

aap

Monthly StatShot October 2014

Issued: January 9th 2015
Including sales from 1,209 publishers

© 2015
Association of American Publishers
71 Fifth Avenue, 2nd Floor
New York, NY 10003-3004

Unless expressly permitted by the Association of American Publishers ("AAP"), you may not copy, reproduce, distribute, publish, display, modify, create derivative works, transmit, or in any way exploit, in whole or in part, any of the contents of this document.

Total Sales

Total Sales	October 2014			October 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Adult Books	643.5	106.4	537.1	598.3	113.7	484.6	7.6%	-6.5%	10.9%
Childrens & Young Adult Books	249.7	29.3	220.4	217.1	27.9	189.2	15.0%	4.9%	16.5%
Religious Presses	61.5	6.0	55.5	65.7	5.8	59.9	-6.4%	4.3%	-7.4%
Professional Books	57.0	8.0	49.0	58.0	14.9	43.1	-1.7%	-46.0%	13.5%
K-12 Instructional Materials	139.2	-	139.2	151.2	-	151.2	-7.9%	-	-7.9%
Higher Educational Course Materials	177.6	155.8	21.7	170.9	185.5	-14.6	3.9%	-16.0%	248.6%
University Presses	11.2	2.6	8.6	10.4	2.5	7.9	7.3%	2.3%	8.9%
All Other	3.4	0.2	3.2	3.9	0.3	3.6	-13.0%	-43.4%	-10.7%
Total	1343.1	308.3	1034.8	1275.5	350.6	924.9	5.3%	-12.1%	11.9%

Sales of US Book Publishers – Millions of Dollars

Total Sales YTD

Total Sales	Jan - Oct 2014			Jan - Oct 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Adult Books	5009.9	1140.8	3869.2	5032.3	1130.3	3902.1	-0.4%	0.9%	-0.8%
Childrens & Young Adult Books	1850.4	317.2	1533.2	1568.3	306.9	1261.4	18.0%	3.4%	21.6%
Religious Presses	540.0	79.5	460.5	539.6	84.3	455.3	0.1%	-5.7%	1.1%
Professional Books	669.3	101.3	568.0	668.6	106.0	562.5	0.1%	-4.4%	1.0%
K-12 Instructional Materials	3156.9	-	3156.9	2816.3	-	2816.3	12.1%	-	12.1%
Higher Educational Course Materials	4420.5	961.0	3459.5	4369.2	1019.1	3350.1	1.2%	-5.7%	3.3%
University Presses	111.9	22.0	90.0	113.4	22.8	90.6	-1.3%	-3.5%	-0.7%
All Other	28.3	3.7	24.6	39.5	3.8	35.8	-28.5%	-2.3%	-31.3%
Total	15787.3	2625.5	13161.8	15147.3	2673.2	12474.1	4.2%	-1.8%	5.5%

Sales of US Book Publishers – Millions of Dollars

Books for Adults

Adult Books	October 2014			October 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	284.2	45.9	238.3	253.5	44.6	209.0	12.1%	3.0%	14.0%
Paperback	163.3	31.6	131.7	148.1	33.2	114.9	10.3%	-4.6%	14.6%
Mass Market	53.8	26.7	27.1	57.7	33.1	24.6	-6.8%	-19.1%	9.9%
Physical Audio	10.8	1.5	9.3	9.6	1.9	7.8	12.1%	-20.7%	19.9%
Downloaded Audio	13.5	0.0	13.5	10.8	0.0	10.8	25.2%		25.2%
eBook	105.4	0.0	105.4	107.2	0.1	107.1	-1.7%		-1.7%
Other	12.4	0.6	11.8	11.3	1.0	10.3	9.6%	-43.8%	14.8%
Total	643.5	106.4	537.1	598.3	113.7	484.6	7.6%	-6.5%	10.9%

Sales of US Book Publishers – Millions of Dollars

Books for Adults YTD

Adult Books	Jan - Oct 2014			Jan - Oct 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	1636.3	524.2	1112.1	1653.9	477.6	1176.3	-1.1%	9.8%	-5.5%
Paperback	1446.6	321.3	1125.3	1426.7	320.4	1106.4	1.4%	0.3%	1.7%
Mass Market	545.7	259.5	286.2	598.0	296.9	301.2	-8.7%	-12.6%	-5.0%
Physical Audio	73.4	17.5	55.9	79.3	17.6	61.8	-7.5%	-0.6%	-9.5%
Downloaded Audio	130.8	0.0	130.8	104.9	0.0	104.9	24.7%		24.7%
eBook	1068.6	0.5	1068.0	1067.3	0.6	1066.7	0.1%		0.1%
Other	108.5	17.7	90.7	102.1	17.3	84.8	6.2%	2.8%	6.9%
Total	5009.9	1140.8	3869.2	5032.3	1130.3	3902.1	-0.4%	0.9%	-0.8%

Sales of US Book Publishers – Millions of Dollars

Children & Young Adults

Childrens & Young Adult Books	October 2014			October 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	136.4	15.7	120.6	129.3	14.3	115.0	5.5%	10.1%	4.9%
Board Book	17.0	1.3	15.8	9.6	1.2	8.5	76.7%	7.1%	86.5%
Paperback	73.2	11.5	61.7	57.0	11.5	45.5	28.5%	-0.3%	35.8%
eBook	14.6	0.0	14.6	13.9	0.0	13.9	4.5%		4.5%
Other	8.5	0.8	7.7	7.3	0.9	6.3	17.5%	-13.5%	22.1%
Total	249.7	29.3	220.4	217.1	27.9	189.2	15.0%	4.9%	16.5%

Sales of US Book Publishers – Millions of Dollars

Children & Young Adults YTD

Childrens & Young Adult Books	Jan - Oct 2014			Jan - Oct 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	851.9	188.4	663.5	762.1	182.3	579.9	11.8%	3.4%	14.4%
Board Book	95.5	17.1	78.4	69.9	12.6	57.4	36.6%	36.2%	36.6%
Paperback	636.0	103.3	532.7	540.3	103.0	437.3	17.7%	0.3%	21.8%
eBook	200.9	0.0	200.9	136.0	0.0	136.0	47.7%		47.8%
Other	66.1	8.3	57.8	59.9	9.1	50.9	10.3%	-8.0%	13.6%
Total	1850.4	317.2	1533.2	1568.3	306.9	1261.4	18.0%	3.4%	21.6%

Sales of US Book Publishers – Millions of Dollars

Religious Presses

Religious Presses	October 2014			October 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	38.5	4.2	34.3	40.4	3.9	36.5	-4.7%	6.4%	-5.9%
Paperback	8.4	1.1	7.3	8.4	1.2	7.3	-0.8%	-5.5%	0.0%
eBook	5.1	0.0	5.1	5.0	0.0	5.0	1.3%		1.3%
Other	9.5	0.7	8.8	11.8	0.7	11.2	-19.7%		-21.4%
Total	61.5	6.0	55.5	65.7	5.8	59.9	-6.4%	4.3%	-7.4%

Sales of US Book Publishers – Millions of Dollars

Religious Presses YTD

Religious Presses	Jan - Oct 2014			Jan - Oct 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	320.1	59.4	260.6	322.5	64.5	258.0	-0.8%	-7.8%	1.0%
Paperback	87.6	11.6	76.0	85.5	11.3	74.2	2.5%	2.5%	2.5%
eBook	54.2	0.0	54.1	53.4	0.0	53.4	1.4%		1.4%
Other	78.2	8.4	69.7	78.2	8.5	69.7	0.0%		0.1%
Total	540.0	79.5	460.5	539.6	84.3	455.3	0.1%	-5.7%	1.1%

Sales of US Book Publishers – Millions of Dollars

Professional Publishing

Professional Publishing	October 2014			October 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Business	4.0	0.5	3.6	3.1	0.4	2.7	30.3%	6.9%	34.1%
Medical	16.7	2.0	14.7	20.2	9.5	10.7	-17.4%	-79.2%	37.3%
Law, Technical, Scientific & Other	36.3	5.6	30.7	34.7	5.0	29.8	4.5%	12.8%	3.2%
Total	57.0	8.0	49.0	58.0	14.9	43.1	-1.7%	-46.0%	13.5%

Sales of US Book Publishers – Millions of Dollars

Professional Publishing YTD

Professional Publishing	Jan - Oct 2014			Jan - Oct 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Business	36.0	4.9	31.1	36.1	5.2	30.8	-0.2%	-6.7%	0.9%
Medical	307.7	53.3	254.4	327.6	62.7	264.9	-6.1%	-14.9%	-4.0%
Law, Technical, Scientific & Other	325.6	43.1	282.5	304.9	38.1	266.8	6.8%	13.0%	5.9%
Total	669.3	101.3	568.0	668.6	106.0	562.5	0.1%	-4.4%	1.0%

Sales of US Book Publishers – Millions of Dollars

University Presses

University Presses	October 2014			October 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	4.8	1.2	3.7	5.0	1.0	4.0	-3.0%	15.0%	-7.7%
Paperback	5.2	1.4	3.8	4.4	1.5	2.9	17.7%	-6.3%	29.9%
eBook	1.0	0.0	1.0	0.9	0.0	0.9	15.0%		15.4%
Other	0.1	0.0	0.1	0.1	0.0	0.1	-6.2%		-9.8%
Total	11.2	2.6	8.6	10.4	2.5	7.9	7.3%	2.3%	8.9%

Sales of US Book Publishers – Millions of Dollars

University Presses YTD

University Presses	Jan - Oct 2014			Jan - Oct 2013			Change		
	Gross	Returns	Net	Gross	Returns	Net	Gross	Returns	Net
Hardback	44.9	10.2	34.7	45.4	10.0	35.3	-1.1%	1.7%	-1.9%
Paperback	54.9	11.6	43.3	57.0	12.5	44.6	-3.7%	-6.6%	-2.9%
eBook	11.1	0.1	11.0	10.0	0.3	9.7	11.1%		13.1%
Other	1.1	0.0	1.1	1.1	0.0	1.0	5.4%		4.0%
Total	111.9	22.0	90.0	113.4	22.8	90.6	-1.3%	-3.5%	-0.7%

Sales of US Book Publishers – Millions of Dollars

Participants (I)

Participants	Adult Books	Childrens & Young Adult	Religious Presses	Professional	Education	University Presses	Other
American Mathematical Society				✓			
Blackstone Audio	✓	✓					
Brookings Institution Press						✓	
Cengage Learning					✓		
Chronicle Books	✓	✓					✓
Columbia University Press						✓	
Consortium	✓	✓					
Cornell University Press						✓	
Curriculum Associates, LLC.					✓		
Disney Publishing Worldwide		✓					
eChristian			✓				
ECPA			✓				
Elsevier				✓			
Emerald Group Publishing				✓			✓
Franciscan Media			✓				
Georgetown University Press						✓	
Hachette Book Group Distribution	✓	✓					
Hachette Book Group USA	✓	✓	✓				
Haight's Cross Communications					✓		
Hackett Publishing Company					✓		
Harlequin Enterprises	✓	✓					

Participants (2)

Participants	Adult Books	Childrens & Young Adult	Religious Presses	Professional	Education	University Presses	Other
HarperCollins Publishers	✓	✓	✓				
Houghton Mifflin Harcourt	✓	✓			✓		✓
Independent Publishers Group	✓	✓	✓	✓		✓	✓
Ingram Publisher Services	✓	✓	✓	✓	✓	✓	
John Wiley & Sons, Inc.	✓			✓	✓		
Johns Hopkins University Press						✓	
Macmillan	✓	✓			✓		
McGraw-Hill Education				✓	✓		
MIT Press						✓	
Morton Publishers					✓		
National Geographic Learning					✓		
Oxford University Press	✓	✓	✓	✓	✓		
Pearson Education				✓	✓		
Penguin Group	✓	✓					✓
Perseus Books Group	✓	✓					
Perseus Distribution	✓	✓					
Princeton University Press						✓	
Publishers Group West	✓	✓					
Random House Distribution	✓	✓					
Random House, Inc.	✓	✓	✓				✓

Participants (3)

Participants	Adult Books	Childrens & Young Adult	Religious Presses	Professional	Education	University Presses	Other
Rizzoli International Publications	✓						
Scholastic, Inc.		✓		✓	✓		
Simon & Schuster	✓	✓	✓				✓
Stanford University Press						✓	
Syracuse University Press						✓	
Tantor Media	✓						
Thames & Hudson	✓						
University of Chicago Press						✓	
University of Nebraska Press						✓	
University of New Mexico						✓	
University of North Carolina Press						✓	
University of Pennsylvania Press						✓	
University Press of Colorado						✓	
University Press of Florida						✓	
W.W. Norton & Company	✓				✓		
Workman Publishing	✓	✓					

Included Publishers

Data for the following publishers was provided by others.

Brookings Institution Press:

Aspen Institute, Bertelsmann Foundation, Carnegie Endowment for International Peace, Center for Global Development, Center for Transatlantic Relations, Centre for Economic Policy Research, Centre for European Policy Studies, Century Foundation, Chatham House (The Royal Institute of International Affairs), Committee to Protect Journalists, Council on Foreign Relations, Economica, Institute for the Study of the Americas, International Labor Office, Jamestown Foundation, Japan Center for International Exchange, Migration Policy Institute (MPI), Organization for Economic Cooperation and Development (OECD), Shorenstein, Asia-Pacific Research Center, Trilateral Commission, and United Nations University Press.

Consortium:

120 distribution clients.

Evangelical Christian Publishers Association:

Bardin & Marsee Publishing, Concordia Publishing House, Crossway, Gospel Light, Harvest House Publishing, IVP, Kregel, Moody Publishers, NavPress, NHP/Beacon Hill Press, Rose Publishing, David C Cook, Tyndale House Publishers, and Wesleyan Publishing House.

Hachette Book Group Distribution:

Abrams, Amazing People, Filipacchi, Gildan, Guinness, and Octopus.

Independent Publishers Group:

663 distribution clients.

Ingram Publisher Services:

Abingdon Press, Ammo Books LLC, Anomaly Publishing, Balcony 7 Media and Publishing, Bella & Harry, LLC, Berrett-Koehler Publishers, Cambridge International Science Publishing, Cardinal, CN Times, Inc, The Do Book Company, Dundurn, The Enthusiast, Familius LLC, Fine & Kahn, LLC, Le French Book, GemmaMedia, Harriman House Ltd, Indiana University Press, ILEX, Jumping Jack Press, Kogan Page, Law School Admission Council, Little Pickle Press, Inc, Mandevilla Press, Morgan James Publishing, Mouse Prints Press, No Limit Publishing, No Nonsense Guide Books, Parkstone Press, Poisoned Pen Press, Premier Digital Publishing, Royal Society of Chemistry, She Writes Press, Spring House Press, Tate's Bake Shop, The Taunton Press, Third World Press, Inc., Turner Publishing and Windsor Peak Press.

Perseus Book Group:

17 distribution clients.

Perseus Distribution:

26 distribution clients.

Publishers Group West:

175 distribution clients.

Random House Distribution:

Archie Comic Publications, Beacon Press, Blue Apple Books, Candlewick Press, DC Comics, EgmontUSA, Hatherleigh Press, Kodansha, Kuperard, Mark Batty Publications, Melville House, Monacelli Press, Nat Geographic Soc, New York Review Bks, North Atlantic Books, Osprey Publishing, Other Press, powerHouse

Books, Quirk Books, Rizzoli, RH Mondadori, Sasquatch Books, Seven Stories Press, Shambhala, Sierra Club, Smithsonian, Soho Press, Steerforth Press, Titan, Tuttle Publishing, Vertical, Welcome Books, and Wizards of the Coast.

Simon & Schuster:

Appleseed Press, Beyond Words Distribution, Kinfolk, Meadowbrook, Baseball America, Cardoza, Open Road, Baen, Games, Rebellion, Merck, Readers, AMP books, AMP Calendars, Victory Belt, World Almanac, Inner Traditions, The Dharma Grace Foundation, VIZ, Avatar, Hooked on Phonics, Pikachu Press, Weldon Owen, Chicken Soup, Cider Mill, Boom!, Downtown Bookworks, Manhattan gmat, Ripley's, John Locke Books, Kaplan, Appleseed Press, Good Books, Wisdom Publications.

University of Chicago Press:

University of Tennessee Press, Ohio University Press, University of Notre Dame Press, Gallaudet University Press, University of Alabama Press, University of Wisconsin Press, University of Iowa Press, Temple University Press, and Minnesota Historical Society.

aap

Questions & Comments:

Tina Jordan

tjordan@publishers.org or 212 255-0275

Richard Barclay

rbarclay@mpiweb.com or 203 973-0535

Media Inquiries:

Marisa Bluestone

mbluestone@publishers.org or 202 220-4558

Prepared for the Association of American Publishers by
Management Practice, Inc.