

An Early Start, a Mid-Season Lull and Strong Finish For Book Sales



- Typically, the holiday season for books begins in October. The trend starts with a gradual rise in sales through the Thanksgiving Day week, after which sales increase dramatically through the remaining weeks of the year
- The peak week for book sales is generally the week before Christmas
- In the final five-week period of calendar years 2005 – 2007, consumer book sales consistently accounted for 17% of the overall year-to-date unit totals, a trend that is fairly consistent throughout all categories (i.e. Adult Fiction, Adult Non-Fiction, etc.) and in all years
- **Based on the year-to-date performance of books in 2008, we anticipate that this trend will continue with highly anticipated releases:**
 - Christopher Paolini’s new book (Brisingr, out September 20)
 - Stephen King (Just After Sunset: Stories, out November 11)
 - J.K Rowling (The Tales of Beedle the Bard, out December 4)
 - Toni Morrison (A Mercy by, out Nov. 11),
 - Malcolm Gladwell (Outliers: Why Some People Succeed and Some Don’, out Nov. 18)