

SPECIAL REPORT: CHILDREN'S BOOKS
PART 6 - ANALYSIS OF CHILDREN'S AND YOUTH TITLES BY AGE RANGE
for Weekly Bestseller Lists, 2003 through 2013 YTD
FOR SIMBA INFORMATION

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Part 1 contains narrative and charts for the composite of all lists
Part 2 contains charts for NYT without series
Part 3 contains charts for NYT Series only
Part 4 contains charts for USA only
Part 5 contains charts for PW only
Part 6 contains an update of the analysis of Children's titles by age

This report contains:

Brief narrative and two sets of charts

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 one part of a six-part annual study of children's books, updated in July 2013. This part focused on age range targets. (Parts 2-5 contained detail charts for different list segments, to make it easier to read than combining them all into Part 1).

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.

The charts were created in Excel from data obtained 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.

Stuart Johnson & Associates

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

This analysis covers children's/youth titles appearing on *New York Times* children's lists and *USA* for the entire period. *Publishers Weekly* introduced two children's lists (frontlist and picture books) in June 2012. NYT modified its lists in December 2012, replacing the 10-rank children's chapter and paperback lists with 15-rank Middle Grade and Young Adult. The assignment of age range to each title is based on Books in Print or the NYT lists, which is recorded by title in the database (rather than individual editions).

A word about methodology

In 2010 the age brackets were modified to better correspond to school grade levels:

0-4 years – preschool

5-10 years – elementary (grades K-5)

11-13 years – middle school (grades 6-8) – closest match to NYT “Middle Grade” list

14 years + -- high school (grades 9-12) – closest match to NYT “Young Adult” list

The NYT series list is not included among new titles since individual titles will normally show up on other NYT lists before the series assignment is made. They will often also appear on *USA* and now, also, on *PW*. The series list is included on the chart for all ISBNs.

Trends

In the past five calendar years, the number of children's/youth entries on the lists averaged 422, with new titles averaging 237 per year. The five-year average moved up from 404 total titles (4% increase) and 219 new titles (8%) since last year's report. New titles reached a new high of 311, a 25% increase over 247 in 2011. This is due in large part to the addition of the *PW* children's lists, particularly the picture books list (though many of the “new” titles have actually been around for years, but not on the lists). 2012 also set a record for total entries at 505, the first time over 500, 20% above 2012's count of 419. Much of that is likely due to the addition of *PW*'s children's lists in June of last year, though *USA* can also represent a driver of children's titles because of its open 150-item list. While the numeric changes made by NYT in December are modest (10 items per week), the orientation to the 11+ age groups could prove significant over time.

The long-term trend has been a growth in the proportion of middle grade and young adult titles (to use NYT's terminology). For new titles, the trend peaked in 2009 when 11+ represented 50% of all new titles. Among all entries, the trend slowed, but continued until it reached 42% in 2011. The charts show what appears to be a steady reversal of the trend—though we will need to watch over the next year or two to see if this represents a market trend, changes in the lists themselves, or a combination of both.

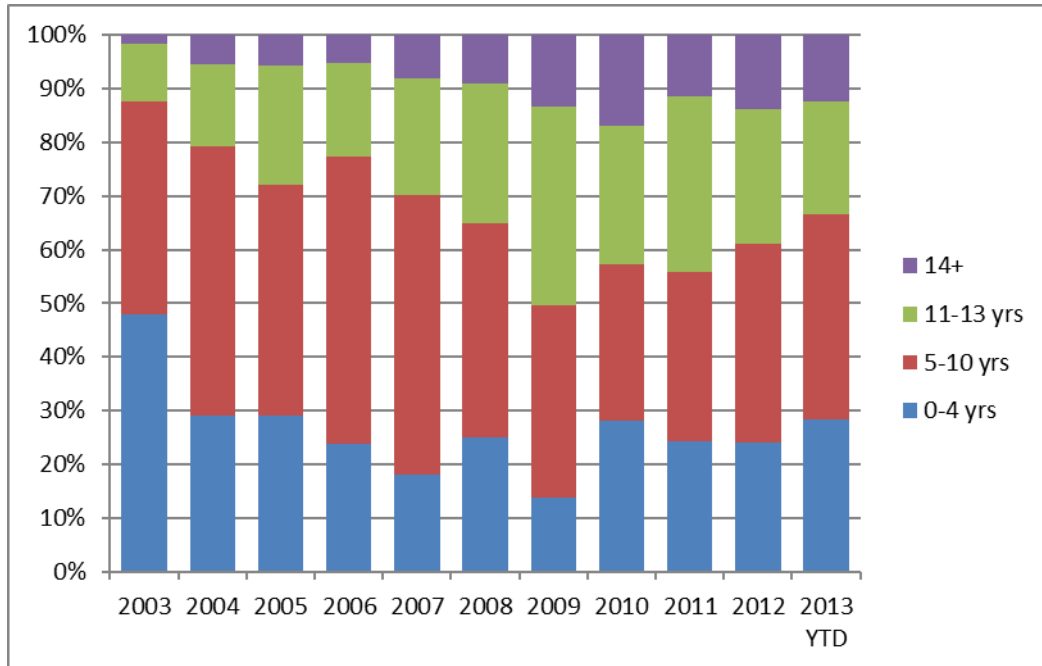
The 11-13 (“middle school” or “middle grade”) group has grown from a low of 20 entries (8%) in 2003 to a high of 128 (31%) in 2011. While the number fell only modestly, to 122 in 2012, the overall growth in entries caused the proportion to drop to 24%. In 2013 YTD it is down to 21% (80 of 383 entries).

The 14+ (“high school” or “young adult”) group grew steadily, from 3 entries in 2003 (1%) to 60 (16%) in 2010. It dropped back to 45 in 2011 (11%), but returned to 60 in 2012, though that translated to 12%. In 2013 YTD it has grown slightly to 13% (49 of 363 entries).

The 5-10 (“elementary”) group started at 98 entries (40%), hit a high of 49% (134) the next year, then declined to 31% (120) by 2010. It was back up to 37% (186 entries) in 2012. In 2013 YTD it was off slightly to 36% (136 of 383 entries).

The 0-4 (“preschool”) group started with 123 entries in 2003 (50%), hit a high number of 149 in 2008 (38%), followed by a low of 95 the next year (26%), then ended 2012 with 137 (27%). In 2013 YTD it is up to 31% (118 of 383 entries).

Children’s Titles Added to the Database – 2003-2013 YTD



Children's Titles Added to Database

Grouped by *Starting Age* of target age range

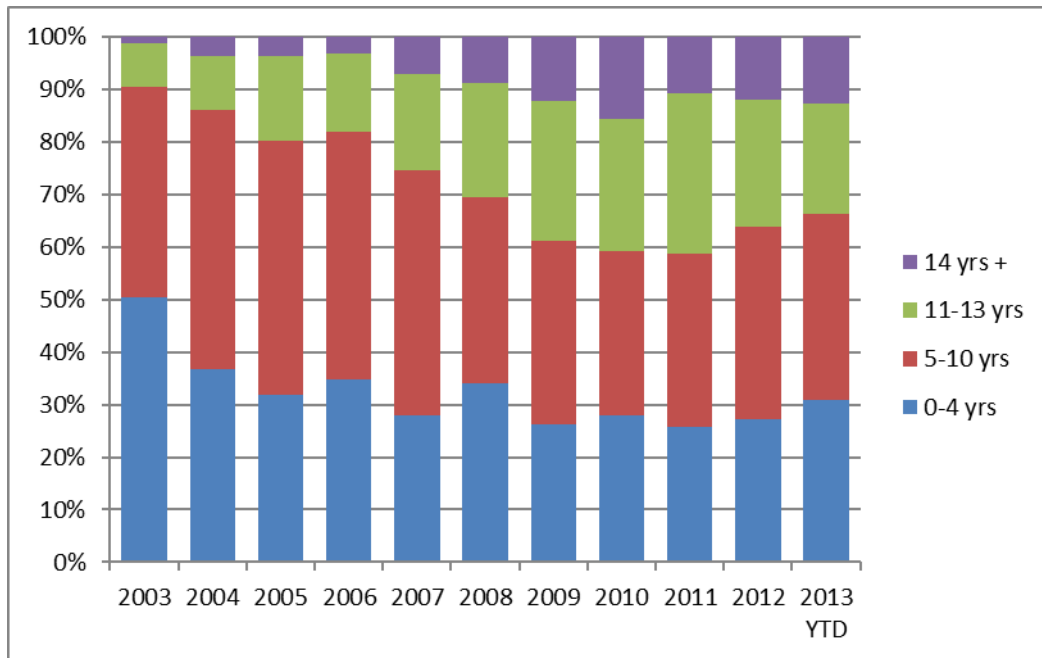
Tracks the first appearance of a title, not subsequent editions

Does not include NYT series, which represent multiple titles

Data collection began late summer 2001.

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013 YTD
0-4 yrs	58	42	46	41	40	55	24	65	60	75	57
<i>Preschool</i>	48%	29%	29%	24%	18%	25%	14%	28%	24%	24%	28%
	<i>Five-year average (2008-12)</i>										23%
5-10 yrs	48	73	68	92	116	88	62	68	78	115	77
<i>Elementary</i>	40%	50%	43%	53%	52%	40%	36%	29%	32%	37%	38%
	<i>Five-year average (2008-12)</i>										38%
11-13 yrs	13	22	35	30	48	57	64	60	81	78	42
<i>Middle School</i>	11%	15%	22%	17%	22%	26%	37%	26%	33%	25%	21%
	<i>Five-year average (2008-12)</i>										29%
14+	2	8	9	9	18	20	23	39	28	43	25
<i>High School</i>	2%	6%	6%	5%	8%	9%	13%	17%	11%	14%	12%
	<i>Five-year average (2008-12)</i>										13%
TOTAL	121	145	158	172	222	220	173	232	247	311	201
	<i>Five-year average (2008-12)</i>										237

Children’s Titles Appearing on Weekly Lists – 2003-2013 YTD



Children's Titles on the Weekly Bestseller Lists

Grouped by *Starting Age* of target age range
 Shows total number of ISBNs (all title editions) appearing each year
 NYT series (introduced in January 2005) are included in this data
 Data collection began late summer 2001.

	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013 YTD
0-4 yrs	123	100	98	118	117	149	95	107	108	137	118
<i>Preschool</i>	50%	37%	32%	35%	28%	34%	26%	28%	26%	27%	31%
<i>Five-year average (2008-12)</i>											28%
5-10 yrs	98	134	149	161	196	156	126	120	138	186	136
<i>Elementary</i>	40%	49%	48%	47%	47%	36%	35%	31%	33%	37%	36%
<i>Five-year average (2008-12)</i>											36%
11-13 yrs	20	28	50	50	76	96	96	97	128	122	80
<i>Middle School</i>	8%	10%	16%	15%	18%	22%	27%	25%	31%	24%	21%
<i>Five-year average (2008-12)</i>											26%
14 yrs +	3	10	11	11	30	38	44	60	45	60	49
<i>High School</i>	1%	4%	4%	3%	7%	9%	12%	16%	11%	12%	13%
<i>Five-year average (2008-12)</i>											12%
TOTAL	244	272	308	340	419	439	361	384	419	505	383
<i>Five-year average (2008-12)</i>											422