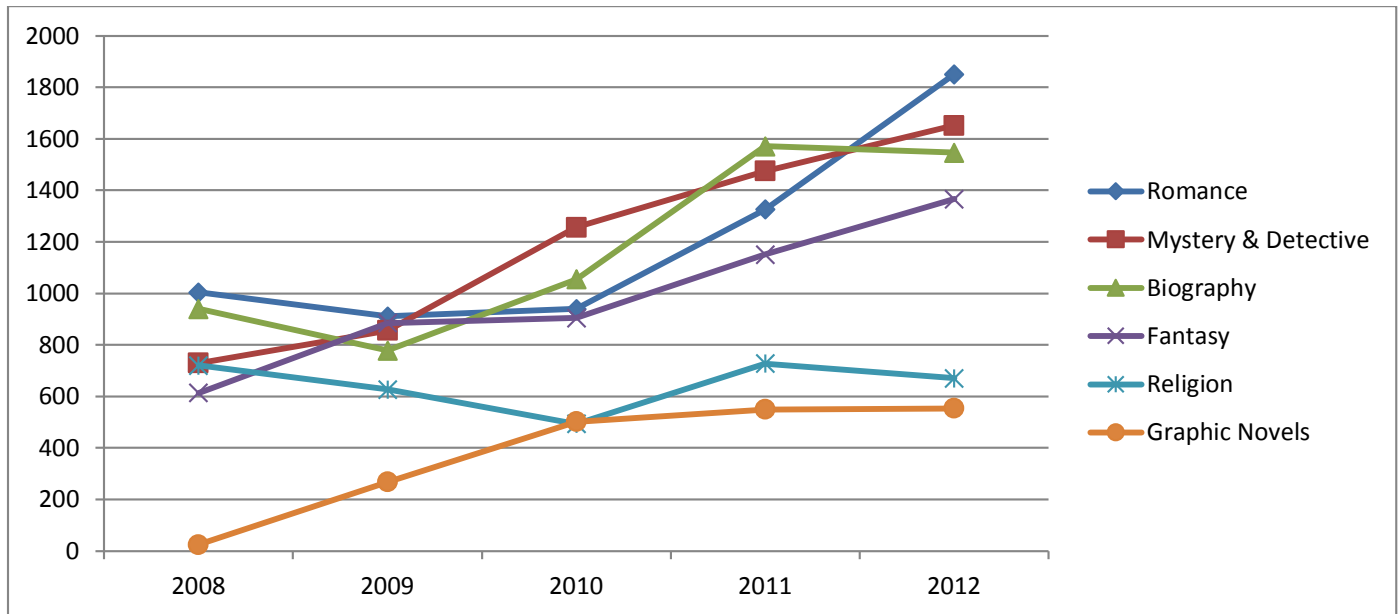
Arranged by 2012 Rank – symbols in rank column indicate movement from 2011 (up, down, steady)

2012 RANK	2002	2008	2009	2010	2011	2012
11 ↔	Nr. 8 See preceding page	Nr. 7 See preceding page	Nr. 9 See preceding page	RELIGION (Nr. 12) 494.0 122–116–102–62	RELIGION (Nr. 11) 726.5 169–134–108–74	RELIGION (Nr. 11) 670.5 191–148–123–69
12 ↑	POLITICAL SCIENCE (Nr. 15) 307.9 68–63–60–33	POLITICAL SCIENCE (Nr. 13) 365.5 114–108–104–51	POLITICAL SCIENCE (Nr. 13) 373.1 87–83–78–45	POLITICAL SCIENCE (Nr. 18) 336.3 101–93–89–49	POLITICAL SCIENCE (Nr. 14) 465.8 181–114–107–50	POLITICAL SCIENCE (Nr. 12) 643.5 221–142–137–56
14 ↓	Not on lists in 2002	GRAPHIC NOVELS (Nr. 58) 24.8 27–27–13–7	GRAPHIC NOVELS (Nr. 24) 268.1 156–154–92–23	Nr. 10 See preceding page	GRAPHIC NOVELS (Nr. 12) 549.1 426–417–200–53	GRAPHIC NOVELS (Nr. 14) 553.7 522–514–249–55
18 ↓	Nr. 9 see preceding page	HEALTH & FITNESS (Nr. 14) 346.4 44–40–35–26	HEALTH & FITNESS (Nr. 16) 346.6 64–61–48–30	HEALTH & FITNESS (Nr. 16) 349.6 75–71–60–38	HEALTH & FITNESS (Nr. 16) 407.4 72–66–57–35	HEALTH & FITNESS (Nr. 18) 409.5 95–80–72–45
20 ↑	SCIENCE FICTION (Nr. 33) 104.4 50–47–36–25	SCIENCE FICTION (Nr. 35) 116.9 62–59–49–30	SCIENCE FICTION (Nr. 34) 129.1 62–58–49–35	SCIENCE FICTION (Nr. 33) 155.7 85–79–59–32	SCIENCE FICTION (Nr. 31) 202.8 113–98–79–47	SCIENCE FICTION (Nr. 20) 382.7 165–138–102–58
22 ↓	SELF-HELP (Nr. 19) 259.6 45–43–37–28	SELF-HELP (Nr. 11) 439.0 50–49–46–35	SELF-HELP (Nr. 12) 432.9 62–60–57–44	SELF-HELP (Nr. 22) 295.1 54–51–48–35	SELF-HELP (Nr. 21) 329.1 55–47–46–34	SELF-HELP (Nr. 22) 346.7 82–66–64–46
24 ↓	BUSINESS & ECONOMICS (Nr. 13) 315.7 43–38–32–27	BUSINESS & ECONOMICS (Nr. 23) 219.4 95–92–87–46	BUSINESS & ECONOMICS (Nr. 25) 258.9 111–104–95–53	BUSINESS & ECONOMICS (Nr. 20) 302.8 105–99–90–51	BUSINESS & ECONOMICS (Nr. 22) 323.9 133–106–101–57	BUSINESS & ECONOMICS (Nr. 24) 263.1 148–118–114–54
29 ↓	SPORTS & RECREATION (Nr. 28) 137.7 25–21–21–20	SPORTS & RECREATION (Nr. 25) 212.7 48–46–42–32	SPORTS & RECREATION (Nr. 22) 275.0 61–58–55–38	SPORTS & RECREATION (Nr. 17) 348.6 55–48–43–38	SPORTS & RECREATION (Nr. 18) 356.7 76–52–48–36	SPORTS & RECREATION (Nr. 29) 252.6 68–48–45–36
36 ↑	COOKING (Nr. 27) 137.9 22–20–19–17	COOKING (Nr. 30) 167.5 38–38–33–22	COOKING (Nr. 31) 210.4 62–59–45–31	COOKING (Nr. 32) 174.1 61–60–47–26	COOKING (Nr. 39) 118.8 60–56–49–34	COOKING (Nr. 36) 172.5 83–78–72–47

2012 RANK	2002	2007	2008	2009	2010	2011
<b>43</b> ↓	<b>LITERARY</b> (Nr. 48) 23.1 9–8–7–6	<b>LITERARY</b> (Nr. 37) 101.7 14–12–12–9	<b>LITERARY</b> (Nr. 39) 85.7 24–17–17–13	<b>LITERARY</b> (Nr. 40) 109.5 38–28–28–23	<b>LITERARY</b> (Nr. 38) 119.1 44–32–30–29	<b>LITERARY</b> (Nr. 43) 78.9 35–20–20–19
<b>46</b> ↑	<b>TRAVEL</b> (Nr. 49) 22.9 14–14–13–12	<b>TRAVEL</b> (Nr. 33) 124.8 13–12–12–10	<b>TRAVEL</b> (Nr. 43) 66.4 13–13–12–11	<b>TRAVEL</b> (Nr. 41) 105.7 13–12–11–10	<b>TRAVEL</b> (Nr. 51) 46.4 15–12–12–11	<b>TRAVEL</b> (Nr. 46) 72.5 14–10–10–10
<b>56</b> ↓	<b>REFERENCE</b> (Nr. 35) 71.0 25–22–14–16	<b>REFERENCE</b> (Nr. 40) 82.6 24–22–16–15	<b>REFERENCE</b> (Nr. 52) 41.7 20–20–14–17	<b>REFERENCE</b> (Nr. 50) 41.5 21–20–13–14	<b>REFERENCE</b> (Nr. 53) 44.5 18–15–12–13	<b>REFERENCE</b> (Nr. 56) 42.8 19–19–16–16
<b>59</b> ↓	—	<b>ART</b> (Nr. 89) 1.3 6–6–6–6	<b>ART</b> (Nr. 79) 4.3 2–2–2–2	<b>ART</b> (Nr. 77) 5.0 3–3–3–3	<b>ART</b> (Nr. 54) 44.2 8–7–7–7	<b>ART</b> (Nr. 59) 35.5 14–9–9–9
<b>94</b> ↓	<b>CRAFTS &amp; HOBBIES</b> (Nr. 69) 0.5 1–1–1–1	<b>CRAFTS &amp; HOBBIES</b> (Nr. 87) 1.8 4–4–4–3	<b>CRAFTS &amp; HOBBIES</b> (Nr. 81) 3.7 3–3–3–3	<b>CRAFTS &amp; HOBBIES</b> (Nr. 75) 5.4 3–3–3–3	<b>CRAFTS &amp; HOBBIES</b> (Nr. 78) 8.2 2–2–2–2	<b>CRAFTS &amp; HOBBIES</b> (Nr. 94) 3.4 6–6–6–6
<p>RATING is a composite score based on consolidated rankings of New York Times, USA Today and Publishers Weekly weekly lists, based on sales report dates falling within each calendar year.</p> <p>Analysis by Stuart Johnson &amp; Associates</p>						

### FIVE-YEAR TREND FOR TOP-RANKED SELECTED CATEGORIES

Categories in this report that appear in the top-10 in 2012 or prior years, by 2012 rating



The lists are not static. Several changes in list structures have undoubtedly had an impact on category rankings. Since the database was begun in 2001, the following changes have occurred. The number in brackets is the total number of rankings tracked on the weekly lists, with a base of 410 entries on 14 lists prior to these changes:

- Feb 2005 – NYT added Children’s Series [420 on 15 lists]
- Sep 2007 – NYT split Fiction Paperback into Fiction Trade Paper and Fiction Mass Market [455 on 16 lists]
- Aug 2009 – NYT added 3 Graphic Books lists: hardcover, paper, manga [485 on 19 lists] – *the impact was immediate and dramatic. Graphic novels were not even on the lists in 2002, and then began to appear almost exclusively in the lower ranks of USA until NYT introduced its lists.*
- Sep 2009 – PW expanded its four weekly lists from 15 to 25 items [525 on 19 lists]
- Jan 2010—USA began to include e-books (no change in the size of the list)
- Feb 2011 – NYT added 2 E-book lists, one for fiction, the other for nonfiction [595 on 21 lists]
- Jul 2012 – PW modifies lists (first quite radical, then backed off, with the result that 2 25-item children’s lists (frontlist and picture) were added to the previous weekly lists; PW also began to include BookScan volume [645 on 23 lists]
- Oct 2012 – We started tracking the Digital Book World e-book list, including it under PW in reports since it matches PW’s 25-item lists – should PW start tracking e-books, we can switch to its list [670 on 24 lists]
- Dec 2012 – NYT modifies children’s lists, replacing 10-item Chapter and Paperback lists with 15-item Middle Grade and Young Adult [680 on 24 lists]

Showing the rating rather than the resulting rank in the chart provides a clearer picture of trends—and the influence of the changing number of “votes” available as the lists have grown.

## Notes on terminology

The RATING is the cumulative list rank expressed as a percentile. Each title can achieve a maximum rating of 100. To do so, it must appear in two or more editions, otherwise the maximum rating will be 75. Ratings will generally drop as the report period extends, so ratings over four quarters easily fall below 10, while ratings of 50 and more are extraordinary. There can only be one perfect score of 100 in any given period because only one title can be Nr. 1 on USA, while NYT and PW will generate multiple Nr. 1 titles each week.

The RANK shown is the descending rank order of the title ratings for the report period. We also refer to it as the consolidated ranking across the lists.

The EDITIONS-TO-TITLE ratio over time is an indication whether a category has responded to the expansion of the lists and the potential for multiple editions on the lists at the same time. A ratio of 1.5, for example, means that five in ten titles have multiple editions, where a ratio of 1.03—very close to “unity”—will find only three in one hundred titles with multiple editions.

## Category Narratives

### ART - Nr. 59

Last year's rank: Nr. 54

Appearing on the lists in 2012 were 14 editions of 8 titles by 9 authors under 9 imprints. Turnover was moderately high with 10 new entries (71%), 6 as new titles, 4 as new editions of previous or concurrent bestsellers. There were 3 authors new to the lists.

The Nr. 59 ranking for 2012 was down from Nr. 54 in 2011, but that remains the second highest in the last five years. Total entries were the highest in the last five years, up from 8 editions of 7 titles in 2011 and the low of 2 titles in 2009.

Two novels with art themes topped the category in 2012: *The Fallen Angel* (Daniel Silva, HarperCollins hardcover and e-book) and *Sacre Bleu* (Christopher Moore, William Morrow hardcover, paper, and e-book). The longest-running titles all returned from 2011: *The Greater Journey* (David McCullough, Simon & Schuster hardcover, paper and e-book) with 48 weeks from May 2011 through early December; *The Hare with Amber Eyes* (Edmund de Waal, Picador paper) with 37 weeks from August 2011 through July; and *Wonderstruck* (Brian Selznick, Scholastic children's hardcover) with 25 weeks from September 2011 through March.

Over five years there have been 28 editions of 23 titles, led by the five titles cited above. The median time span for the top-10 titles was 9.5 weeks and 4 weeks for all 23.

The leading category associated with art in both 2011 and 2012 was history, followed in 2012 by religion, mystery, and suspense. Religion was Nr. 5 in 2009 and Nr. 10 in 2011. Biography & autobiography, Nr. 1 in 2009 (with only one entry), was Nr. 2 in 2011 and Nr. 7 in 2012. Social science was Nr. 3 in 2011 and Nr. 8 in 2012. Wide swings in ranking from year to year, however, are not very significant in a category as small as art where one or two entries can have a large impact.

The ranking of subcategories is full of single title entries. In 2012 the top subcategories for art titles were Vatican, France, international relations, physicians & patient, and American.



## BIOGRAPHY & AUTOBIOGRAPHY - Nr. 3

Last covered in a Category Review December 2012

Last year's rank: Nr. 1

Appearing on the lists in 2012 were 486 editions of 317 titles by 309 authors under 88 imprints. Turnover was moderately high with 360 new entries (74%), 210 as new titles, 150 as new editions of previous or concurrent bestsellers. There were 122 authors new to the lists.

Biography ended 2012 at Nr. 3 among all categories, down from Nr 1 in 2011, its only appearance at the top spot. It was also Nr. 3 in 2008, then dropped to Nr. 7 in 2009 and rose to Nr. 4 in 2010. Total entries were the highest in the past five years, up from 227 in 2008. The 2012 rating of 1547 was nearly the same as 2011 (1571), but romance and mystery & detective came in with higher ratings (1860 and 1653) to grab the top two spots.

Long-running titles topped biographies in 2012: *Unbroken* (Laura Hillenbrand, Random House hardcover and e-book), 111 weeks since November 2010; *Steve Jobs* (Walter Isaacson, Simon & Schuster, hardcover and e-book), 63 weeks since October 2011; and *The Immortal Life of Henrietta Lacks* (Rebecca Skloot, Crown hardcover and e-book, Three Rivers paper), 151 weeks since February 2010.

The top-10 also included four new titles, with three of the authors new to the lists: *American Sniper* (Chris Kyle, William Morrow hardcover and e-book); *The Amateur* (Edward Klein, Regnery hardcover and e-book); *No Easy Day* (Mark Owen, Dutton hardcover and e-book); and *The Vow* (Kim Carpenter, B&H paper movie tie-in and e-book).

IN 2012 there were 486 editions of 317 titles, up from 277 editions of 207 titles in 2008. While most nonfiction have not moved into e-books as quickly as fiction, long-running categories like biography still show the growth of multiple editions, moving from 1.3 editions per title in 2008 to 1.5 in 2012. The median time span for the top-10 titles over five years was 140.5 weeks, dropping to a still-impressive 58.5 weeks for the top-50.

*Unbroken* was also Nr. 1 over five years, with eight of the top-10 on the lists for 100 weeks or more: *Eat, Pray, Love* (Elizabeth Gilbert, Viking hardcover, Penguin paper and e-book, 235 weeks); *The Glass Castle* (Jeannette Wells, Scriber hardcover, paper and e-book, 333 weeks), *The Immortal Life of Henrietta Lacks*, 151 weeks; *My Horizontal Life* (Chelsea Handler, Bloomsbury paper and e-book, 177 weeks); *The Audacity of Hope* (Barack Obama, McClelland & Stewart hardcover, Three Rivers paper, 130 weeks); and *Dreams from My Father* (Barack Obama, Crown hardcover and paper, 213 weeks).

The top associated categories for the past three years were history, social science and political science. All three were in the top four, in different order in 2008 and 2009. Sports & recreations was Nr. 4 in 2011 and 2012, up from Nr. 8 in 2010. Other top categories in 2012 included medical, religion, family & relationships, health & fitness, music, and business & economics.

Entertainment and performing arts was the top subcategory for three years, then slipped to Nr. 2 in 2012 as military climbed from Nr 4 in 2009 to Nr. 1 in 2012. Other top subcategories in 2012 were presidents & heads of state, African-American, and World War II.

## **BUSINESS & ECONOMICS - Nr. 24**

*Last covered in a Category Review February 2012*

Last year's rank: Nr. 22

Appearing on the lists in 2012 were 148 editions of 118 titles by 114 authors under 54 imprints. Turnover was moderately high with 119 new entries (80%), 96 as new titles, 23 as new editions of previous or concurrent bestsellers. There were 67 authors new to the lists.

Business & economics ended 2012 at Nr. 24 among all categories, down from Nr. 22 in 2011. The category started at Nr. 23 in 2008, rose to a high of Nr. 20 in 2010 before settling back down—but stayed within that narrow five-point range. Yet, the category was able to do this despite modest gains in editions (56% over five years) and titles (28%) compared to other categories.

*Steve Jobs* (Walter Isaacson, Simon & Schuster hardcover and e-book) topped the 2012 titles, well ahead of others with a strong rating of 48.0 (both editions would have to appear every week at Nr. 1 to secure a rating of 100). Other long-running titles in the upper ranks include *Strengths Finder 2.0* (Tom Rath, Gallup hardcover), 264 weeks since April 2007; *Freakonomics* (Steven D. Levitt, HarperCollins paper), 310 weeks since April 2005; and *Drive* (Daniel Pink, Riverhead paper), 126 weeks since January 2010.

The top-10 also included four new titles, all by authors new to the lists: *Taking People with You* (David Novak, Portfolio hardcover); *The Start-Up of You* (Reid Hoffman, Crown hardcover); *Daring Greatly* (Brene Brown, Penguin hardcover); and *The Price of Inequality* (Joseph E. Stiglitz, Norton hardcover and e-book).

In 2012 there were 148 editions of 118 titles, up from 95 editions of 92 titles in 2008. This indicates a noticeable rise in multiple editions, from a ratio of 1.03 in 2008 to 1.25 in 2012. Even in the top-10, however, it is evident that strong single editions are still enough to secure a good ranking. The median time span for the top-10 titles over the last five years was 114.5 weeks, dropping to 31.5 weeks for the top-50.

The top three titles over the last five years were also in the 2012 top-10: *Steve Jobs*, *Strengths Finder 2.0* and *Freakonomics*. While *Steve Jobs* reached Nr. 1 with 63 strong weeks, six of the top-10 were on the lists 100 weeks or more: *Strengths Finder 2.0* (264 weeks); *Freakonomics* (310 weeks); *The Big Short* (Michael Lewis, Norton hardcover and paper, 103 weeks); *The 4-Hour Workweek* (Timothy Ferris, Crown, two hardcover editions, 159 weeks); *Drive* (126 weeks); and *The Total Money Makeover* (Dave Ramsey, Nelson, two hardcover editions, 144 weeks).

Biography and technology were the leading associated categories in 2011 and 2012. Computers, Nr. 3 in 2012, rose over four years from Nr. 10 in 2009. Political science started at Nr. 1 in 2008, dropped to Nr. 8 by 2011, then jumped to Nr. 12 in 2012—showing the influence of both the presidential election cycle and Washington's role in dealing with the troubled economy. Social science was Nr. 5 in 2012.

Economic conditions was the leading subcategory in 2009 through 2011, then dropped to Nr. 5 in 2012 when Industries/Computer got the top spot in its only appearance in the top-10 over the past five years. Other top subcategories in 2012 were success, motivation, and management.

## COOKING - Nr. 36

*Last covered in a Category Review January 2013*

Last year's rank: Nr. 39

Appearing on the lists in 2012 were 83 editions of 78 titles by 72 authors under 47 imprints. Turnover was high with 69 new entries (83%), 65 as new titles, 4 as new editions of previous or concurrent bestsellers. There were 30 authors new to the lists.

Cooking ended 2012 at Nr. 36 among all categories, up from Nr. 39 in 2011. The category started at Nr. 30 in 2008 then dropped one each year to Nr. 32 in 2010 before suffering a deeper slump to Nr. 39 in 2011. Editions more than doubled in five years (118%), while titles expanded by 105%.

All of the top-10 in 2012 were new titles, half of them by authors new to the lists. The top titles were *The Pioneer Woman Cooks, Vol. 2* (Ree Drummond, William Morrow hardcover, 40 weeks); *Barefoot Contessa: Foolproof* (Ina Garten, Clarkson Potter hardcover, 9 weeks); *The Chew: Food, Life, Fun* (The Chew Crew, Hyperion paper, 14 weeks); *The Smitten Kitchen* (Deb Perelman, Knopf hardcover, 10 weeks); and *Weeknights with Giada* (Giada De Laurentiis, Clarkson Potter hardcover, 8 weeks).

In 2012 there were 83 editions of 78 titles, up from 38 editions of 38 titles in 2008. The rise in multiple editions from none to a ratio of 1.06 put cooking in 2012 where most categories were five years earlier. Most cooking titles do not have the longevity needed to warrant multiple print editions and few make the lists in e-book (only 7% in 2012, compared to 24% for biography & autobiography). The median time span for the top-10 titles over the last five years was 36.0 weeks, dropping to 15.0 weeks for the top-50.

Two of the rare exceptions to short life on the lists by cooking titles are the top two titles over the last five years, *The Omnivore's Dilemma* (Michael Pollan, Penguin paper, 280 weeks); and *Eat This Not That* (David Zincenko, Rodale paper, 94 weeks). None of the other top titles come anywhere near that longevity: *The Pioneer Woman Cooks, Vol. 2* (40 weeks); *Mastering the Art of French Cooking* (Julie Child, Knopf hardcover, 27 week revival prompted by the "Julie and Julia" movie in 2009); and *Julie and Julia* (Julie Powell, Little Brown paper and mass market movie tie-ins, 28 weeks).

Health & fitness was the top associated category for cooking titles the past three years. Biography & autobiography moved up from Nr. 3 for three years before hitting Nr. 2 in 2012. Social science started the five-year period at Nr. 2, dropped to Nr. 5 by 2010, then moved up to Nr. 3 in 2012. Other top categories in 2012 were humor and self-help.

Among subcategories, cookbooks (mixed content with recipes) was at the top for four of the last five years and Nr. 2 in 2009. Regional & ethnic moved up to Nr. 2 after two years at Nr. 3, changing places with diets & weight loss, which was Nr. 3 in 2012. Other leading subcategories in 2012 were diets & weight loss, food & drink, and quick & easy.

## FANTASY - Nr. 7

*Last covered in a Category Review April 2013 (and 2012)*

Last year's rank: Nr. 6

Appearing on the lists in 2012 were 669 editions of 540 titles by 288 authors under 112 imprints. Turnover was moderately high with 534 new entries (79%), 430 as new titles, 104 as new editions of previous or concurrent bestsellers. There were 59 authors new to the lists—typically much smaller than nonfiction categories (for example, biography had 122 new authors with 317 titles).

Fantasy ended 2012 at Nr. 6 among all categories—it started at Nr. 10 in 2008, shot up to Nr. 3 in 2009, then dropped back to Nr. 8 in 2010, before moving up one place each of the next two years. Over five years editions grew by 216%, titles by 171%.

Four titles from George R. R. Martin's "Fire and Ice" epic (also known as the "Game of Thrones" series after the first title) appeared in the top-10 for 2012 and a fifth at Nr. 11. The titles show the powerful interplay between a strong series and a media tie-in, in this case an HBO miniseries entering its third season in 2013, which actually revived several titles that had appeared earlier when the miniseries began in 2011. Leading the series in the top-10 was *A Dance with Dragons* (Spectra hardcover and e-book), 77 weeks since July 2011; *A Game of Thrones* (Spectra mass market, Bantam paper, mass market and e-book), 95 weeks since December 2010; and *A Storm of Swords* (Spectra paper, Specialist mass market, Bantam e-book), 93 weeks since June 2002. Leaving room for Stephen King's *11/22/63* at Nr. 4, the series picks up at Nr. 5 with *A Feast for Crows* (Bantam Dell hardcover, Seal mass market, Spectra paper, Bantam e-book), 105 weeks since November 2005.

*A Clash of Kings* appeared at Nr. 11, allowing a few other titles to appear in the top-10, including two by Suzanne Collins, *The Hunger Games* (Scholastic hardcover, two paper editions, and e-book), 224 weeks since September 2008; and *Mockingjay* (Scholastic hardcover, paper, e-book), 123 weeks since August 2010. There was also room for one new title in the top-10, *The Time Keeper* (Mitch Albom, Hyperion hardcover and e-book), 17 weeks since September.

In 2012 there were 669 editions of 540 titles, up from 212 editions of 199 titles in 2008. The increase in multiple editions is shown by the growing ratio of editions to titles, from 1.06 in 2008 to just over 1.2 in 2012. The median time span for the top-10 titles over the last five years was 105.0 weeks, dropping to 84.0 weeks for the top-50 and 24.0 weeks for the top 10% (142 titles).

Since the Game of Thrones series hit in the middle of the five-year period, it could only claim three of the top-10 spots (Nr. 2 for *A Dance with Dragons*, Nr. 3 for *A Storm of Swords* and Nr. 5 for *A Game of Thrones*). Stephanie Meyer's Twilight Saga series (NYT only) claimed Nr. 1, appearing 214 weeks since August 2007. Individual titles by Meyer in the five-year top-10 were *The Hunger Games* at Nr. 6, (224 weeks) and *The Host* (115 weeks). Charlaine Harris has two titles in the top-10: *Dead Until Dark* (96 weeks in paper and mass market) and *Dead and Gone* (68 weeks in hardcover and mass market). The final entry in the five-year top-10 was P. C. Cast's House of Night series with 147 weeks.

Movie or TV tie-in was the leading associated category for fantasy titles all of the past five years, along with the ten-year benchmark of 2002. Graphic novels have increased in exposure with the three NYT graphic books lists in late 2009, when it first appeared in the top-10 at Nr. 10, then up to Nr 4 in 2010 and Nr. 2 the last two years. Romance has climbed from Nr. 9 in 2009 to Nr. 3 in 2012. Other top categories in 2012 were social issues, occult & supernatural, action & adventure, family & relationships, horror, science fiction and history.

The leading subcategory the last two years is one we have created to track different types of media tie-ins, Tie-in: TV series, influenced largely by George R. R. Martin's works, as was epic, the Nr. 2 subcategory in 2011 and 2012. Paranormal was Nr. 3 in 2010 and 2012, and Nr. 4 the other three years. Vampires was Nr. 4, down one place from 2011. Manga was Nr. 5 each of the last four years, coinciding with the introduction of the NYT graphic books lists.

## GRAPHIC NOVELS - Nr. 12

*Last covered in a Category Review October 2012*

Last year's rank: Nr. 14

Appearing on the lists in 2012 were 522 editions of 514 titles by 249 authors under 55 imprints. Turnover was high with 450 new entries (86%), 441 as new titles, 9 as new editions of previous or concurrent bestsellers. There were 89 authors new to the lists. Graphic novels rarely appear in reprints (only 2% of the new entries in 2012) or e-book (only 2 in 2012—0.4%). Many are part of a series, with a number of the manga series reaching dozens of titles. Prior to the introduction of NYT graphic books lists in 2009, the category appeared almost exclusively in manga titles on USA. The NYT graphic books lists included one list just for manga titles, while the other two opened up new territory for a wider range of graphic novels. This is evident in the top-10 for 2012 and the past five years.

Robert Kirkman dominates the 2012 top-12 with five *Walking Dead* titles, all from Image Comics—*Walking Dead Compendium, Vol. 1* at Nr. 1, 72 weeks since September 2010; *The Walking Dead, Book 1* (hardcover) at Nr. 2, 76 weeks since November 2009; as well as *The Walking Dead, Vol. 1* (paper), 132 weeks; *The Walking Dead, Vol. 15* (paper), 18 weeks; and *The Walking Dead Compendium, Vol. 2*, 12 weeks.

In between the *Walking Dead* titles were *Are You My Mother?* (Alison Bechdel, HMH hardcover); *Smile* (Raina Telgemeier, Graphix paper); *Batman: The Court of Owls* (Scott Snyder, DC Comics paper); and volumes 1 and 2 of *Avatar: The Last Airbender*, *The Promise* (Gene Luen Yang, Dark Horse Comics paper)—all but *Smile* being new titles in 2012.

In 2012 there were 522 editions of 514 titles, up from only 27 in 2008. But, to be fair, because the NYT graphic books list were not introduced until late 2009, we really need to look at 2010 for comparison, when there were 324 editions of 318 titles. That represents a 61% increase in editions and titles over three years. The median time span for the top-10 titles over the last five years was 73.0 weeks, dropping to 29.5 weeks at the top-50 and 15.0 weeks for the top 10% (123 titles). Among manga titles, where there is generally a faster infusion of new volumes, longevity is normally very short, often only a matter of a few weeks and seldom more than 13 weeks.

Over five years, Kirkman's *Walking Dead* titles still account for four of the top-10, but *Watchmen* (Alan Moore, DC Comics hardcover and paper) claimed the top spot with 127 weeks, followed by the first of four Scott Pilgrim titles in the top-10, *Scott Pilgrim, Vol. 1* (Bryan Lee O'Malley, Oni Press hardcover and paper, 80 weeks); All of the five-year top-10 had appeared at least 53 weeks. The highest-ranked manga title was Volume 49 of *Naruto* (Masashi Kishimoto, Viz paper) at Nr. 23, with 22 weeks.

Not surprisingly, the top associated category for graphic novels over the past five years has been fantasy, with horror Nr. 2 for the last three years. Science fiction started in the top-10 at Nr. 3 in 2009, went down to Nr. 5 by 2011, then back to Nr. 3 in 2012. Movie or TV tie-ins was Nr. 4 in 2011 and 2012, but admittedly that category is under-rated for graphic novels, which often appear as TV animated series that are far more difficult to track than feature films. Humor was Nr. 5 in 2012, up from Nr. 4 in 2011.

The leading subcategories for graphic novels all of the past five years were manga and superheroes. Other top subcategories in 2012 were tie-in: TV series, vampires, and gay & lesbian.

## HEALTH & FITNESS - Nr. 18

Last covered in a Category Review March 2013

Last year's rank: Nr. 16

Appearing on the lists in 2012 were 95 editions of 80 titles by 72 authors under 45 imprints. Turnover was moderate with 66 new entries (69%), 56 as new titles, 10 as new editions of previous or concurrent bestsellers. There were 27 authors new to the lists.

Health & fitness ended 2012 at Nr. 18 among all categories, down from Nr. 16 in 2011, where it had been for three years. It started the five year period at Nr. 14. Titles have doubled in five years (exactly 100%) and editions have exceeded that (116%).

Six of the 2012 top-10 titles have been on the lists a year or more, starting at the top of the rankings with *The Immortal Life of Henrietta Lacks* (Rebecca Skloot, Crown hardcover and e-book, Three Rivers paper, 151 weeks since February 2010); *What to Expect When You're Expecting* (Arlene Eisenberg, Workman paper, 584 weeks since August 2001, just after our database was started); *The 17-Day Diet* (Mike Moreno, Free Press hardcover, 82 weeks between March 2011 and October 2012); *Wheat Belly* (William Davis, Rodale hardcover and a new paper reprint, 56 weeks since September 2011); *Eat to Live* (Mark Furhman, Little Brown hardcover, paper and new mass market, and *Forks Over Knives* (Gene Stone, The Experiment paper), 72 weeks since July 2011.

The remaining four titles in the 2012 top-10 were all new: *The Fault in Our Stars* (John Green, Dutton hardcover and e-book, in pre-production for a movie) at Nr. 2; *The Blood Sugar Solution* (Mark Hyman, Little Brown hardcover); *The Skinny Rules* (Bob Harper, Ballantine hardcover); and *The End of Illness* (David B. Agus, Free Press hardcover).

In 2012 there were 95 editions of 80 titles, up from 44 editions of 40 titles in 2008. Multiple entries have increased modestly, with the editions-to-titles ratio at 1.05 in 2008 and growing to 1.2 in 2012. E-books nearly tripled in the last two years—from 5 (7%) to 13 (13%). The median time span for the top-10 over five years was 110 weeks, dropping to 30.5 weeks for the top-50.

Four of the five-year top-10 also appeared in the 2012 top-10 *What to Expect When You're Expecting*; *The Immortal Life of Henrietta Lacks*; *The 17-Day Diet*; *The Fault in Our Stars*. The remaining six were *The Last Lecture* (Randy Pausch, Hyperion hardcover and e-book, 156 weeks); *Skinny Bitch* (Rory Freedman, Running Press paper, 161 weeks); *In Defense of Food* (Michael Pollan, Penguin hardcover and paper, 138 weeks); *Women Food and God* (Greene Roth, Scribner hardcover and paper, 36 weeks); *The 4-Hour Body* (Timothy Ferris, Crown hardcover, 46 weeks); and *Food Rules* (Michael Pollan, Penguin paper, 63 weeks).

The top category associated with health & fitness the last four years has been medical, with biography at Nr. 2 for two years, and social science at Nr. 3 for three years. Science and history swapped placed from last year, ending 2012 at Nr. 4 and 5.

The leading subcategory all five years plus 2002 was diets & weight loss. Diseases-cancer and oncology were Nr. 2 and 3 in 2011 and 2012. Other top subcategories in 2012 were African-American, and cultural heritage.

## HOW-TO (BISAC Category “Crafts & Hobbies”) - Nr. 94

Last year’s rank: Nr. 78

Appearing on the lists in 2012 were 6 editions of 6 titles by 6 authors under 6 imprints. Turnover was high with 5 new entries (83%), all as new titles and all by authors new to the lists.

Crafts & hobbies ended 2012 at Nr. 94 among all categories, down significantly from Nr. 78 in 2011. The category was Nr. 69 ten years ago, but started the five-year span at Nr. 87, then rose to Nr. 75 by 2010, before turning downward again. Despite the downturn in ranking, the six titles represent a significant upturn. In fact, the Nr. 69 performance in 2002 came from a single title. In the five-year period the number declined from four to two over four years before jumping to six in 2012.

*The Lego Book* (Dorling Kindersley children’s hardcover) was the only one to span more than one year, yet it has only appeared 11 weeks in just over three years, six of them in 2012. It first appeared in November 2009. The other titles each appeared for only one or two weeks: *I Brake for Yard Sales* (Lara Spencer, Stewart Tabori & Chang paper); *Celebrate* (Pippa Middleton, Viking hardcover); *Knitter’s Handy Book of Top-Down Sweaters* (Ann Budd, Interweave Press hardcover); *The Principles of Knitting* (June Hemmons Hiatt, Touchstone hardcover); and *Star Wars Origami* (Chris Alexander, Workman children’s paper).

The top titles over the last five years were *LEGO Harry Potter* (Dorling Kindersley children’s hardcover, 15 weeks), *Simple Times* (Ann Sedaris, Grand Central hardcover, 9 weeks), *The Lego Book*, *Martha Stewart’s Encyclopedia of Crafts* (Martha Stewart editors, Potter Craft hardcover, 6 weeks); and *Lauren Conrad Style* (Lauren Conrad, HarperCollins hardcover, 3 weeks).

With so few titles, associated categories are represented by single titles and vary significantly from year to year. Antiques & collectibles was Nr 1 in 2009 and 2012, the only category to repeat in the last five years. Others in 2012 were cooking, holidays & festivals, home & garden, and movie or TV tie.

The top subcategory in 2012 was toys, dolls, puppets, which also appeared at Nr. 2 in 2009. Knitting was Nr. 2 in 2008 and 2012, and Nr. 1 in 2011. The third and last one in 2012 was tie-in: movie/other book



## LITERARY - Nr. 43

*Last covered in a Category Review January 2012*

Last year's rank: Nr. 38

Appearing on the lists in 2012 were 35 editions of 20 titles by 20 authors under 19 imprints. Turnover was moderately high with 16 new entries (80%), 7 as new titles, 9 as new editions of previous or concurrent bestsellers. There were 4 authors new to the lists.

The literary category is small, with a combination of works considered classics as well as newer works with a depth of style and content that warrant the literary tag. The category ended 2012 at Nr. 43 among all categories, down from Nr. 38 in 2011. It started at Nr. 37 in 2008, moved down to Nr 40 by 2009, back up to Nr. 28 in 2011 before reaching the five-year low of Nr. 43 in 2012. The general trend in entries was upward over the first four years before turning down in 2012.

Since there were only 20 titles, we can make some observations about the entire group. The highest ranked "classics" in 2012 were *The Great Gatsby* (F. Scott Fitzgerald, Scribner paper and e-book), 320 weeks since January 2002 (our database began in late 2001); *To Kill a Mockingbird* (Harper Lee, HarperCollins hardcover, paper and mass market), 464 weeks since September 2001; and *Of Mice and Men* (John Steinbeck, Penguin mass market), 65 weeks since September 2001. Leading literary titles in 2012 were *The Sense of an Ending* (Julian Barnes, Knopf hardcover and e-book, Vintage paper, 58 weeks); *Rules of Civility* (Amor Towles, Viking hardcover and e-book, Penguin paper, 36 weeks); and *The Mill River Recluse* (Darcie Chan, self-published e-book, 34 weeks).

New titles included *Canada* (Richard Ford, Ecco hardcover and e-book, 10 weeks); *Sweet Tooth* (Ian McEwan, Nan A. Talese hardcover and e-book, 7 weeks); and *The Snow Child* (Ivey Epwyn, Little Brown hardcover and e-book, Back Bay paper, 14 weeks).

In 2012 there were 35 editions of 20 titles, up from 14 editions of 12 titles in 2008, but down from the high of 44 editions of 32 titles in 2011. Multiple editions have been significant all five years, starting at an editions-to-titles ratio of 1.2 in 2008, rising to 1.4 in 2011 and widening even more to 1.75 in 2012. Because of longevity, reprints are likely, as well as e-books in the last two years. The median time span for the top-10 over the past five years is 52.0 weeks, dropping to 11.0 weeks at the top-50.

The top titles over five years were *The Road* (Cormac McCarthy, Knopf hardcover and mass market, Vintage paper, 138 weeks); *Autobiography of Mark Twain, Vol. 1* (Mark Twain, Univ. of California hardcover and e-book, 26 weeks); *Revolutionary Road* (Richard Yates, Vintage paper and mass market, 18 weeks). Darcie Chan's self-published e-book *The Mill River Recluse* came in at Nr. 4 with 34 weeks, ahead of *Ford County* (John Grisham, Doubleday hardcover, Dell paper and mass market, 36 weeks) and *To Kill a Mockingbird*, with 464 weeks.

Because of the low number of titles, rank is not as significant and more varied than other categories. Psychological hit Nr. 1 in 2012, its first time at the top spot in five appearances. Family & relationships, Nr. 1 in 2011, has also appeared all five years, hitting its lowest ranking of Nr. 6 in 2012. History, Nr. 2 in 2012, has appeared four years. Other top categories were movie or TV tie-in, legal, and espionage.

Subcategories were even more varied. The top ones for 2012 were New York, City, Canada, married people, book to movie, and Long Island, New York.

## MYSTERY & DETECTIVE - Nr. 2

Last covered in a Category Review August 2012

Last year's rank: Nr. 3

Appearing on the lists in 2012 were 539 editions of 355 titles by 224 authors under 82 imprints. Turnover was high with 446 new entries (83%), 246 as new titles, 200 as new editions of previous or concurrent bestsellers. There were 34 authors new to the lists, representing only 13% of new titles, reflecting the number of authors with multiple titles.

Mystery & detective ended 2012 at Nr. 2 among all categories, up from Nr. 3 in 2011 and the same as 2010. It started at Nr. 6 the first two of the last five years and then moved up one to Nr. 5. Editions have increased 174% over five years, titles have not quite doubled (98%)

Two new titles led the 2012 top-10, *Gone Girl* (Gillian Flynn, Crown hardcover and e-book) and *Defending Jacob* (new author William Landay, Delecorste hardcover, Random House e-book). New Vintage paper and mass market editions helped Stieg Larsson's *The Girl Who Kicked the Hornet's Nest* make Nr. 3, adding to the Knopf hardcover and e-book, for a total of 122 weeks. The other two titles in the trilogy also appeared in the top-10, *The Girl with the Dragon Tattoo* at Nr. 5 (189 weeks in five editions) and *The Girl Who Played with Fire* at Nr. 7 (158 weeks, also in five editions). Other familiar writers filled out the top-10: John Grisham (*The Litigators*, Doubleday hardcover and e-book, new Random House paper, new Dell mass market, 49 weeks); David Baldacci (*The Innocent*, new Grand Central hardcover, paper, and e-book, 28 weeks); Vince Flynn (*Kill Shot*, new Atria/Emily Bestler hardcover, mass market and e-book, 27 weeks); and two new titles by James Patterson (*11<sup>th</sup> Hour*, 14 weeks, and *Private #1 Suspect*, 12 weeks, both in Little Brown hardcover and e-book).

In 2012 there were 539 editions of 355 titles, up from 197 editions of 179 titles in 2008. This represents a significant increase in multiple editions, with the editions-to-titles ratio growing from 1.1 to 1.5 over the five years, fueled largely by the appearance of e-books in 2011. The median time span for the top-10 titles over the last five years was 67.5 weeks, dropping in half to 33.5 weeks for the top-50.

Stieg Larsson's trilogy topped the five-year top-10, with Charlaine Harris grabbing three other spots with *Dead Until Dark* (95 weeks), *Dead and Gone* (68 weeks) and *Living Dead in Dallas* (67 weeks)—all from Ace. *Gone Girl*, *Defending Jacob* and *The Litigators* made the 2012 and five-year top-10, but James Patterson made the five-year top-10 with *Cross Country* (37 weeks).

Suspense was the top associated category the last five years, with thrillers at Nr. 2 the last four years. Crime, which we have noted is being increasingly applied to mystery, has climbed from Nr. 9 in 2008 to Nr. 3 in 2012. Movie or TV tie-in was Nr. 3 from 2009 to 2011, then dropped to Nr. 4 in 2012. Romance has appeared in the top-10 four times, from Nr. 8 in 2008 to Nr. 5 in 2012. Legal has been Nr. 6 for the last four years. Psychological has appeared all five years, ending 2012 at Nr. 7.

Women sleuths has been the top subcategory four of the past five years, including 2012. Police procedure started and ended at Nr. 2, dipping down to Nr. 6 in 2010. Missing persons was Nr. 3 in 2012 and Nr. 2 the previous two years. Other top subcategories in 2012 were tie-in: in development and crime & criminals.

## POLITICAL SCIENCE - Nr. 12

*Last covered in a Category Review November 2012*

Last year's rank: Nr. 14

Appearing on the lists in 2012 were 221 editions of 142 titles by 137 authors under 56 imprints. Turnover was high with 186 new entries (84%), 110 as new titles, 76 as new editions of previous or concurrent bestsellers. There were 45 authors new to the lists.

Political science ended 2012 at Nr. 12 among all categories, up from Nr. 14 in 2011. Always falling short of the top-10, it started at Nr. 13 in 2008 and 2009, dropped to Nr. 18 in 2010, despite it being the mid-term election year. The peak years do correspond to the four year presidential election cycle. The increase in editions (94%) and titles (32%) over five years has been less notable than other categories.

Other than Edward Klein's *The Amateur* (Regnery hardcover and e-book, 22 weeks), a critical analysis of Barack Obama's presidency, there were no other clues in the 2012 top-10 that it is was a presidential election year. History and biography dominated: *Killing Lincoln* (Bill O'Reilly, Henry Holt hardcover and e-book, 66 weeks); *In the Garden of Beasts* (Erik Larson, Crown hardcover and e-book, Random House paper, 86 weeks); *Killing Kennedy* (Bill O'Reilly, Henry Holt hardcover and e-book, 13 weeks); *The Presidents Club* (Nancy Gibbs, Simon & Schuster hardcover and e-book, 22 weeks); *Thomas Jefferson: The Art of Power* (Jon Meacham, new Random House hardcover and e-book, 7 weeks); *Lincoln's Last Days* (Bill O'Reilly, Henry Holt children's hardcover, 19 weeks); *It Worked for Me* (Colin Powell, HarperCollins hardcover and e-book, 17 weeks); and *The Passage of Power* (Robert A. Caro, Knopf hardcover and e-book, 15 weeks). Wrapping up the top-10 was Stephen Colbert's *America Again* (Grand Central hardcover, 13 weeks), his humorous assessment of "Re-becoming the Greatness We Never Weren't." Other than *Killing Kennedy* and *In the Garden of Beasts*, the other eight titles were new, but all by authors who have previously appeared on the lists.

In 2012 there were 221 editions of 142 titles, up from 114 editions of 108 titles in 2008. While the rise in units is modest compared to other categories, there was a significant rise in multiple editions, from a ratio of 1.05 in 2008 to 1.6 in 2012. The median time span for the top-10 titles over the last five years is relatively low because of high turnover—44.5 weeks for the top-10 and 18.5 weeks for the top-50.

The top-10 titles over the last five years include four from the current top-10: *Killing Kennedy*, *In the Garden of Beasts*, *The Amateur* and *Killing Kennedy*. Other top titles were *The Audacity of Hope* (Barack Obama, McClelland & Stewart hardcover, Three Rivers paper, 130 weeks—prominent in the 2008 election); *A Bold Fresh Piece of Humanity* (Bill O'Reilly, Broadway hardcover and paper, 80 weeks); *Liberty and Tyranny* (Mark R. Levin, Threshold hardcover and paper, 45 weeks), *Glenn Beck's Common Sense* (Glenn Beck, Threshold paper, 33 weeks); *Decision Points* (George W. Bush, Crown hardcover and e-book, 44 weeks); and *Earth (The Book)* (John Stewart, Grand Central hardcover and paper, 32 weeks).

Biography & autobiography was the top category associated with political science the first four of the last five years, then slipped to Nr. 2 in 2012. History hovered between Nr. 2 and 3 the first four years, then moved up to Nr. 1 in 2012. Social science was Nr. 3 in 2012, the previous years split between Nr. 2 and 3. Business & economics was Nr. 4 the first two years and 2012. Coming in at Nr. 5 in 2012 was humor.

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Among subcategories, Barack Obama was Nr. 1 in 2008 and 2009—the election and first year of his first term and remained at Nr. 2 in the mid-term election year 2010, replaced by presidents & heads of state (which could include Obama and other presidents, as well as world leaders) in Nr. 1 for 2010 and 2011 and Nr 2 in 2012. Politics & government came out of nowhere to be the top subcategory in 2012. It had not been in the top-10 in the previous four years. Below that in 2012 we see the influence of *Killing Lincoln* and *Team of Rivals*, with political assassinations, Abraham Lincoln, and the U.S. Civil War in the Nr. 3-5 positions.

## REFERENCE - Nr. 56

Last year's rank: Nr. 53

Appearing on the lists in 2012 were 19 editions of 19 titles by 16 authors under 16 imprints. Turnover was moderately high with 14 new entries (74%), 13 as new titles and 1 new edition of a previous or concurrent bestseller. There were 6 authors new to the lists.

Reference ended 2012 at Nr. 56 among all categories, down from Nr. 53 in 2011. Reference was Nr. 35 10 years ago and started the last five years at Nr. 40 in 2008, but then spent the last four years between 50 and 56. Unlike other categories that have seen modest to significant increases in numbers over time, reference has moved slightly lower—from 22 titles in 2008 to 19 in 2012. Obviously, people have turned to the internet, and even the potential of e-book editions is not visible in the reference category.

*Guinness World Records 2013* led the 2012 top-10. Other than the long-running *The Official SAT Study Guide* (College Board paper, 278 weeks since October 2004), the 2012 and 2013 Guinness titles were the only reference works to achieve more than 10 weeks on the lists (19 for the 2012 edition). Other annual titles appearing in 2012 were *The World Almanac and Book of Facts 2013* (World Almanac paper, 4 weeks), *The Old Farmer's Almanac 2913* (Yankee paper, 3 weeks), and *National Geographic Kids Almanac* (National Geographic Society children's paper, 5 weeks for 2012 edition, 1 week for 2013 edition). Among other top titles were *Ripley's Believe It or Not! Download the Weird* (Ripley Entertainment hardcover, 9 weeks); *Happier at Home* (Gretchen Rubin, Crown hardcover, 4 weeks); *Final Fantasy XIII-2* (Piggyback, Prima Games hardcover, 1 week), *Because I Said So!* (Ken Jennings, Scribner hardcover, 1 week); and *The Lands of Ice and Fire* (George R. R. Martin, Random House paper, 1 week).

In 2012 there were 19 titles, all in single editions, down from 24 editions of 22 titles in 2008. In 2011 there were 2 e-books, which accounted for 11% of the 18 editions. But rather than growing in 2012 there were no e-books. The median time span for the top-10 over five years has been 19.5 weeks, dropping to 6.0 weeks for the top-50.

Over the past five years the top titles have been *The Official SAT Study Guide*; the 2009 through 2013 editions of *Guinness World Records*; *The Calorie King Calorie, Fat and Carbohydrate Counter* (Allan Borushek, Family Health in two paper editions, 103 weeks); *You Can Heal Your Life* (Louise L. Hay, Hay House paper, 20 weeks); *The Dangerous Book for Boys* (Conn Igguiden, HarperCollins hardcover, 64 weeks), and *The Dangerous Book for Girls* (Andrea J. Buchanan, HarperCollins hardcover, 25 weeks).

While titles are relatively few, the clear winner in associated categories for reference titles is curiosities & wonders. Below that there is little in the way of patterns and most categories are represented by only one to three titles. For 2012 the top categories include self-help, games, family & relationships, and computers.

Subcategories also allude patterns because of their low number. In 2012 the top subcategories for reference titles were personal growth, happiness, personal & practical guides, almanacs, and guidebooks.

## RELIGION - Nr. 11

*Last covered in a Category Review November 2011*

Last year's rank: Nr. 11

Appearing on the lists in 2012 were 191 editions of 148 titles by 123 authors under 69 imprints. Turnover was low with 124 new entries (65%), 90 as new titles, 34 as new editions of previous or concurrent bestsellers. There were 33 authors new to the lists.

Religion ended 2012 at Nr. 11 among all categories, the same as 2011. Religion started the last five years at Nr. 7 in 2008, went down to Nr. 9 in 2009, then dropped out of the top-10, hitting Nr 12 in 2010 before recovering slightly but still remaining short of the top-10 by one slot the last two years. Compared with other categories, growth over five years was negligible, up 32% in editions but only 8% for titles.

*Heaven is for Real* (Todd Burpo, Nelson hardcover, paper and e-book) easily led the titles in 2012 for a total of 112 weeks since November 2010. Other long-running titles in the top-10 were *Five Love Languages* (Gary Chapman, Northfield/Moody paper, 374 weeks since November 2001); *The Book Thief* (Markus Zudak, Knopf children's paper, 347 weeks since March 2006); and *Jesus Calling* (Sarah Young, Nelson hardcover, 61 weeks since August 2011).

New titles in the 2012 top-10 were *The Harbinger* (Jonathan Cahn, DPMJ paper, 52 weeks); *To Heaven and Back* (Mary C. Neal, Circle 6 and Doubleday paper, 33 weeks since May); *The Vow* (Kim Carpenter, B&H paper and e-book, 26 weeks since February); *Proof of Heaven* (Eben Alexander, Simon & Schuster hardcover, paper, and e-book, 10 weeks since October), and *I Declare* (Joel Osteen, FaithWords hardcover, 15 weeks since September).

In 2012 there were 191 editions of 148 titles, up from 145 editions of 137 titles in 2008. That shows a very modest gain over five years, but the low point actually came in 2009 when religion dropped to 114 editions of 112 titles. Growth since then has been steadily upward. In 2009, the ratio of editions to titles was barely over unity, while in 2012 it had expanded to 1.3. The median time span for the top-10 over the past five years was 225 weeks, dropping to 41 weeks at the top-50.

Over the past five years the top-10 were led by two in the 2012 top-10, *Five Love Languages* and *The Book Thief*, with *Heaven is for Real* at Nr. 4. Other top titles over the last five years include *The Shack* (William P. Young, Windblown hardcover, paper and e-book, 204 weeks); *The Secret* (Rhonda Byrne, Beyond Words hardcover, 246 weeks); *90 Minutes in Heaven* (Don Piper, Revell paper and e-book, 279 weeks); *The Love Dare* (Stephen Kendrick, B&H paper, 201 weeks); *Sarah's Key* (Tatiana de Rosnay, St. Martin's paper, paper movie tie-in, and e-book, 171 weeks); *A New Earth* (Eckhart Tolle, Penguin, two Penguin hardcover, Penguin paper, Plume paper, 114 weeks); and *The Power of Now* (Eckhart Tolle, New World Library hardcover and two paper editions, 325 weeks).

The top category associated with religion for the last two years was body, mind & spirit, up from Nr. 6 in 2010. Biography was Nr. 2 in 2012, its highest rank in the five years, where it has ranged between Nr. 9 to Nr. 4. Family and relationships was Nr. 3 in 2008 and the last two years, and Nr. 1 in 2009 and 2010. Suspense made its way to Nr. 4, having appeared only one other time in the top-10 over five years, at Nr. 6. Self-help started the five years at Nr. 1, then steadily moved down to Nr. 9 in 2011 before moving back up to Nr. 5 in 2012. The remaining top categories in 2012 were history, psychology, medical, romance, and social science.

Christian life was the top religion subcategory all of the past five years. Near-death experiences and parapsychology were Nr. 2 and 3 the past two years. Other top subcategories for 2012 were inspirational & devotional works, Christian, marriage, and prophecy.

## ROMANCE - Nr. 1

*Last covered in a Category Review July 2012*

Last year's rank: Nr. 4

Appearing on the lists in 2012 were 745 editions of 541 titles by 266 authors under 115 imprints. Turnover was high with 643 new entries (86%), 430 as new titles, 213 as new editions of previous or concurrent bestsellers. There were 78 authors new to the lists.

Romance ended 2012 at Nr. 1 among all categories, the first time in the top spot. It was Nr. 2 ten years ago in 2002 and stayed at that level the first two of the last five years. Then, it dropped to Nr. 6 in 2010, moved up to Nr. 4 in 2011, and made the top spot in 2012. Editions have more than doubled in five years (111%), while titles have increased 58%, fairly typical among other categories, so the rapid rise in ranking is likely related to a number of factors, including movie tie-ins, e-books, and the "Fifty Shades" phenomenon with its long coattails.

E. L. James' Fifty Shades trilogy dominated the 2012 top-10, with *Fifty Shades Freed* (Vintage paper and e-book, 43 weeks) at Nr. 1 with a very high rating of 72 (it would take a Nr. 1 ranking on each list for 52 weeks to achieve a rating of 100). *Fifty Shades of Grey* (Writer's Coffee Shop paper, Vintage paper and e-book, 48 weeks) was Nr 3, followed by *Fifty Shades Darker* (Writer's Coffee Shop paper, Vintage paper and e-book, 45 weeks) at Nr. 4 and the *Fifty Shades Trilogy Bundle* in paper and e-book at Nr. 7 for 37 weeks. Also at the top were Gillian Flynn's *Gone Girl* (Crown hardcover and e-book, 30 weeks) and the return of Nicholas Sparks' *The Lucky One* (Grand Central, hardcover, paper, mass market, e-book, and movie tie-in paper and mass market, 126 weeks) in time for the February 2012 movie release.

Fifty Shades not only was a phenomenal success by the numbers, but it opened the door to an increasing number of adult romances (some labeled for mature audiences, others more explicitly as erotica), much of it provided by self-published authors. Sylvia Day's *Bared to You*, at Nr. 6, started in paper and e-book as self-published works, then accelerated in popularity as Berkley releases). By the time her *Reflected in You* (Nr. 8) came out in the spring of 2012, it hit the lists on the Berkley imprint. That left two places in the top-10 for more traditional romances—*The Last Boyfriend* (Nora Roberts, Berkley paper and e-book, 22 weeks) and *The Best of Me* (Nicholas Sparks, Grand Central hardcover, paper, e-book, 49 weeks).

In 2012 there were 745 editions of 541 titles, up from 353 editions of 342 titles in 2008. While there were multiple editions in 2008, the ratio of edition to titles was nearly unity at 1.03. By 2012 that had increased to 1.4, largely driven by e-books. The median time span for top top-10 titles over the last five years was 61 weeks, dropping to 33.5 weeks for the top-50 and 11 weeks for the top 10% (193 titles).

The top titles over the last five years were *Water for Elephants* (Sara Gruen, Algonquin hardcover, paper, mass market and e-book, 287 weeks); *Fifty Shades Freed*; *Gone Girl*, *Fifty Shades of Grey*; *Dear John* (Nicholas Sparks, Warner hardcover, Grand Central paper and e-book, 96 weeks); *Fifty Shades Darker*; *The Host* (Stephanie Meyer, Little Brown hardcover, mass market and e-book, Back Bay paper, 115 weeks); *The Paris Wife* (Paula McLain, Ballantine hardcover, paper and e-book, 73 weeks); the *The Lucky One*.



Suspense, which had been the Nr. 1 category associated with romance for two years, was knocked down to Nr. 2 in 2012 by a newcomer to the top-10, erotica. This shows how rapidly the influence of self-publishing and e-books has grown. The lead, of course was the Fifty Shades series, which started as self-published, but they are only a fraction of the total of 57 editions of 45 titles represented by the category. Fantasy was Nr. 3, moving up from Nr. 4 the first three years and Nr. 5 in 2011. History (historical romance), which hit Nr. 1 in 2009, dropped from Nr. 2 in 2010 and 2011 to Nr 4, its lowest rank in the five years. The mix of romance and mystery has been increasing, with mystery moving up from its first appearance at Nr. 9 in 2009 to Nr. 5 in 2012. Other top categories in 2012 were thrillers, occult & supernatural, movie or TV tie-in, holidays & festivals, and family & relationships.

Paranormal has been the Nr. 1 subcategory of romance all of the past five years. . Book to movie was Nr. 2 the first three years, dropped to Nr. 9 in 2011, then back to Nr. 4 in 2012. Vampires, often found with paranormal, was Nr. 3 the first three years, then Nr. 4 in 2011 and Nr. 7 in 2012. Other top subcategories in 2012 were North Carolina, married people, Christmas, friendship, women sleuths, Italy, and divorced people.

## SELF-HELP - Nr. 22

Last year's rank: Nr. 21

Appearing on the lists in 2012 were 82 editions of 66 titles by 64 authors under 46 imprints. Turnover was moderately high with 58 new entries (70%), 44 as new titles, 14 as new editions of previous or concurrent bestsellers. There were 23 authors new to the lists.

Self-help ended 2012 at Nr. 22 among all categories, down from Nr. 21 in 2011. The category started at Nr. 11 in 2008, dropped one place to Nr. 12 in 2009, fell to Nr. 22 in 2010, moved up one place to Nr. 21, then back to Nr. 22 for 2012. Entries remained fairly stable the first four years—between 50 and 62, then jumped to 82 in 2012.

*Outliers* (Malcolm Gladwell, Little Brown hardcover and e-book, Back Bay paper, 208 weeks since November 2008) and *The Glass Castle* (Jeannette Walls, Scribner hardcover, paper and e-book, 333 weeks since March 2005) led the top-10. Other long-running titles included *The 17-Day Diet* (Mike Moreno, Free Press hardcover, 82 weeks between March 2011 and October 2012); *Act Like a Lady, Think Like a Man* (Steve Harvey, Amistad hardcover, two paper editions, paper and e-book, 107 weeks between February 2009 and September 2012); and *One Thousand Gifts* (Ann Voskamp, Zondervan hardcover, 58 weeks between January 2011 and October 2012).

There were two new titles in the top-10: *Quiet* (Susan Cain, Crown hardcover and e-book, 49 weeks since January 2012); *Imagine* (Jonah Lehrer, HMH hardcover and e-book, 20 weeks between March and August 2012); and *The Magic* (Rhonda Byrne, Atria paper, 24 weeks between March and August 2012). Joshua Foer's *Moonwalking with Einstein* returned in a new Penguin paper reprint to extend its run to 42 weeks since March 2011.

In 2012 there were 82 editions of 66 titles, up from 50 editions of 49 titles in 2008. The edition-to-title ratio, which was nearly unity in 2008 (1.02) grew to more than 1.2 in 2012. E-books made their first appearance in 2011 with 7 entries (13%) and doubled to 14 in 2012 (17%)—most of that in a real gain rather than a shift. The median time span for the top-10 titles over five years was 135 weeks, dropping to 28 weeks for the top-50.

Four of the 2012 top-10 also appeared in the five-year top-10: *The Glass Castle*; *The Outliers*; *The 17-Day Diet*; *Act Like a Lady, Think Like a Man*. The remaining six titles were *The Last Lecture* (Randy Pausch, Hyperion hardcover and e-book, 156 weeks); *The Secret*; *The Love Dare* (Stephen Kendrick, B&H paper, 201 weeks); *A New Earth* (Eckhart Tolle, Penguin hardcover in two editions, paper, and Plume paper, 114 weeks); *Women Food and God* (Geneen Roth, Scribner hardcover and paper, 36 weeks); and *Thinking, Fast and Slow* (Daniel Kahneman, Farrar Straus & Giroux hardcover and e-book, 60 weeks).

Among categories associated with self-help, psychology & psychiatry was Nr. 1 in 2012, its high for the past five years, where it has ranked between Nr. 2 and 5. Social science started the five years at Nr. 7, rose to Nr. 1 by 2011, then ended 2012 at Nr. 2. Family & relationships started and ended at Nr. 3, with two years at Nr. 1 in 2009 and 2010. Religion was Nr. 2 in 2009 and 2010, then dropped to Nr. 7 in 2011 before moving back up to Nr. 4 in 2012. Biography was Nr. 5 the last two years, its high for the five years.

Personal growth was the top subcategory in 2012 and three of the previous four years. Success entered the top-10 at Nr. 4 in 2009, reached Nr. 1 in 2011, then dropped back to Nr. 2 in 2012. Other subcategories represent too few titles to show significant patterns. Other top subcategories for self-help in 2012 were self-actualization, Christian life, and cognitive psychology.

## SCIENCE FICTION - Nr. 20

Last year's rank: Nr. 31

Note that science fiction and fantasy are often closely linked. We attempt to be as accurate as possible, but there can be confusion in properly assigning science fiction.

Appearing on the lists in 2012 were 165 editions of 138 titles by 102 authors under 58 imprints. Turnover was high with 133 new entries (81%), 111 as new titles, 22 as new editions of previous or concurrent bestsellers. There were 25 authors new to the lists.

Science fiction ended 2012 at Nr. 20 among all categories, up from Nr. 31 in 2011—the most significant move in the last five years, which went from Nr. 35 in 2008 to Nr. 31 in 2011. Entries increased 165% and titles by 133% over the five years.

Children's/youth titles played a significant role in the 2012 top-10, starting at the top with two of Veronica Roth's dystopian *Divergent* series: *Divergent* (Katherine Tegen hardcover and paper, HarperCollins e-book, 56 weeks since May 2011) and *Insurgent* (Katherine Tegen hardcover and e-book, 35 weeks since May 2012). Others include *Catching Fire* (Suzanne Collins, Scholastic hardcover, paper, e-book, 174 weeks since September 2009); and *The Rise of Nine* (Pittacus Lore, HarperCollins hardcover and e-book, 15 weeks since August 2012). Two series (NYT only) also made the top-10: *The Hunger Games* (Suzanne Collins, Scholastic, 122 weeks since August 2010); *The Maze Runner* (James Dashner, Delacorte, 43 weeks between October 2011 and November 2012); along with a boxed set of *The Hunger Games* (Suzanne Collins, Scholastic paper and e-book, 76 weeks since August 2010).

Other titles in the 2012 top-10 were *11/22/63* (Stephen King, Scribner hardcover and e-book, Gallery paper, 54 weeks since November 2011); *Enders Game* (Orson Scott Card, Tor mass market and e-book, 15 weeks since August 2012); and *The Age of Miracles* (Karen Thompson Walker, Random House hardcover and e-book, 7 weeks in July and August 2012).

In 2012 there were 165 editions of 138 titles, up from 62 editions of 59 titles in 2008. The growth of multiple editions is shown in the editions-to-titles ratio, from 1.05 in 2008 to 1.2 in 2012—not as much as other categories, but significant nonetheless, with e-books representing 16% of entries in 2012. The median time span for the top-10 titles over the last five years was 52 weeks, dropping to 15 weeks for the top-50.

The 2012 top titles dominate the five year top-10: *Catching Fire*; *The Hunger Games* series; *11/22/63*; *Divergent*; *Insurgent*; *The Hungers Games boxed set* all occupy the top 6 places, followed by *Kick-Ass* (Mark Millar, Marvel hardcover and paper, 37 weeks); *The Zombie Survival Guide Graphic Novel* (Max Brooks, Three Rivers paper, 33 weeks); *The Dangerous Days of Daniel X* (James Patterson, Little Brown hardcover, Grand Central mass market, 19 weeks); and *I Am Number Four* (Pittacus Lore, HarperCollins hardcover, paper and e-book, 50 weeks).

Associated categories for science fiction clearly show the growing influence of young adult titles, with social issues first appearing in the top-10 in 2009 before rising to Nr. 1 the last two years. Family & relationships made its first appearance at Nr. 2 while action & adventure was Nr. 3 after appearing all five years between Nr. 1 and Nr. 3.

Fantasy started at Nr. 5 in 2008, dropped to Nr. 8 in 2009, then steadily moved up to Nr. 4 by 2012. Performing arts first hit the top-10 at Nr. 4 in 2010, moved up one in 2011, then ended 2012 at Nr. 5.

Along with the rise of the social issues category comes the subcategory dystopian society (though it is found in youth and adult titles). It first appeared at Nr. 6 in 2010 before moving to the top the last two years. Other top subcategories in 2012 were emotions & feelings, courage, identify, and survival stories.

## SPORTS & RECREATION - Nr. 29

Last year's rank: Nr. 18

Appearing on the lists in 2012 were 68 editions of 48 titles by 45 authors under 36 imprints. Turnover was moderate with 48 new entries (71%), 36 as new titles, 12 as new editions of previous or concurrent bestsellers. There were 23 authors new to the lists.

Sports & recreation ended 2012 at Nr. 29 among all categories, down from Nr. 18 in 2011. The category followed an arc starting at Nr. 25 in 2008, moving upward to Nr. 17 by 2010, then lost one to Nr. 18 in 2011, and fell further to Nr. 29 in 2012. Entries were generally up over five years, but did recede between 2011 and 2012, showing total growth in editions over the five years at 42% and titles at 4%.

Most of the leading titles in 2012 are also those with the greatest longevity: *Unbroken* (Laura Hillenbrand, Random House hardcover and e-book, 111 weeks since November 2010); *Born to Run* (Christopher McDougall, Knopf hardcover and e-book, Vintage paper, 184 weeks since May 2009); *The Art of Racing in the Rain* (Garth Stein, HarperCollins hardcover, paper and e-book, 212 weeks since May 2008); and *Moneyball* (Michael Lewis, Norton hardcover, two paper editions, e-book, 106 weeks between May 2003 and October 2012).

New titles in the 2012 top-10 included *Calico Joe* (John Grisham, Doubleday hardcover and e-book, 21 weeks between April and September, at Nr 2); *The Big Miss* (Hank Haney, Crown hardcover and e-book, 12 weeks between April and June); *Dream Team* (Jack McCallum, Ballantine hardcover and e-book, 8 weeks between July and September); and *Paterno* (Joe Posnanski, Simon & Schuster hardcover and e-book, 4 weeks between August and September). Also in the top-10 were *Through My Eyes* (Tim Tebow, HarperCollins hardcover and e-book, 37 weeks between June 2011 and April 2012) and *The Art of Fielding* (Chad Harchbach, Little Brown hardcover and e-book, Back Bay paper, 50 weeks between September 2011 and September 2012).

In 2012 there were 68 editions of 48 titles, up from 48 editions of 46 titles in 2008, but down from the high of 76 editions of 52 titles in 2011. Multiple editions have increased, with the editions-to-titles ratio moving from near unity in 2008 (1.02) to nearly 1.5 in 2011 and 1.4 in 2012. The median time span for the top-10 titles over the past five years was 119 weeks, dropping to 15 weeks for the top-50.

Half of the top-10 over five years are from the 2012 top-10: *Unbroken*; *The Art of Racing in the Rain*; *Born to Run*; *Through My Eyes*; and *Calico Joe*. The remaining five were: *Three Cups of Tea* (Greg Mortenson, Penguin paper, 229 weeks); *The Blind Side* (Michael Lewis, Norton paper, 71 weeks); *The Lightning Thief* (Rick Riordan, Miramax hardcover and paper, 126 weeks); *The Battle of the Labyrinth* (Rick Riordan, Hyperion hardcover and paper, 126 weeks); *The Sea of Monsters* (Rick Riordan, Miramax paper, Hyperion e-book, 112 weeks).

Biography led the associated categories the last two years, up from Nr. 3 and 4 the previous three years. History was Nr. 2 the last two years, up from Nr. 9 the two previous years. Other categories were more mixed, including in 2012 family & relationships, legal, and animals.

Mountaineering was Nr. 1 the first three years before disappearing from the top-10, replaced by survival stories in 2011 and Olympics in 2012. Football and baseball have each been represented by multiple titles. Football started at Nr. 3 in 2008, rose to Nr. 2 in 2009, then ended the five years at Nr. 9. Baseball first appeared at Nr. 9 in 2009 and worked its way up Nr. 5 by 2012. Other top subcategories in 2012 were World War II, military, and survival stories.

## TRAVEL - Nr. 46

*Last covered in a Category Review June 2012*

Last year's rank: Nr. 51

Appearing on the lists in 2012 were 14 editions of 10 titles by 10 authors under 10 imprints. Turnover was moderately high with 11 new entries (78%), 6 as new titles, 5 as new editions of previous or concurrent bestsellers. There were 2 authors new to the lists.

Travel ended 2012 at Nr. 46 among all categories, up from Nr. 51 in 2011. The overall trend is down, however, since travel started at Nr. 33 in 2008 before dipping to Nr. 43 in 2009, then moving up to Nr. 41 in 2010 before falling again, this time to Nr. 51 in 2011. The number of entries has remained fairly steady over five years.

New author Cheryl Strayed's *Wild* (Knopf hardcover and e-book) left the other travel titles in the dust with a rating of 44 over 41 weeks by the end of December. Mitchell Zuckoff's *Lost in Shangri-La* (HarperCollins hardcover, paper and e-mail, 5 weeks) came in a distant second with a rating of 3.3. That was followed by two new titles before ratings dropped below 1.0: *Heads in Beds* (Jacob Romsy, Doubleday hardcover and e-book, 6 weeks since November) and *Jerusalem: A Cookbook* (Yotam Ottolenghi, Ten Speed hardcover, 3 weeks in October and November).

In 2012 there were 14 editions of 10 titles but the numbers are so close, we need to separate editions and titles. Editions stood at 13 for the first three years, rose to 15 in 2011 and then back to 14 in 2012—changes too small to make percentages meaningless. Titles have actually declined, starting at 12, going up to 13 in 2009, then back to 12 for two years before dropping to 10 in 2012. While the editions-to-titles ratio of 1.4 in 2012 would be significant in larger categories, it does little more than suggest that e-books have a place in the travel category. The median time span for the top-10 titles over the last five years was 34.5 weeks, dropping to 5.0 weeks for the 46 titles that have appeared in that time.

The top titles over five years included two from the 2012 top-10: *Wild*; *Lost in Shangri-La*. The remaining eight were: *Eat, Pray, Love* (Elizabeth Gilbert, Viking hardcover, Penguin paper and e-book, 235 week, at Nr. 1); *Into the Wild* (Jon Krakauer, Knopf paper and e-book, 64 weeks); *The Lost City of Z* (David Grann, Doubleday hardcover, Vintage paper, 48 weeks); *Diners, Drive-ins and Dives* (Guy Fieri, William Morrow paper, 35 weeks); *The National Parks* (Dayton Duncan, Knopf hardcover, 16 weeks); *More Diners, Drive-Ins and Dives* (Guy Fieri, William Morrow paper, 10 weeks); *Traveling with Pomegranates* (Sue Monk Kidd, Viking hardcover and paper, 12 weeks); and *The Geography of Bliss* (Eric Weiner, Twelve hardcover and paper, 19 weeks).

Biography was the top associated category in 2012 and three of the previous four years. Social science appeared four of the five years, starting at Nr. 3 in 2008, Nr. 7 in 2010, up to Nr. 1 in 2011 and down to Nr. 2 in 2012. Other top categories in 2012 were history, technology, and business & economics.

Essays & travelogues was the top subcategory all of the past five years. Book to movie was Nr. 2 the first three years, before dropping to Nr. 6 in 2011 and then out of the top-10. Other top subcategories in 2012 were anthropology, military, World War II, and aeronautics & astronautics.