



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 05.2018

April SalesData Market Report April 2018



BOOKNET
CANADA

CONFIDENTIAL TO BNC SALES DATA SUBSCRIBERS

© BOOKNET CANADA 2018

INTRODUCTION

The purpose of this SalesData market report is to give you easy insight into how the marketplace performed in the previous month, and how it performed in that same month for the past two years. Combining the information present here with data specific to your own organization can highlight any correlation or special relationships your data have with the marketplace.

REPORT DATA

This report compares the volume and value of all books sold in the marketplace for the month of April in the years 2016 to 2018. The marketplace data is divided into:

- **All Market:** data from all retailers who currently provide us with their sales data.
- **Ring Fence:** new retailers are added to BNC SalesData every year, resulting in increasing overall sales figures for older titles. In order to eliminate this skew, we created a “ring fence” around a core group of retailers. We will use the data gathered from within this ring fence alone to show year-over-year sales from a constant set of retailers. In April 2018, we have reconfigured our ring fence (comparable store group) in order to better represent the market and because of these changes comparison to some prior years is not possible. This report contains only 2016, 2017, and 2018 data.

Also included in this report is an overview of the All Market and the Ring Fence Market for the categories of Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction. To conclude, a Year-to-Date overview of all books sold (volume and value) in the marketplace in this year and last year is available at the end of the document. This overview includes All Market and Ring Fence for Fiction, Non-Fiction, Young Adult, Young Adult Fiction, Young Adult Non-Fiction, Young Adult, Young Adult Fiction, and Young Adult Non-Fiction data.

REPORT DATES

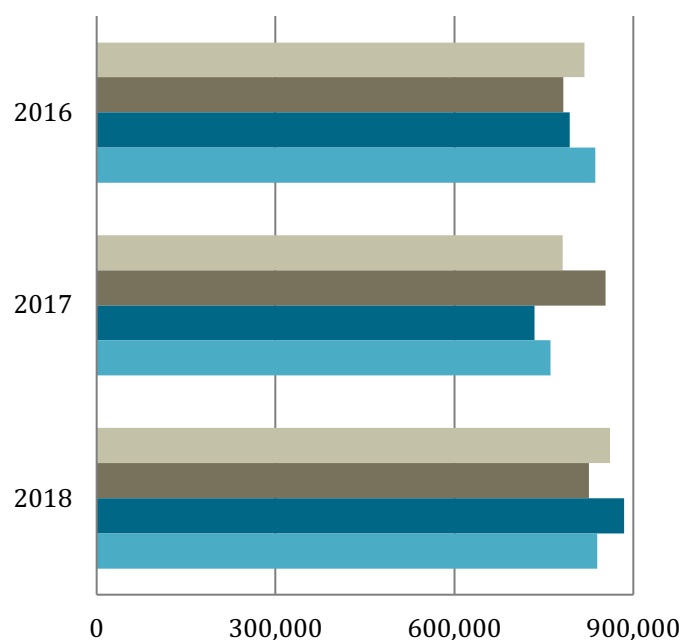
This report aims to encapsulate data from most days in April. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month may also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates used in this report are as follows:

	2018	2017	2016
Week 1	08-Apr	09-Apr	10-Apr
Week 2	15-Apr	16-Apr	17-Apr
Week 3	22-Apr	23-Apr	24-Apr
Week 4	29-Apr	30-Apr	01-May

ALL MARKET

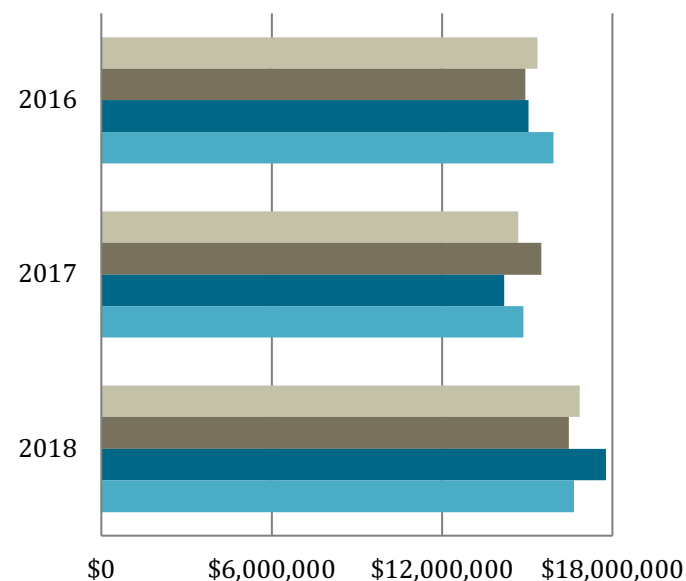
The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
■ April Week 1	860,690	782,048	817,847
■ April Week 2	826,034	853,826	782,646
■ April Week 3	884,121	734,403	793,253
■ April Week 4	839,644	761,141	836,696

Value Sold (in millions of dollars)

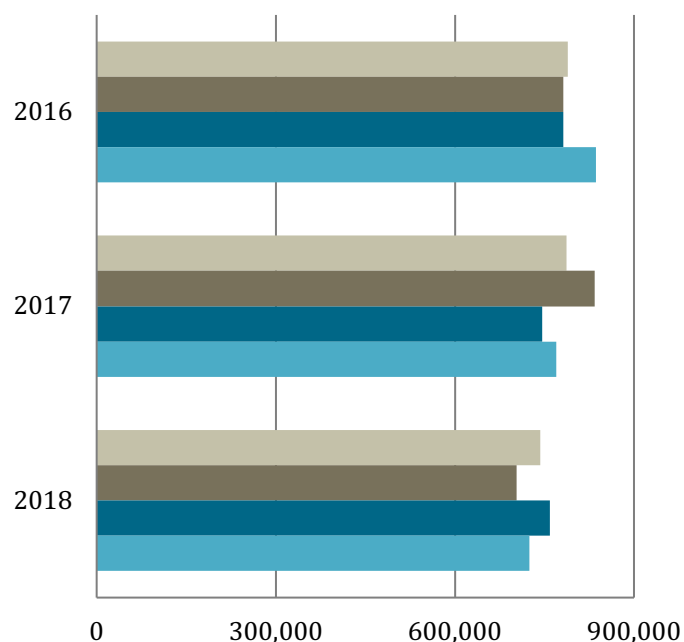


	2018	2017	2016
■ April Week 1	\$16,859,301.81	\$14,679,742.06	\$15,353,606.94
■ April Week 2	\$16,475,212.82	\$15,502,944.93	\$14,940,592.74
■ April Week 3	\$17,773,650.47	\$14,178,912.08	\$15,041,675.31
■ April Week 4	\$16,655,891.19	\$14,855,868.41	\$15,923,229.28

RING FENCE MARKET

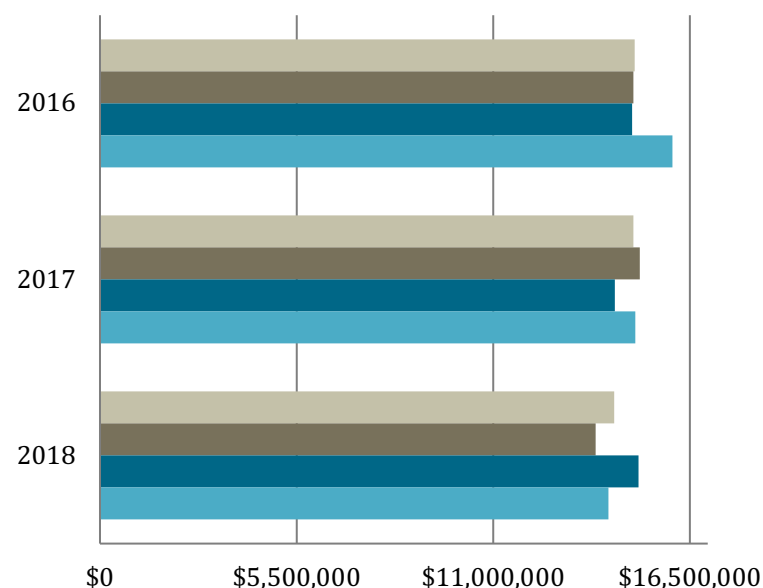
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	743,145	787,200	788,663
April Week 2	703,393	834,233	781,557
April Week 3	759,263	746,220	781,653
April Week 4	724,344	769,894	836,288

Value Sold (in millions of dollars)

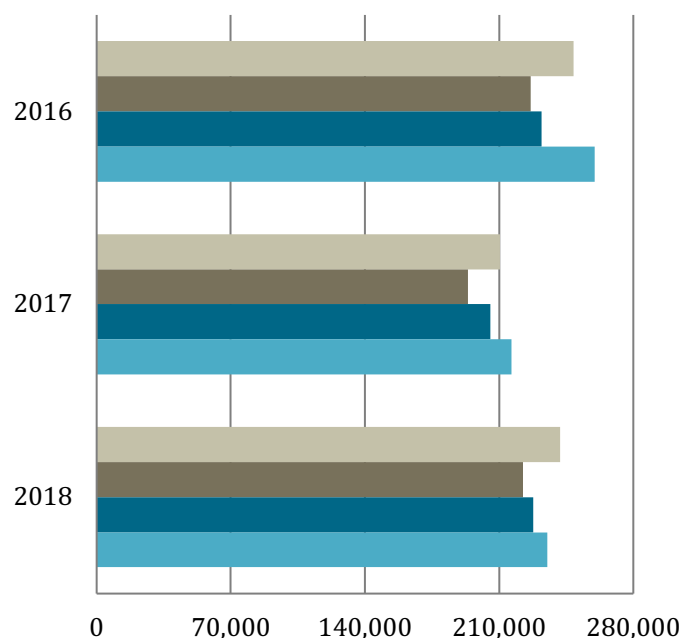


	2018	2017	2016
April Week 1	\$14,387,864.35	\$14,927,253.81	\$14,959,289.08
April Week 2	\$13,863,681.18	\$15,094,299.67	\$14,917,330.71
April Week 3	\$15,055,444.33	\$14,399,200.01	\$14,878,777.64
April Week 4	\$14,226,847.45	\$14,966,196.74	\$16,015,884.76

FICTION: ALL MARKET

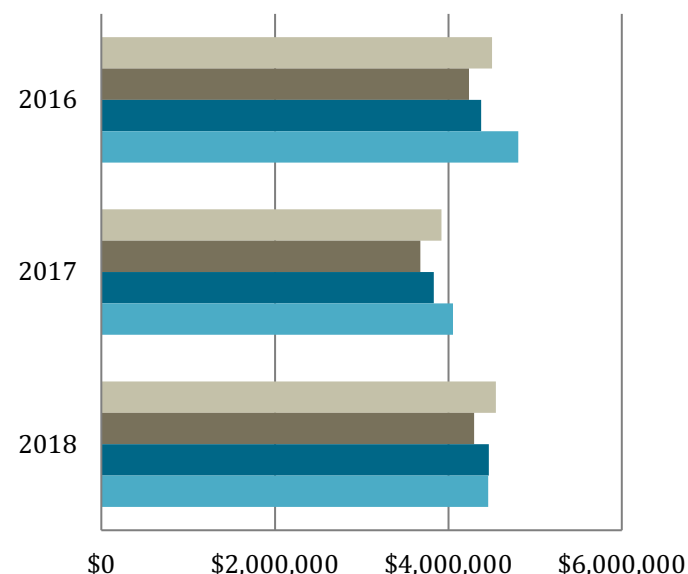
The graphs below show the volume sold and value sold of titles within the Fiction category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	241,974	210,363	248,690
April Week 2	222,561	193,613	226,522
April Week 3	227,776	205,254	232,032
April Week 4	235,202	216,380	259,895

Value Sold (in millions of dollars)

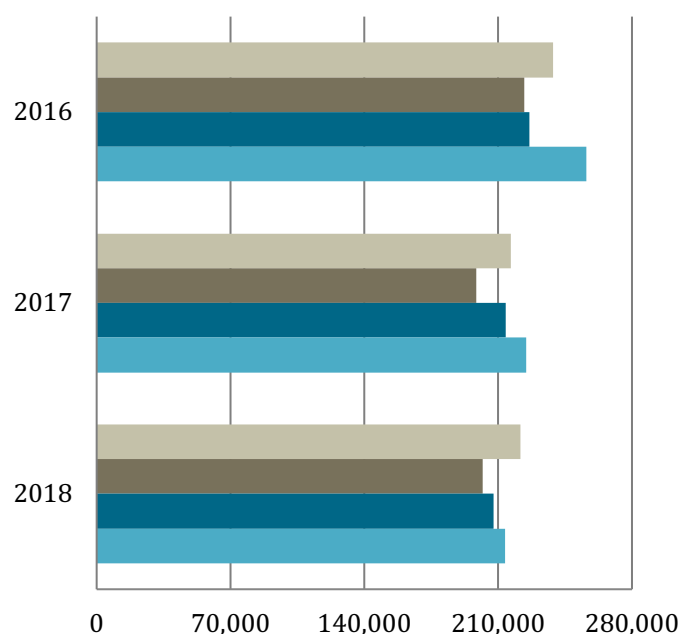


	2018	2017	2016
April Week 1	\$4,550,040.77	\$3,922,781.26	\$4,500,973.83
April Week 2	\$4,300,638.74	\$3,675,001.03	\$4,240,938.17
April Week 3	\$4,468,122.38	\$3,832,563.39	\$4,376,206.82
April Week 4	\$4,461,311.44	\$4,051,372.11	\$4,806,532.92

FICTION: RING FENCE MARKET

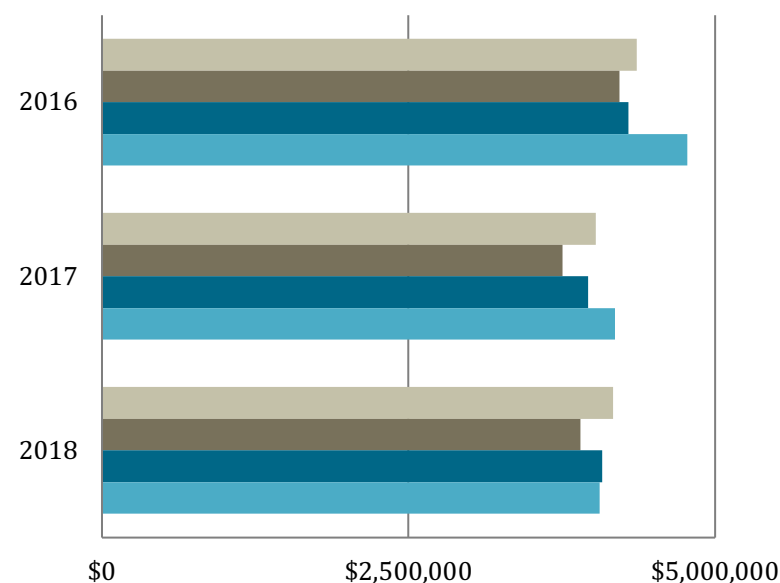
The graphs below show the volume sold and value sold of titles within the Fiction category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2018	2017	2016
■ April Week 1	221,557	216,703	238,592
■ April Week 2	201,997	198,647	223,809
■ April Week 3	207,439	213,915	226,195
■ April Week 4	213,456	224,585	256,076

Value Sold (in millions of dollars)

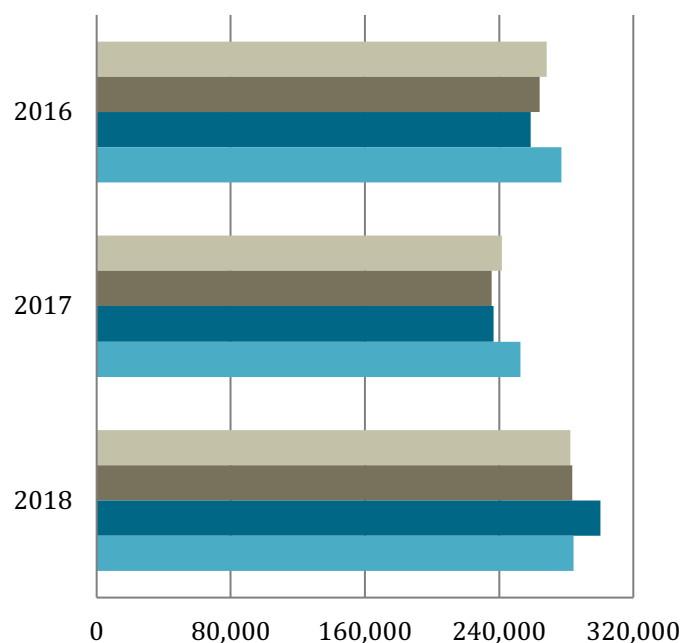


	2018	2017	2016
■ April Week 1	\$4,168,598.74	\$4,026,103.34	\$4,362,173.99
■ April Week 2	\$3,899,429.15	\$3,755,589.52	\$4,221,354.83
■ April Week 3	\$4,078,541.48	\$3,964,654.82	\$4,295,135.93
■ April Week 4	\$4,057,025.56	\$4,185,291.30	\$4,771,776.65

NON-FICTION: ALL MARKET

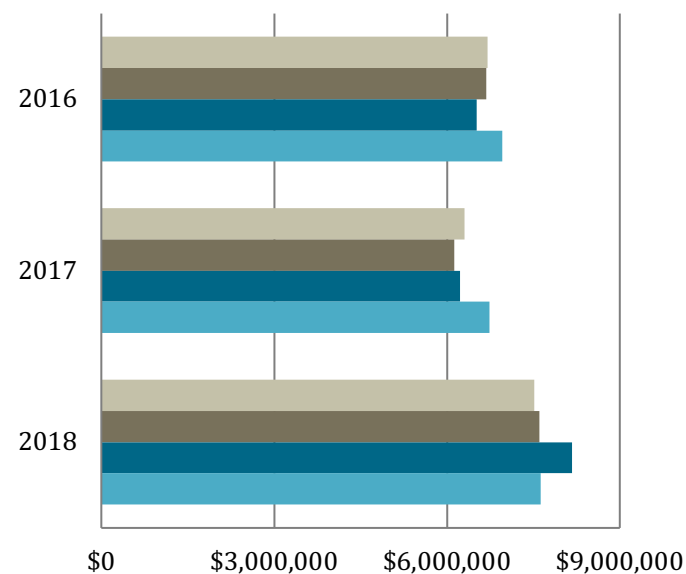
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	282,540	241,773	268,375
April Week 2	283,613	235,496	264,204
April Week 3	300,473	236,543	258,707
April Week 4	284,219	252,677	277,197

Value Sold (in millions of dollars)

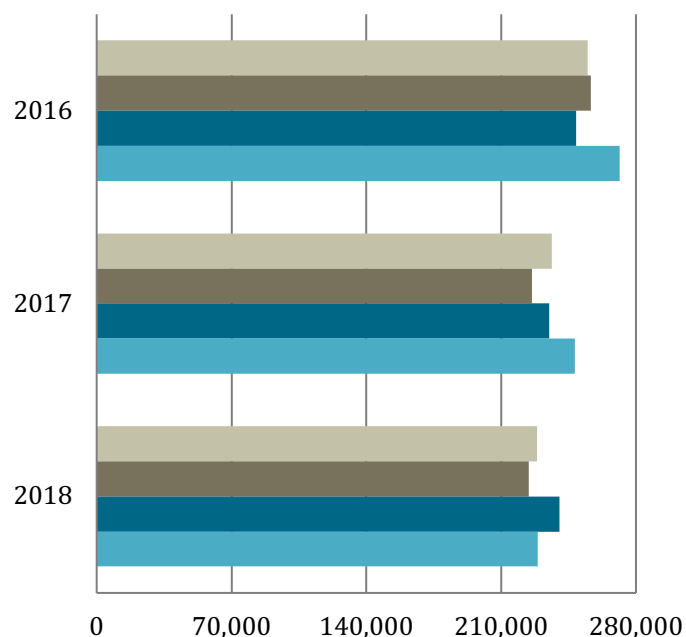


	2018	2017	2016
April Week 1	\$7,519,410.96	\$6,302,360.46	\$6,700,498.46
April Week 2	\$7,600,450.13	\$6,127,751.53	\$6,679,990.31
April Week 3	\$8,166,518.69	\$6,226,714.06	\$6,512,280.99
April Week 4	\$7,628,452.45	\$6,735,550.66	\$6,965,592.14

NON-FICTION: RING FENCE MARKET

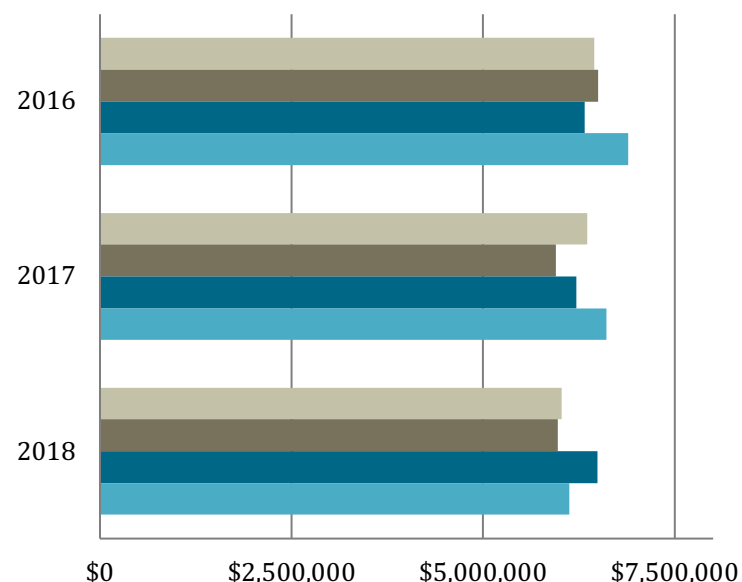
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	228,552	236,400	254,871
April Week 2	224,198	225,964	256,401
April Week 3	240,420	235,110	248,826
April Week 4	229,139	248,212	271,658

Value Sold (in millions of dollars)

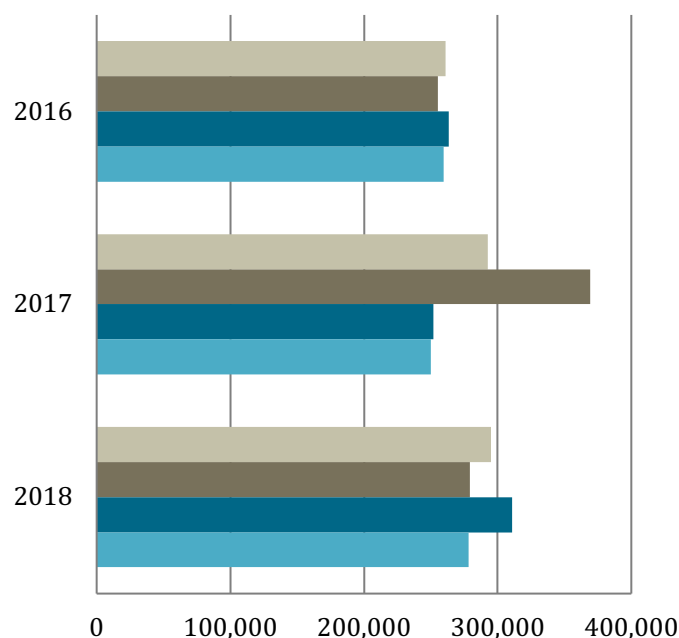


	2018	2017	2016
April Week 1	\$6,021,521.62	\$6,354,633.66	\$6,445,339.66
April Week 2	\$5,969,365.75	\$5,944,413.44	\$6,496,618.12
April Week 3	\$6,492,557.29	\$6,213,430.22	\$6,324,298.39
April Week 4	\$6,122,945.43	\$6,604,303.33	\$6,890,948.28

JUVENILE: ALL MARKET

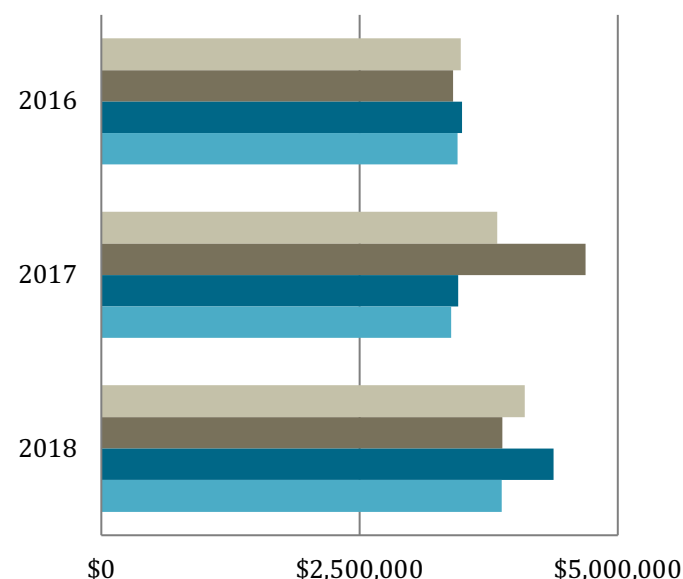
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
■ April Week 1	295,193	292,522	261,167
■ April Week 2	279,158	369,302	255,108
■ April Week 3	310,987	251,954	263,378
■ April Week 4	278,347	249,946	259,590

Value Sold (in millions of dollars)

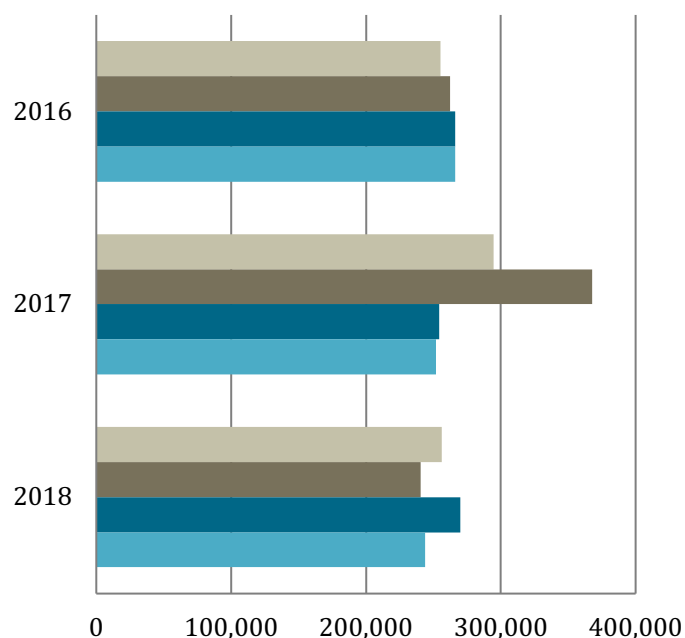


	2018	2017	2016
■ April Week 1	\$4,100,002.11	\$3,834,145.00	\$3,478,443.77
■ April Week 2	\$3,884,530.43	\$4,687,975.89	\$3,403,849.00
■ April Week 3	\$4,378,743.36	\$3,455,661.29	\$3,489,502.17
■ April Week 4	\$3,873,616.64	\$3,388,016.26	\$3,449,659.18

JUVENILE: RING FENCE MARKET

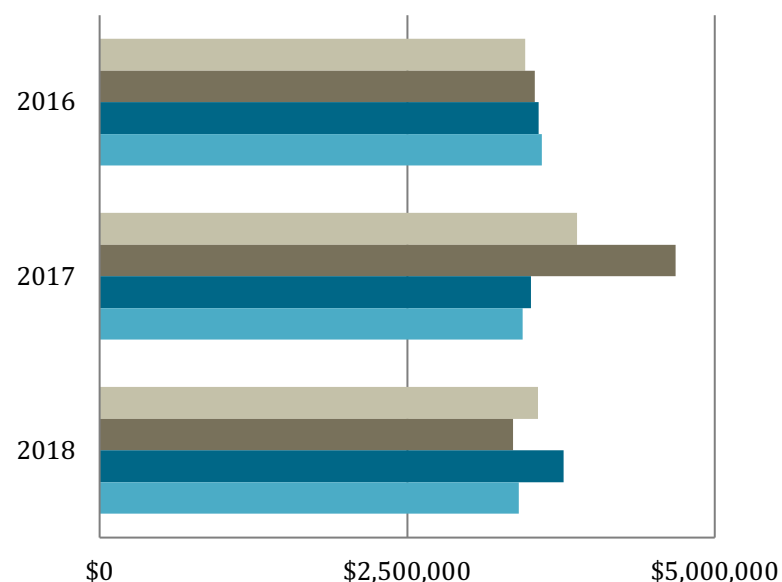
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
April Week 1	256,038	294,678	255,079
April Week 2	240,675	367,610	262,548
April Week 3	270,163	254,095	266,425
April Week 4	243,672	251,977	266,032

Value Sold (in millions of dollars)

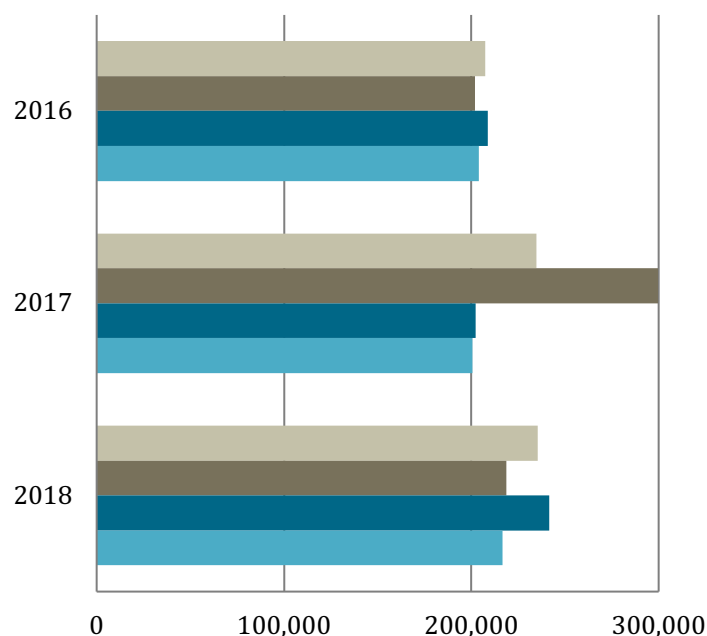


	2018	2017	2016
April Week 1	\$3,562,088.38	\$3,881,808.26	\$3,458,816.81
April Week 2	\$3,359,583.65	\$4,682,830.86	\$3,537,624.81
April Week 3	\$3,770,810.15	\$3,506,493.89	\$3,566,374.32
April Week 4	\$3,406,782.84	\$3,439,164.37	\$3,594,902.50

JUVENILE FICTION: ALL MARKET

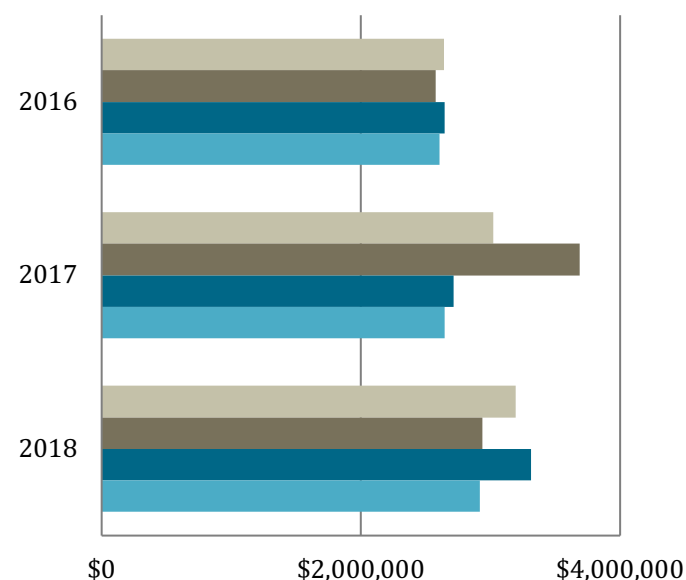
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
■ April Week 1	235,499	234,620	207,573
■ April Week 2	218,796	299,816	201,920
■ April Week 3	241,653	202,322	208,913
■ April Week 4	216,512	200,447	203,873

Value Sold (in millions of dollars)

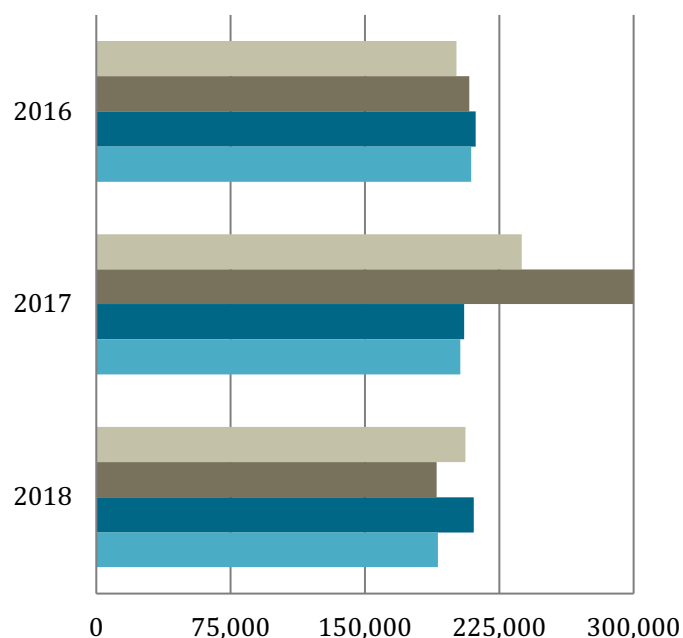


	2018	2017	2016
■ April Week 1	\$3,193,185.01	\$3,022,156.08	\$2,638,833.45
■ April Week 2	\$2,935,980.78	\$3,685,920.16	\$2,576,738.64
■ April Week 3	\$3,314,412.44	\$2,716,621.63	\$2,645,631.41
■ April Week 4	\$2,918,833.43	\$2,647,744.79	\$2,607,765.75

JUVENILE FICTION: RING FENCE MARKET

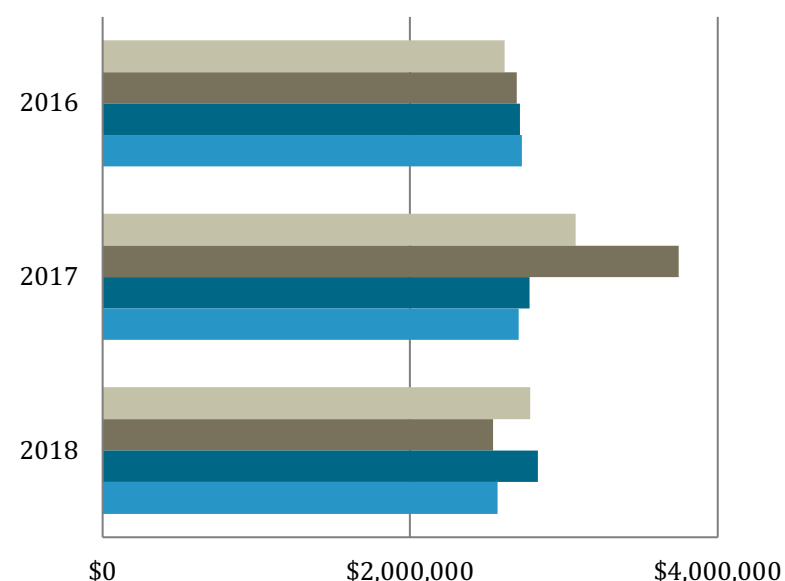
The graphs below show the volume sold and value sold of titles within the Juvenile Fiction category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
April Week 1	205,993	237,708	201,018
April Week 2	190,095	299,607	208,128
April Week 3	210,837	205,438	211,703
April Week 4	190,767	203,290	209,297

Value Sold (in millions of dollars)

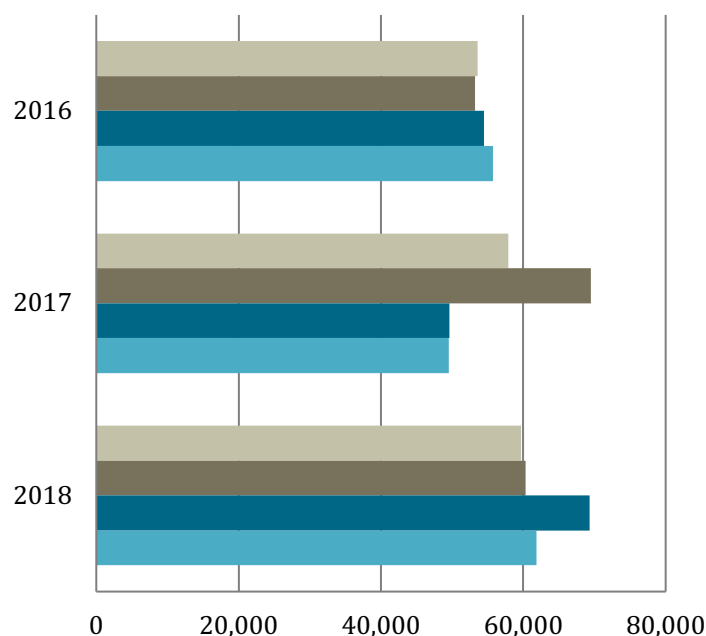


	2018	2017	2016
April Week 1	\$2,781,009.79	\$3,075,802.93	\$2,612,558.92
April Week 2	\$2,539,257.93	\$3,745,938.62	\$2,692,505.47
April Week 3	\$2,831,011.55	\$2,775,486.61	\$2,715,227.21
April Week 4	\$2,566,606.96	\$2,706,886.34	\$2,726,597.54

JUVENILE NON-FICTION: ALL MARKET

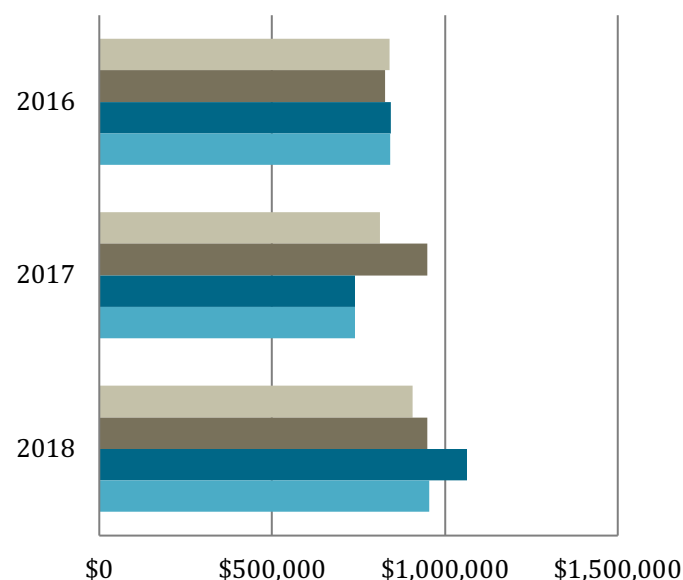
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
April Week 1	59,694	57,902	53,594
April Week 2	60,362	69,486	53,188
April Week 3	69,334	49,632	54,465
April Week 4	61,835	49,499	55,717

Value Sold (in millions of dollars)

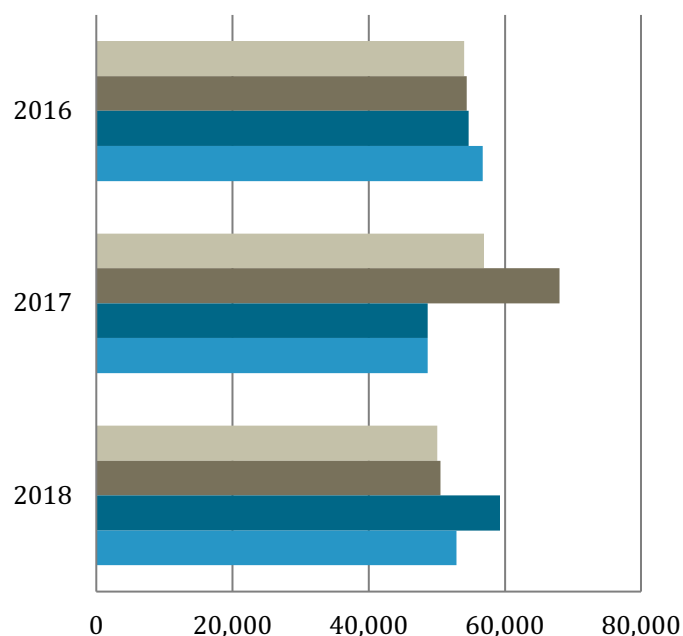


	2018	2017	2016
April Week 1	\$906,817.10	\$811,988.92	\$839,610.32
April Week 2	\$948,549.65	\$949,073.79	\$827,110.36
April Week 3	\$1,064,330.92	\$739,039.66	\$843,870.76
April Week 4	\$954,783.21	\$740,271.47	\$841,893.43

JUVENILE NON-FICTION: RING FENCE MARKET

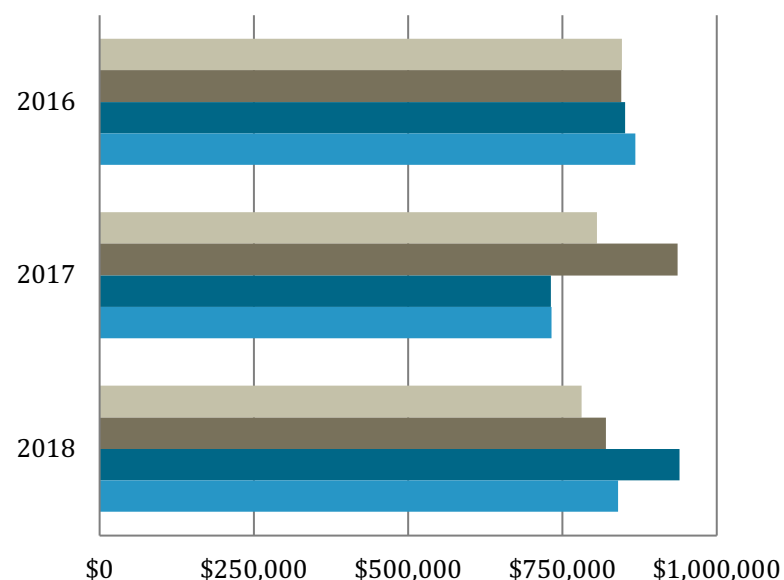
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
April Week 1	50,045	56,970	54,061
April Week 2	50,580	68,003	54,420
April Week 3	59,326	48,657	54,722
April Week 4	52,905	48,687	56,735

Value Sold (in millions of dollars)

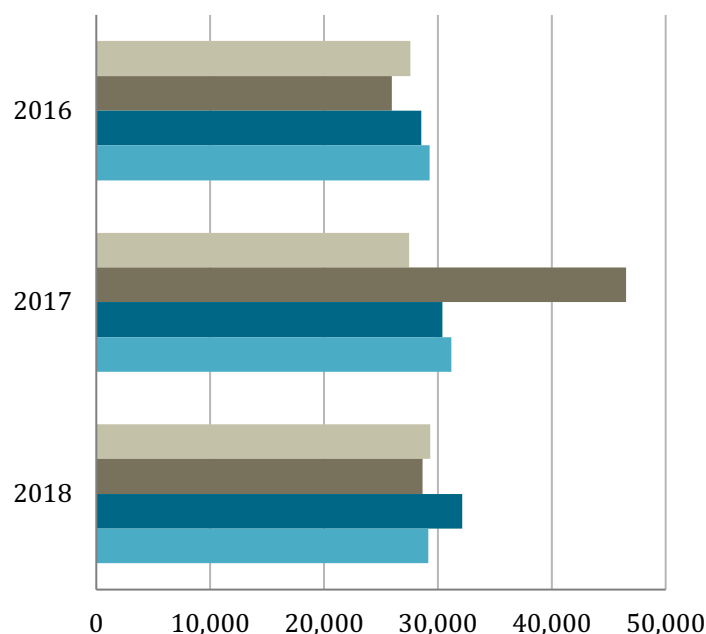


	2018	2017	2016
April Week 1	\$781,078.59	\$806,005.33	\$846,257.89
April Week 2	\$820,325.72	\$936,892.24	\$845,119.34
April Week 3	\$939,798.60	\$731,007.28	\$851,147.11
April Week 4	\$840,175.88	\$732,278.03	\$868,304.96

YOUNG ADULT: ALL MARKET

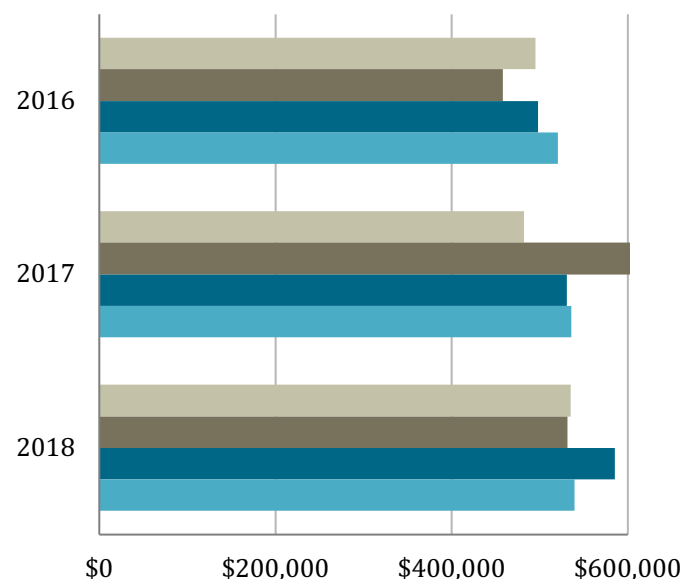
The graphs below show the volume sold and value sold of titles within the Young Adult category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	29,301	27,470	27,567
April Week 2	28,628	46,543	25,933
April Week 3	32,148	30,392	28,532
April Week 4	29,185	31,159	29,296

Value Sold (in millions of dollars)

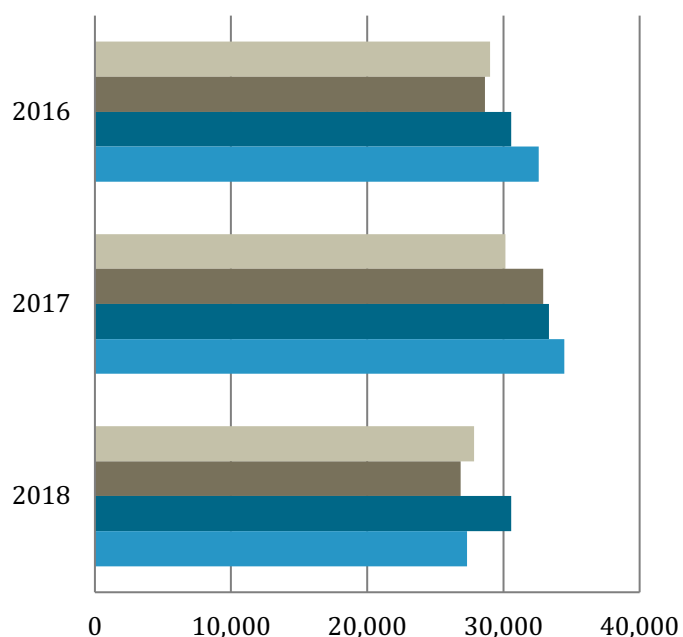


	2018	2017	2016
April Week 1	\$535,072.22	\$482,396.65	\$495,115.51
April Week 2	\$531,200.09	\$868,929.65	\$458,245.44
April Week 3	\$585,149.44	\$530,634.30	\$497,863.73
April Week 4	\$539,323.78	\$535,504.07	\$520,910.98

YOUNG ADULT: RING FENCE MARKET

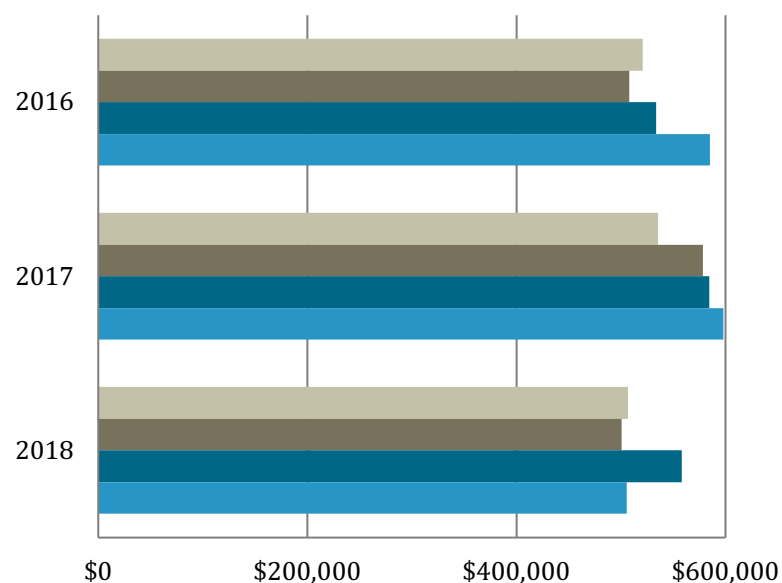
The graphs below show the volume sold and value sold of titles within the Young Adult category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
April Week 1	27,848	30,149	29,039
April Week 2	26,845	32,925	28,639
April Week 3	30,578	33,340	30,549
April Week 4	27,320	34,469	32,568

Value Sold (in millions of dollars)

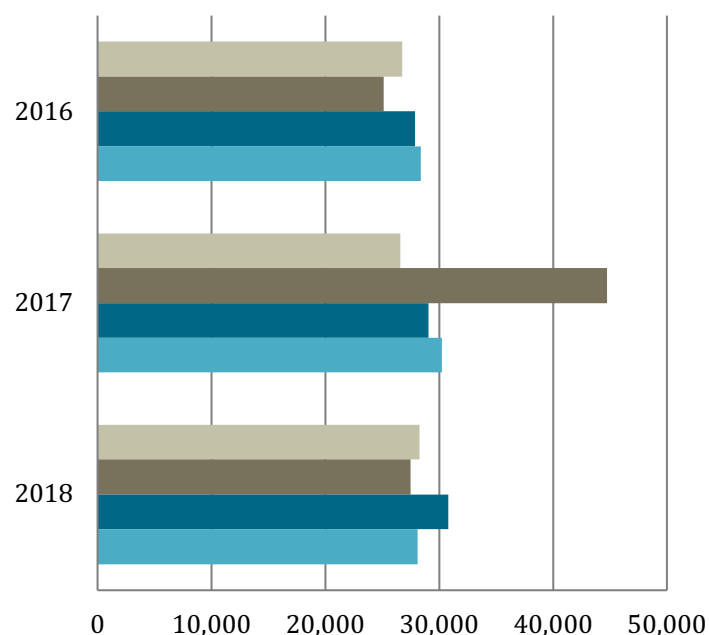


	2018	2017	2016
April Week 1	\$506,808.47	\$535,671.31	\$520,859.14
April Week 2	\$500,336.35	\$578,153.53	\$508,086.04
April Week 3	\$558,005.41	\$584,446.61	\$533,940.55
April Week 4	\$505,518.26	\$598,066.14	\$585,205.24

YOUNG ADULT FICTION: ALL MARKET

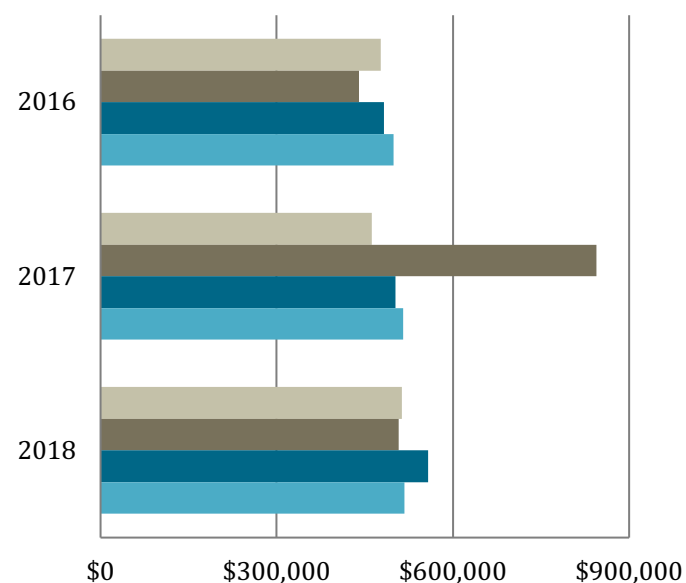
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	28,288	26,614	26,748
April Week 2	27,493	44,757	25,125
April Week 3	30,816	29,068	27,872
April Week 4	28,120	30,262	28,369

Value Sold (in millions of dollars)

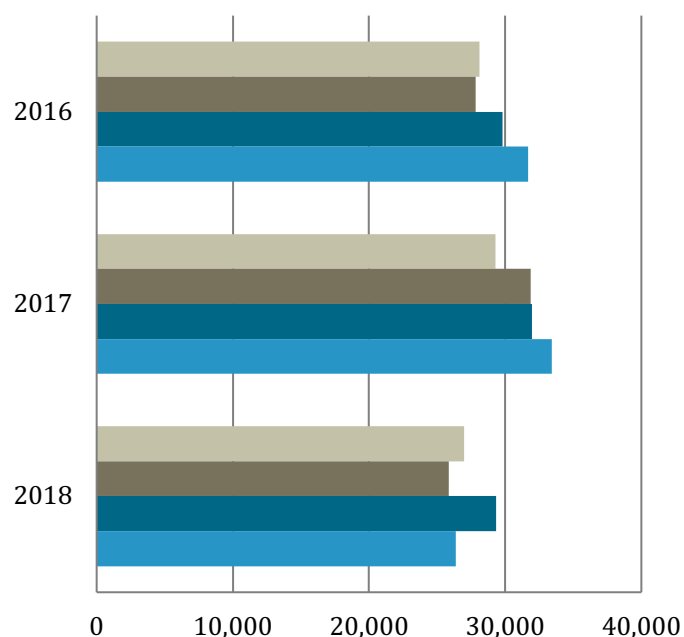


	2018	2017	2016
April Week 1	\$512,714.60	\$461,806.64	\$477,220.13
April Week 2	\$507,936.03	\$844,227.62	\$439,658.40
April Week 3	\$557,923.26	\$502,334.80	\$482,636.53
April Week 4	\$517,959.10	\$514,930.64	\$499,167.23

YOUNG ADULT FICTION: RING FENCE MARKET

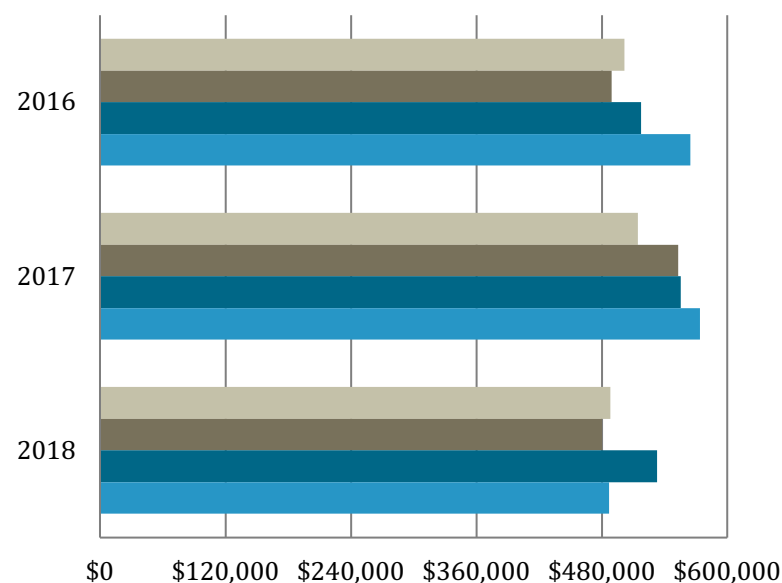
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
April Week 1	26,966	29,269	28,135
April Week 2	25,855	31,889	27,814
April Week 3	29,347	31,984	29,813
April Week 4	26,392	33,439	31,668

Value Sold (in millions of dollars)

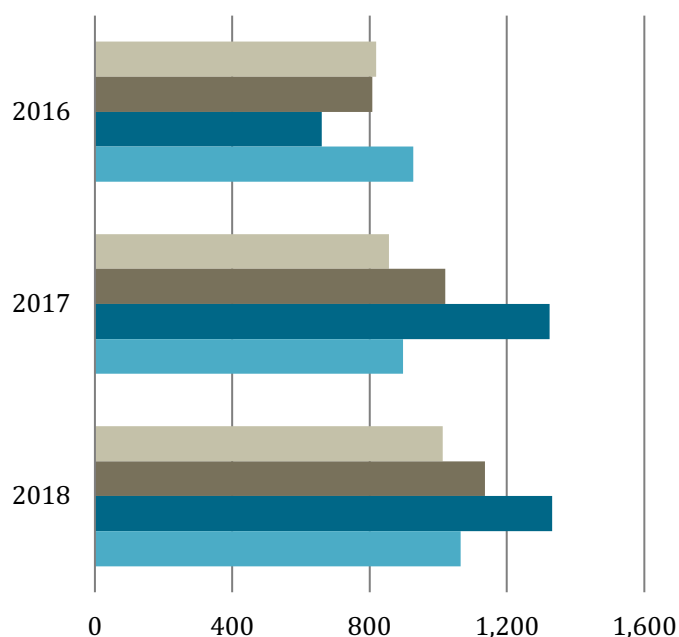


	2018	2017	2016
April Week 1	\$488,046.32	\$514,601.02	\$501,523.25
April Week 2	\$480,067.26	\$552,894.94	\$489,278.04
April Week 3	\$532,766.99	\$555,251.71	\$517,459.56
April Week 4	\$486,870.12	\$574,126.29	\$564,500.69

YOUNG ADULT NON-FICTION: ALL MARKET

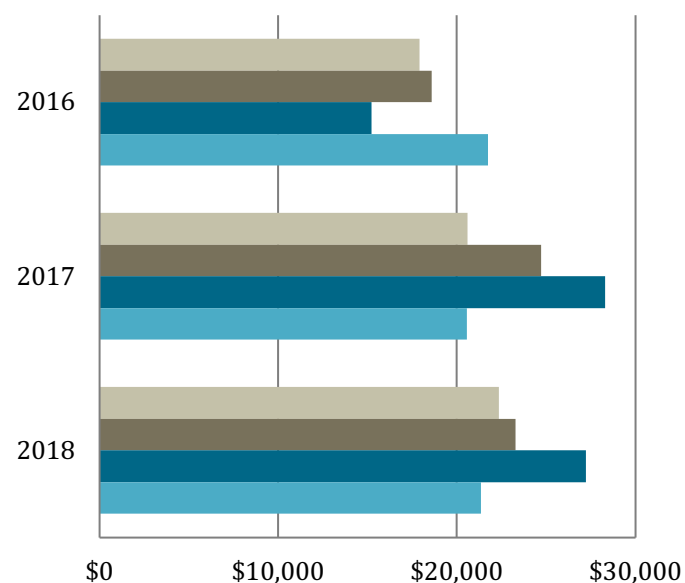
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the All Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the All Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the All Market.

Volume Sold (in units)



	2018	2017	2016
April Week 1	1,013	856	819
April Week 2	1,135	1,021	808
April Week 3	1,332	1,324	660
April Week 4	1,065	897	927

Value Sold (in millions of dollars)

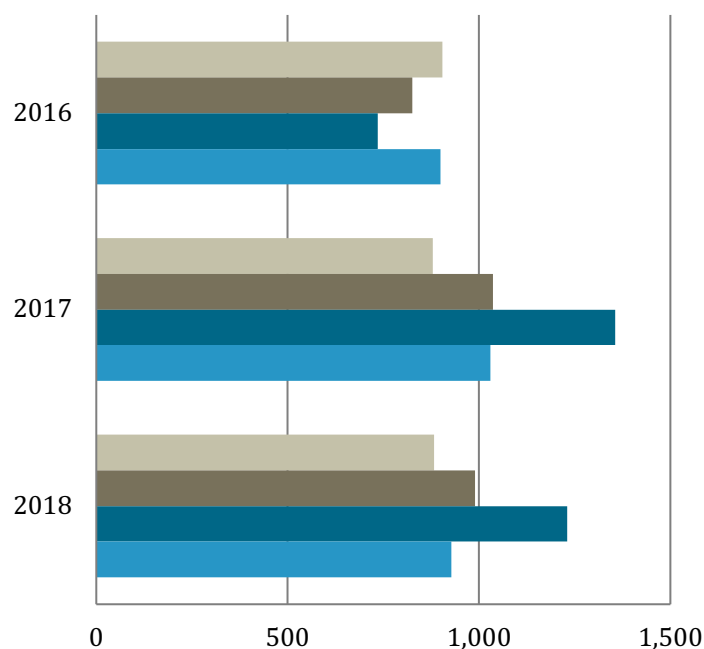


	2018	2017	2016
April Week 1	\$22,357.62	\$20,590.01	\$17,895.38
April Week 2	\$23,264.06	\$24,702.03	\$18,587.04
April Week 3	\$27,226.18	\$28,299.50	\$15,227.20
April Week 4	\$21,364.68	\$20,573.43	\$21,743.75

YOUNG ADULT NON-FICTION: RING FENCE MARKET

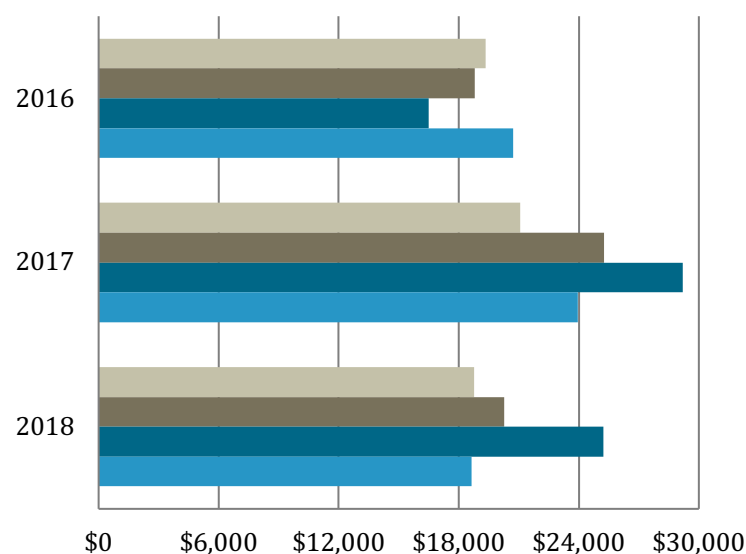
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of April in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units sold for each recorded title. In the Volume Sold graph, the horizontal axis measures the total units sold in the Ring Fence Market. In the Value Sold graph, the horizontal axis measures the total dollar value of sales in the Ring Fence.

Volume Sold (in units)



	2018	2017	2016
■ April Week 1	882	880	904
■ April Week 2	990	1,036	825
■ April Week 3	1,231	1,356	736
■ April Week 4	928	1,030	900

Value Sold (in millions of dollars)



	2018	2017	2016
■ April Week 1	\$18,762.15	\$21,070.29	\$19,335.89
■ April Week 2	\$20,269.09	\$25,258.59	\$18,808.00
■ April Week 3	\$25,238.42	\$29,194.90	\$16,480.99
■ April Week 4	\$18,648.14	\$23,939.85	\$20,704.55

YEAR-TO-DATE COMPARISON

The following graphs outline the year-to-date volume and value sold for the year-to-date of 2017 and 2018. The graphs compare 2018's year-to-date numbers with the comparable period in 2017. While we are dealing in weekly periods, the weeks do not align exactly, but the same number of weeks is compared for each year. The time periods for this comparison are as follows:

- 2018: Week ending April 29, 2018
- 2017: Week ending April 30, 2017

