



A RESEARCH REPORT BY BOOKNET CANADA

BNC

RESEARCH 09.2018

August SalesData Market Report



**BOOKNET
CANADA**

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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 August 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 August 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 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

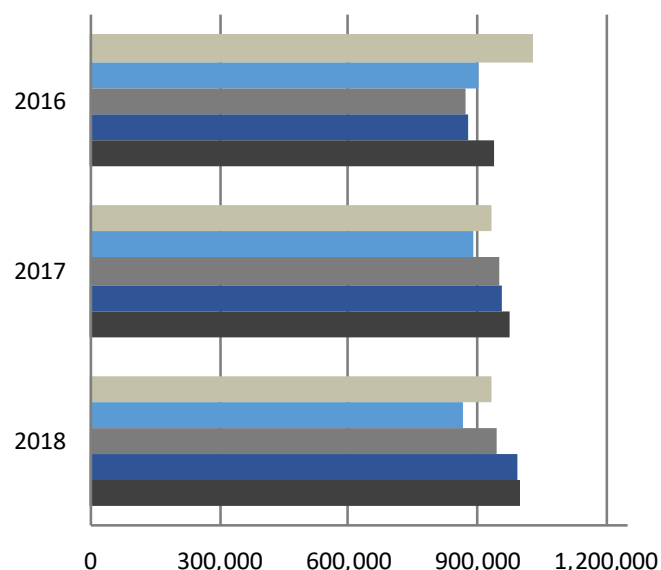
This report aims to encapsulate data from most days in August. Because BNC’s sales data is grouped according to week-ending dates, the time periods for the selected years’ month August also include a few days’ worth of data from the previous month or the following month. The specific week-ending dates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

	2018	2017	2016
Week 1	05-Aug	06-Aug	07-Aug
Week 2	12-Aug	13-Aug	14-Aug
Week 3	19-Aug	20-Aug	21-Aug
Week 4	26-Aug	27-Aug	28-Aug
Week 5	02-Sep	03-Sep	04-Sep

ALL MARKET

The graphs below show the volume sold and value sold of all titles in the All Market for the entire month of August 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.

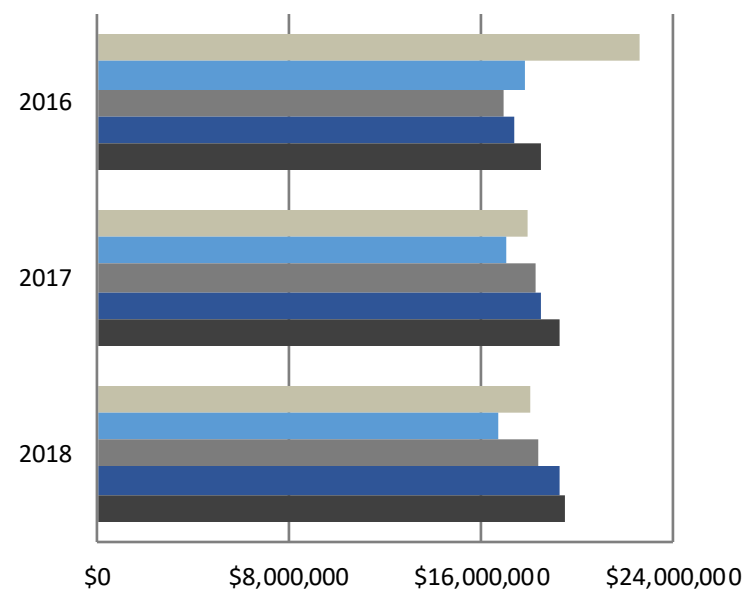
Volume Sold (in units)



	2018	2017	2016
August Week 1	932,114	930,982	1,025,773
August Week 2	867,086	891,243	902,295
August Week 3	945,194	948,358	873,216
August Week 4	989,567	953,332	877,550
August Week 5	1,000,602	971,635	936,645

Total	4,734,563	4,695,550	4,615,479
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Value Sold (in millions of dollars)



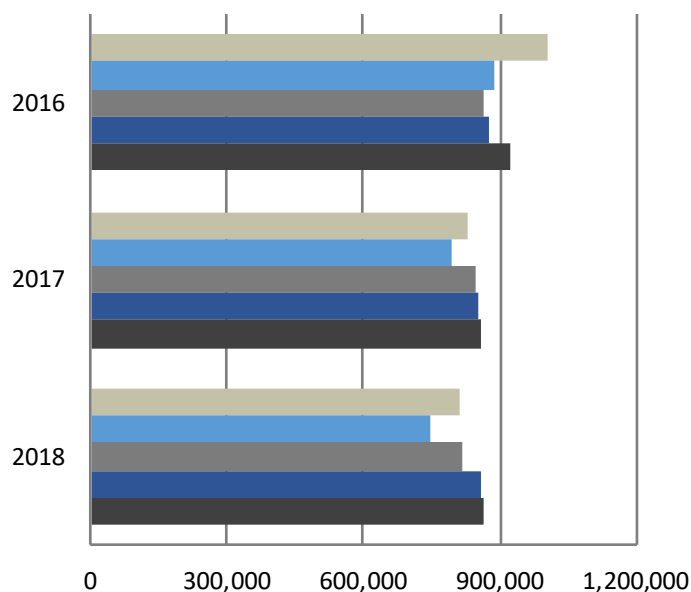
	2018	2017	2016
August Week 1	\$18,064,314.20	\$17,920,286.44	\$22,633,360.14
August Week 2	\$16,668,765.17	\$17,033,686.94	\$17,846,412.37
August Week 3	\$18,354,153.14	\$18,288,859.51	\$16,924,230.63
August Week 4	\$19,285,377.74	\$18,509,584.18	\$17,332,260.48
August Week 5	\$19,454,695.81	\$19,201,736.69	\$18,526,369.48

Total	\$91,827,306.06	\$90,954,153.76	\$93,262,633.10
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RING FENCE MARKET

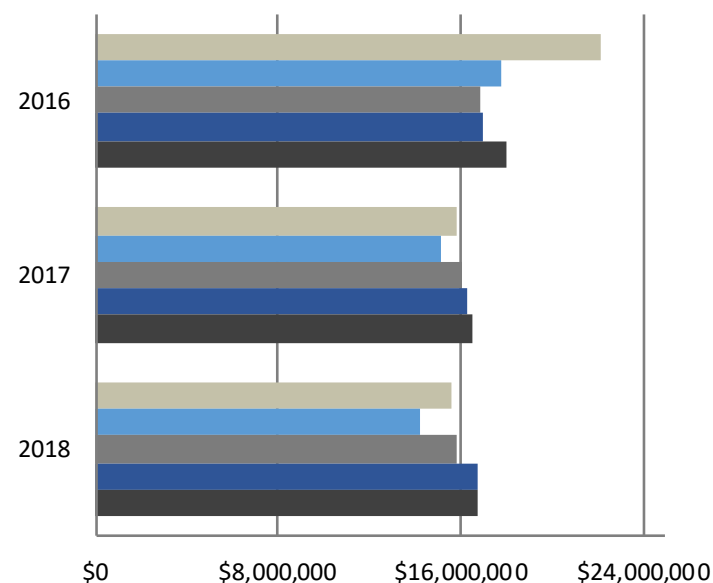
The graphs below show the volume sold and value sold of all titles in the Ring Fence Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the number of units 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
August Week 1	808,837	827,061	1,001,924
August Week 2	747,460	793,280	889,369
August Week 3	819,083	845,485	861,400
August Week 4	860,328	851,587	874,139
August Week 5	863,794	855,806	923,859
Total	4,099,502	4,173,219	4,550,691

Value Sold (in millions of dollars)

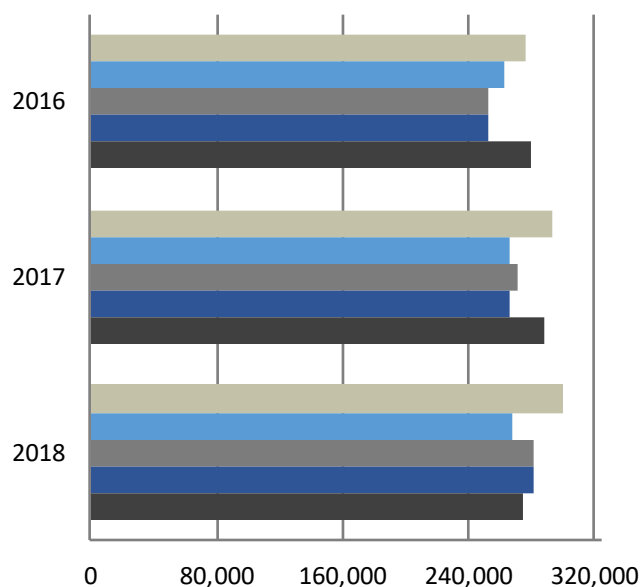


	2018	2017	2016
August Week 1	\$15,551,418.86	\$15,831,768.15	\$22,178,853.43
August Week 2	\$14,216,904.64	\$15,121,485.23	\$17,729,245.62
August Week 3	\$15,786,330.62	\$16,043,465.61	\$16,869,698.56
August Week 4	\$16,710,003.41	\$16,291,535.92	\$16,969,239.94
August Week 5	\$16,771,667.26	\$16,539,017.15	\$18,044,775.95
Total	\$79,036,324.79	\$79,827,272.06	\$91,791,813.50

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 August 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.

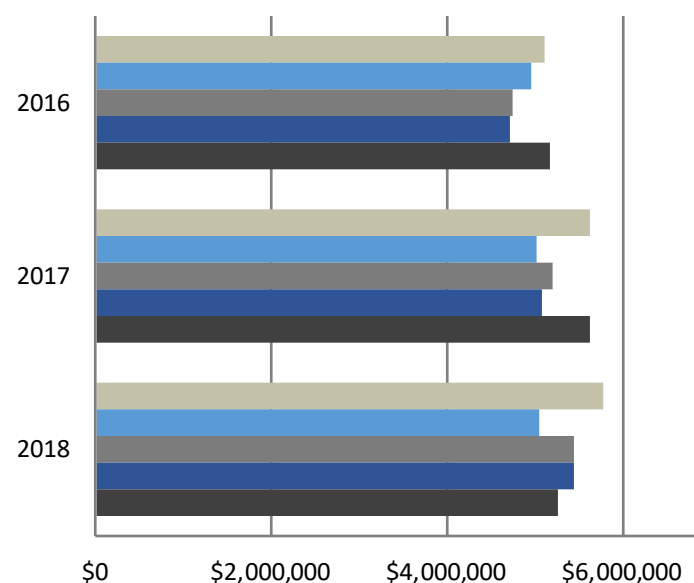
Volume Sold (in units)



	2018	2017	2016
August Week 1	299,776	293,125	276,436
August Week 2	268,289	266,460	263,341
August Week 3	281,333	270,568	252,945
August Week 4	281,747	266,631	252,252
August Week 5	275,222	288,569	280,261

Total	1,406,367	1,385,353	1,325,235
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Value Sold (in millions of dollars)



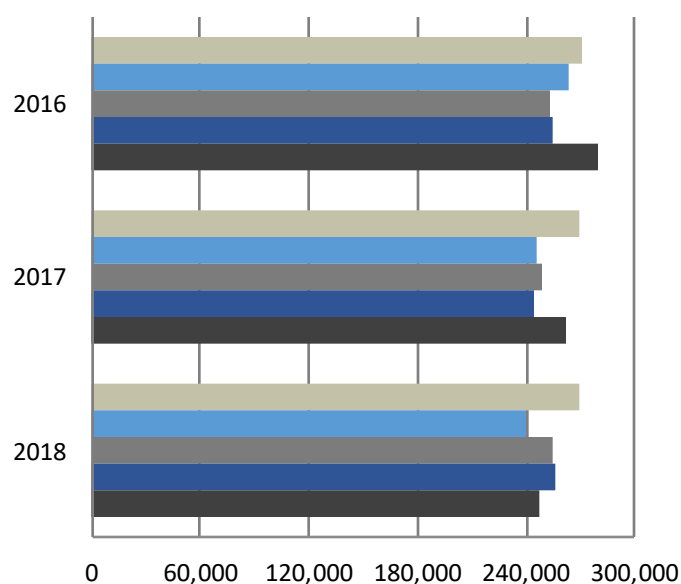
	2018	2017	2016
August Week 1	\$5,772,697.13	\$5,628,544.51	\$5,103,586.32
August Week 2	\$5,056,010.33	\$5,005,556.76	\$4,969,518.57
August Week 3	\$5,433,087.79	\$5,197,882.05	\$4,758,725.42
August Week 4	\$5,435,500.57	\$5,076,758.76	\$4,720,048.52
August Week 5	\$5,254,600.29	\$5,622,671.88	\$5,185,822.11

Total	\$26,951,896.11	\$26,531,413.96	\$24,737,700.94
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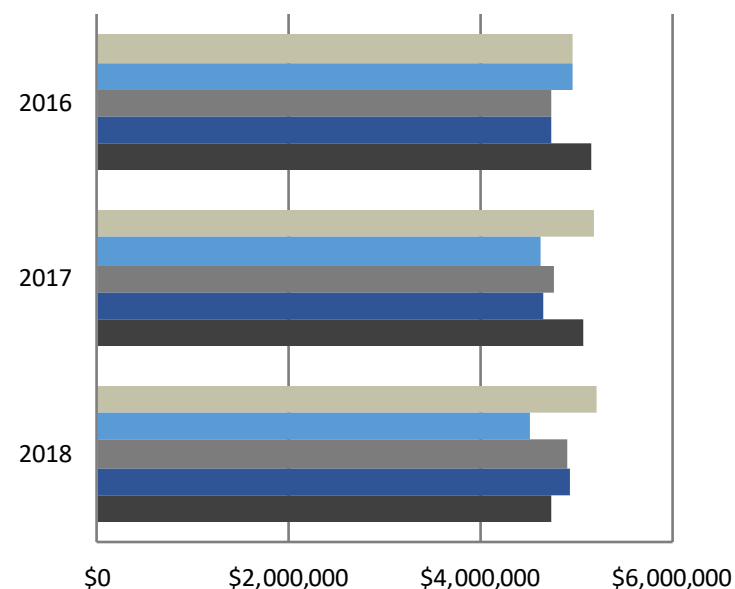
FICTION: RING FENCE MARKET

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 August 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)



Value Sold (in millions of dollars)



	2018	2017	2016
■ August Week 1	270,070	269,857	270,645
■ August Week 2	240,346	245,773	263,049
■ August Week 3	254,379	248,427	253,417
■ August Week 4	255,517	244,932	254,095
■ August Week 5	247,924	262,063	279,558

Total	1,268,236	1,271,052	1,320,764
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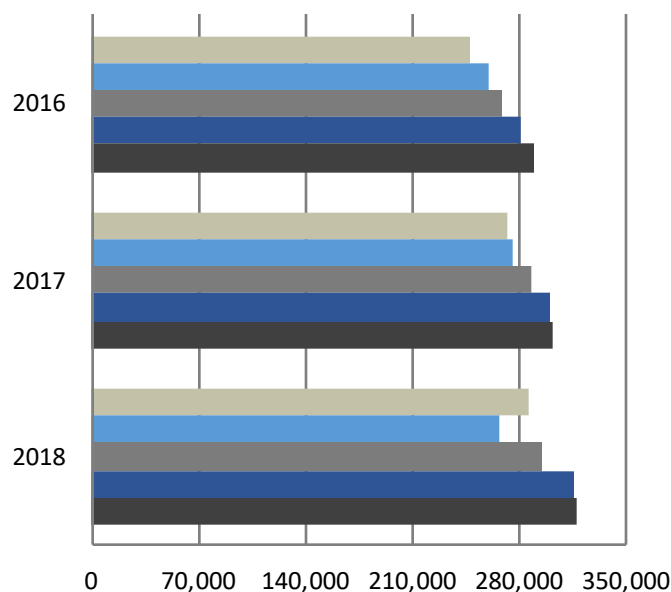
	2018	2017	2016
■ August Week 1	\$5,204,314.93	\$5,177,946.14	\$4,966,120.28
■ August Week 2	\$4,516,738.13	\$4,613,452.46	\$4,951,156.27
■ August Week 3	\$4,911,258.94	\$4,766,101.06	\$4,745,086.20
■ August Week 4	\$4,933,639.45	\$4,652,761.03	\$4,733,781.93
■ August Week 5	\$4,728,587.23	\$5,077,400.93	\$5,156,857.03

Total	\$24,294,538.68	\$24,287,661.62	\$24,553,001.71
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NON-FICTION: ALL MARKET

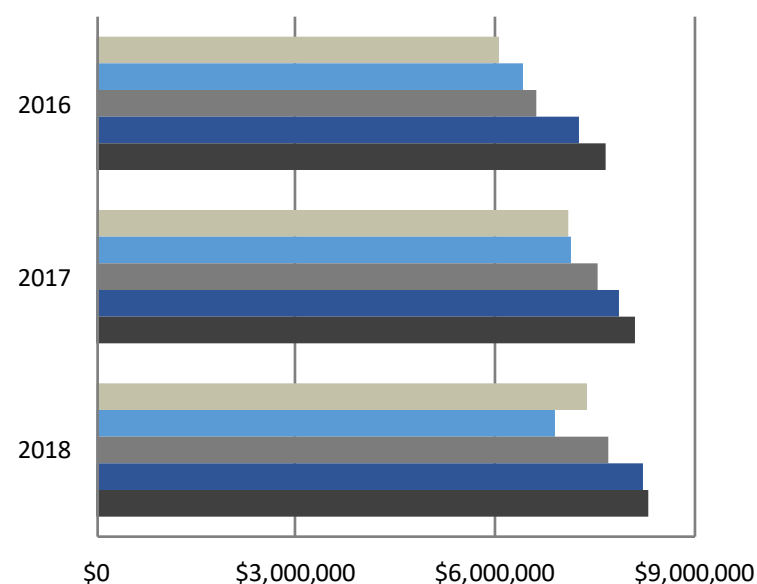
The graphs below show the volume sold and value sold of titles within the Non-Fiction category in the All Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by 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
August Week 1	285,370	272,736	247,105
August Week 2	267,179	276,357	260,544
August Week 3	295,784	288,464	268,922
August Week 4	315,146	300,596	280,110
August Week 5	317,384	302,165	289,942
Total	1,480,863	1,440,318	1,346,623

Value Sold (in millions of dollars)

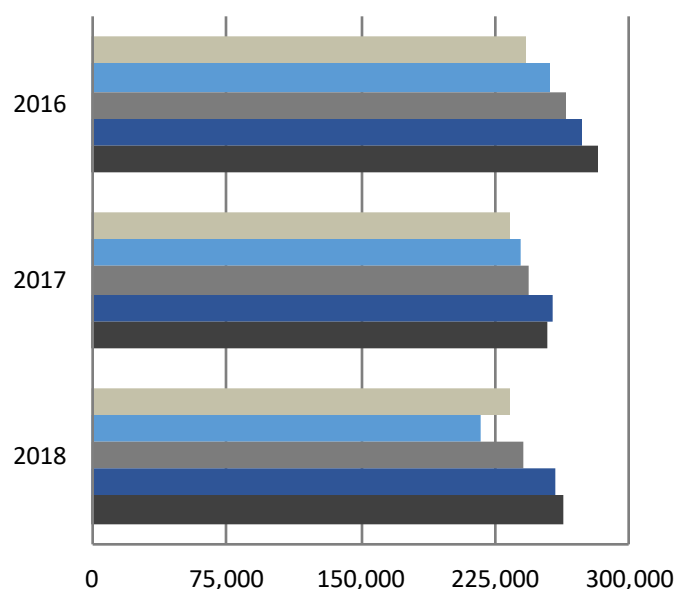


	2018	2017	2016
August Week 1	\$7,354,283.97	\$7,092,752.18	\$6,034,462.22
August Week 2	\$6,911,425.36	\$7,137,517.29	\$6,420,624.27
August Week 3	\$7,685,698.24	\$7,550,339.15	\$6,603,770.21
August Week 4	\$8,212,605.65	\$7,855,775.20	\$7,270,038.24
August Week 5	\$8,296,279.62	\$8,083,154.15	\$7,634,795.78
Total	\$38,460,292.84	\$37,719,537.97	\$33,963,690.72

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 August 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.

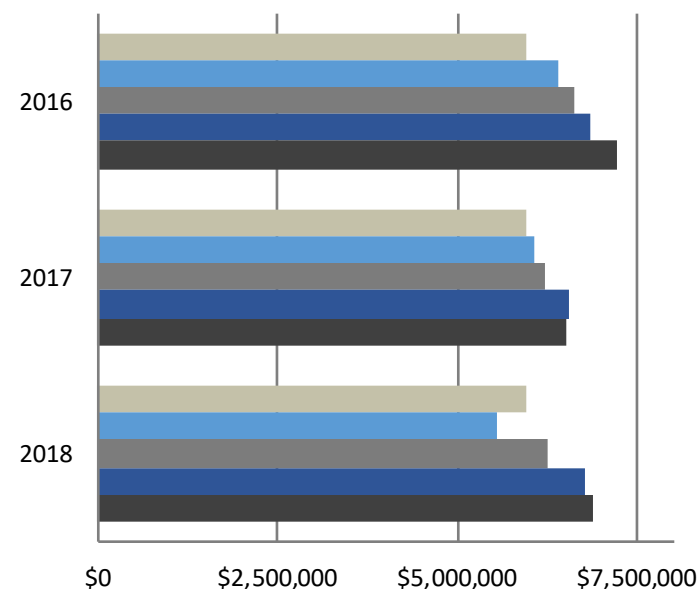
Volume Sold (in units)



	2018	2017	2016
■ August Week 1	232,671	233,568	241,884
■ August Week 2	217,441	238,938	255,491
■ August Week 3	241,314	243,877	263,798
■ August Week 4	259,212	257,059	273,181
■ August Week 5	262,498	253,910	282,430

Total	1,213,136	1,227,352	1,316,784
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Value Sold (in millions of dollars)



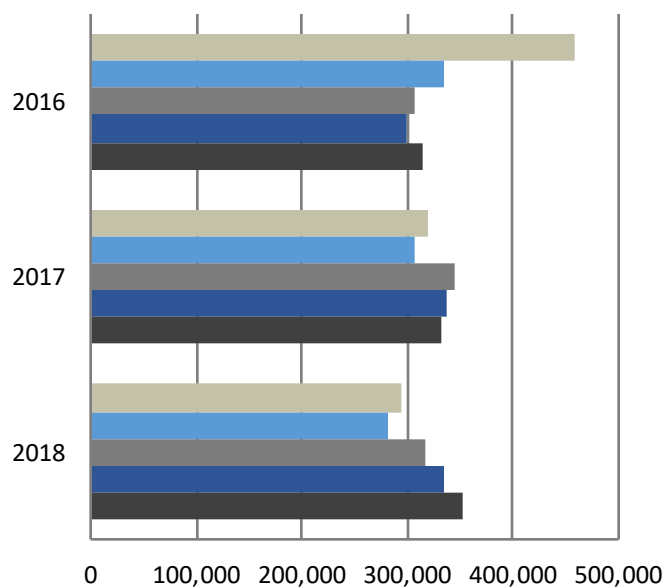
	2018	2017	2016
■ August Week 1	\$5,951,386.09	\$5,940,281.07	\$5,958,655.01
■ August Week 2	\$5,552,851.39	\$6,050,155.29	\$6,386,174.10
■ August Week 3	\$6,230,229.12	\$6,214,295.15	\$6,635,717.91
■ August Week 4	\$6,760,283.30	\$6,537,473.52	\$6,835,798.77
■ August Week 5	6,882,236.12	6,495,761.37	7,194,530.93

Total	\$31,376,986.02	\$31,237,966.40	\$33,010,876.72
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JUVENILE: ALL MARKET

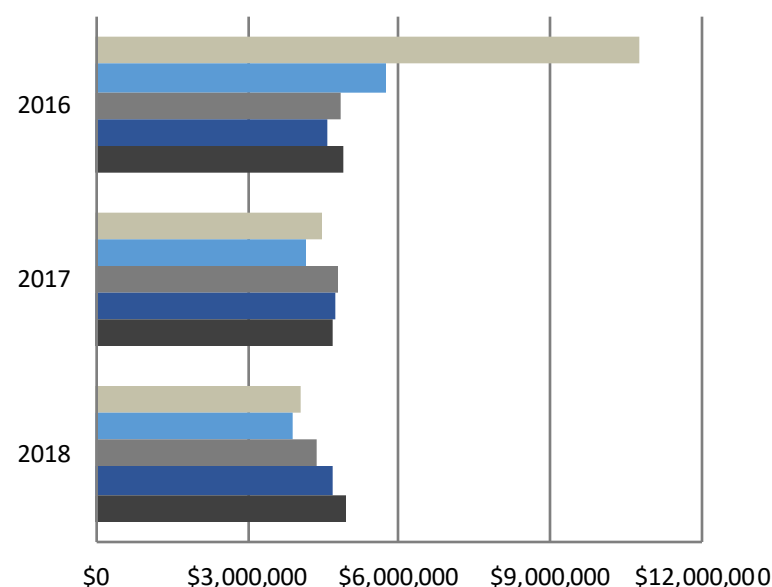
The graphs below show the volume sold and value sold of titles within the Juvenile category in the All Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied by the 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
■ August Week 1	294,955	320,447	458,232
■ August Week 2	282,754	305,700	334,294
■ August Week 3	315,636	345,128	306,229
■ August Week 4	334,636	336,549	299,020
■ August Week 5	351,331	333,084	315,396
Total	1,579,312	1,640,908	1,713,171

Value Sold (in millions of dollars)

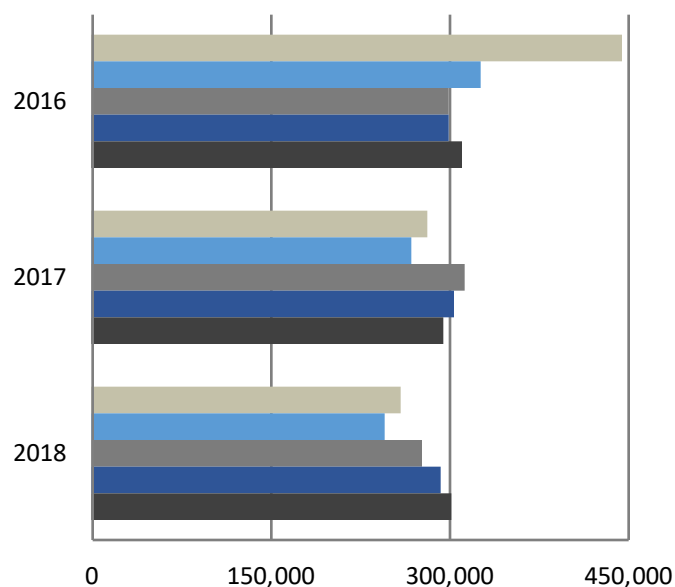


	2018	2017	2016
■ August Week 1	\$4,071,479.68	\$4,450,585.17	\$10,762,784.87
■ August Week 2	\$3,895,551.44	\$4,171,175.32	\$5,723,065.10
■ August Week 3	\$4,382,378.19	\$4,795,912.58	\$4,840,629.97
■ August Week 4	\$4,676,394.29	\$4,731,874.07	\$4,583,031.28
■ August Week 5	\$4,946,355.54	\$4,691,168.09	\$4,877,456.42
Total	\$21,972,159.14	\$22,840,715.23	\$30,786,967.64

JUVENILE: RING FENCE MARKET

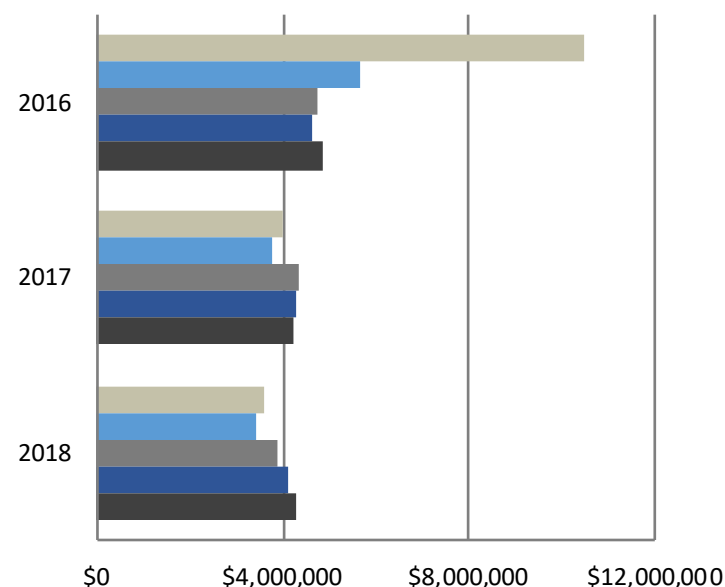
The graphs below show the volume sold and value sold of titles within the Juvenile category in the Ring Fence Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	258,961	281,841	444,789
August Week 2	245,904	268,590	326,169
August Week 3	275,932	312,005	298,870
August Week 4	292,422	302,851	299,479
August Week 5	301,847	295,673	309,650
Total	1,375,066	1,460,960	1,678,957

Value Sold (in millions of dollars)

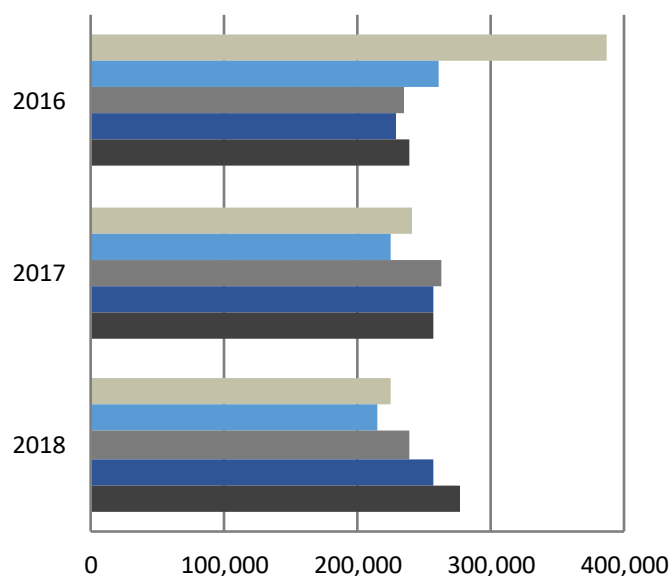


	2018	2017	2016
August Week 1	\$3,599,899.00	\$4,004,087.85	\$10,503,435.29
August Week 2	\$3,412,355.94	\$3,773,821.28	\$5,635,053.49
August Week 3	\$3,860,781.49	\$4,359,073.96	\$4,753,277.71
August Week 4	\$4,126,841.30	\$4,292,840.95	\$4,611,579.56
August Week 5	\$4,278,177.17	\$4,213,096.28	\$4,834,471.65
Total	\$19,278,054.90	\$20,642,920.32	\$30,337,817.70

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 August 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.

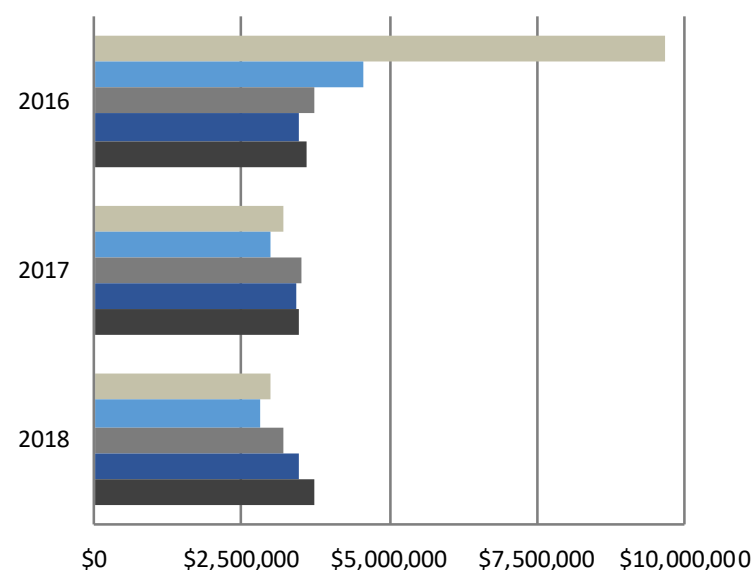
Volume Sold (in units)



	2018	2017	2016
August Week 1	225,190	239,808	385,913
August Week 2	214,750	225,304	259,601
August Week 3	239,391	263,454	234,307
August Week 4	255,980	256,182	228,824
August Week 5	276,054	257,311	238,465

Total	1,211,365	1,242,059	1,347,110
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Value Sold (in millions of dollars)



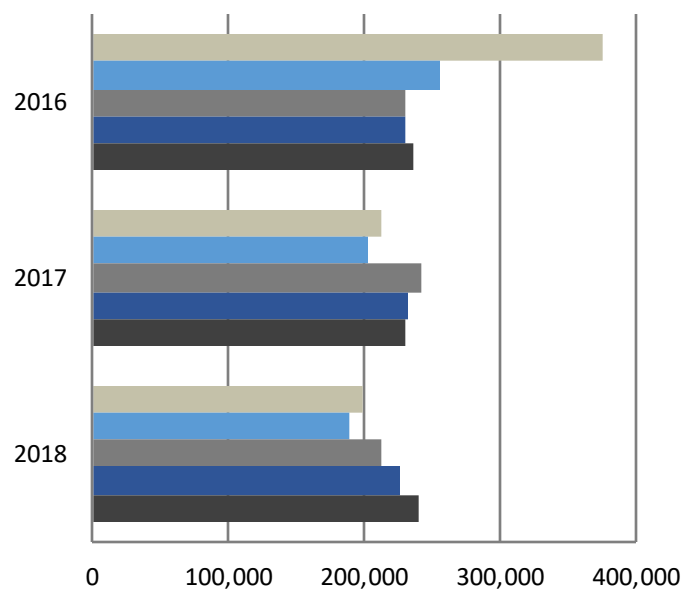
	2018	2017	2016
August Week 1	\$2,995,451.70	\$3,194,737.67	\$9,642,916.33
August Week 2	\$2,826,476.48	\$2,974,221.85	\$4,571,140.34
August Week 3	\$3,204,708.07	\$3,492,909.34	\$3,716,388.13
August Week 4	\$3,445,835.51	\$3,437,017.22	\$3,470,395.32
August Week 5	\$3,744,868.20	\$3,455,611.37	\$3,590,652.95

Total	\$16,217,339.96	\$16,554,497.45	\$24,991,493.07
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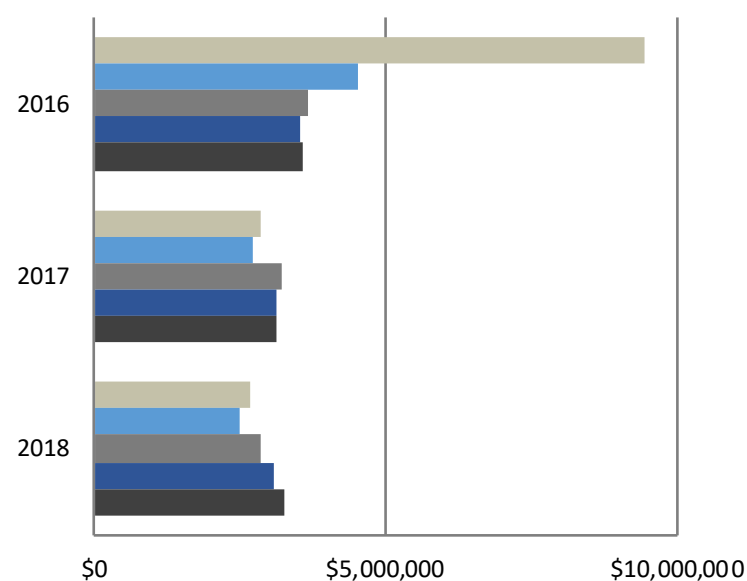
JUVENILE FICTION: RING FENCE MARKET

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 August 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)



Value Sold (in millions of dollars)



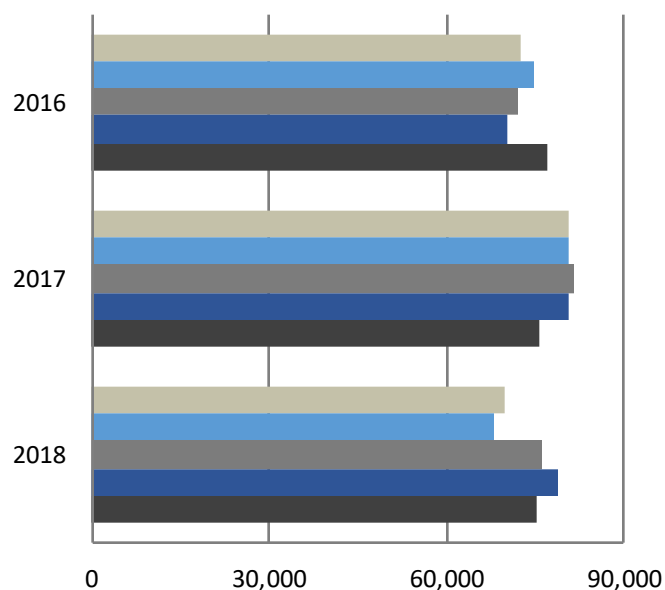
	2018	2017	2016
August Week 1	199,155	212,899	376,064
August Week 2	188,834	203,173	255,122
August Week 3	212,238	241,314	230,646
August Week 4	226,929	232,674	230,808
August Week 5	239,265	230,342	236,222
Total	1,066,421	1,120,402	1,328,862

	2018	2017	2016
August Week 1	\$2,654,220.30	\$2,866,125.27	\$9,428,029.90
August Week 2	\$2,489,202.67	\$2,702,171.22	\$4,527,512.24
August Week 3	\$2,846,697.85	\$3,210,543.83	\$3,679,208.77
August Week 4	\$3,065,508.85	\$3,140,639.51	\$3,519,084.79
August Week 5	\$3,245,095.21	\$3,126,289.60	\$3,588,653.37
Total	\$14,300,724.88	\$15,045,769.43	\$24,742,489.07

JUVENILE NON-FICTION: ALL MARKET

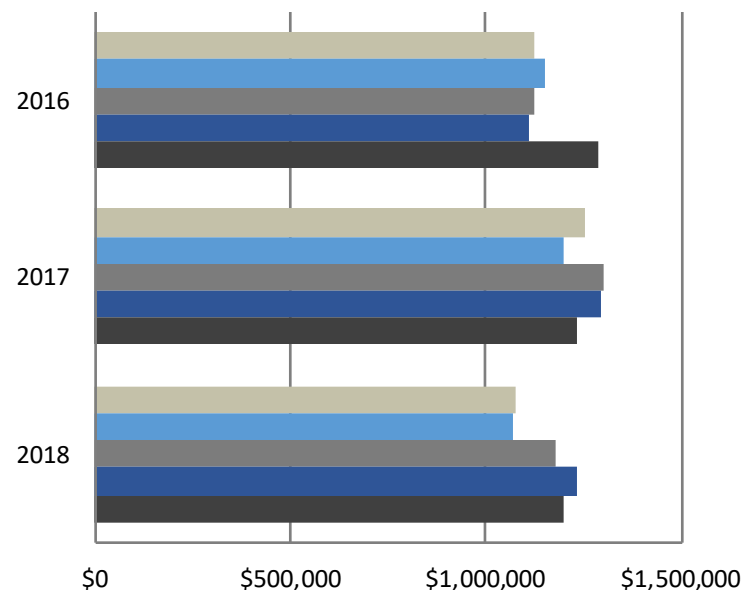
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the All Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices multiplied 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
August Week 1	69,765	80,639	72,319
August Week 2	68,004	80,396	74,693
August Week 3	76,245	81,674	71,922
August Week 4	78,656	80,367	70,196
August Week 5	75,277	75,773	76,931
Total	367,947	398,849	366,061

Value Sold (in millions of dollars)

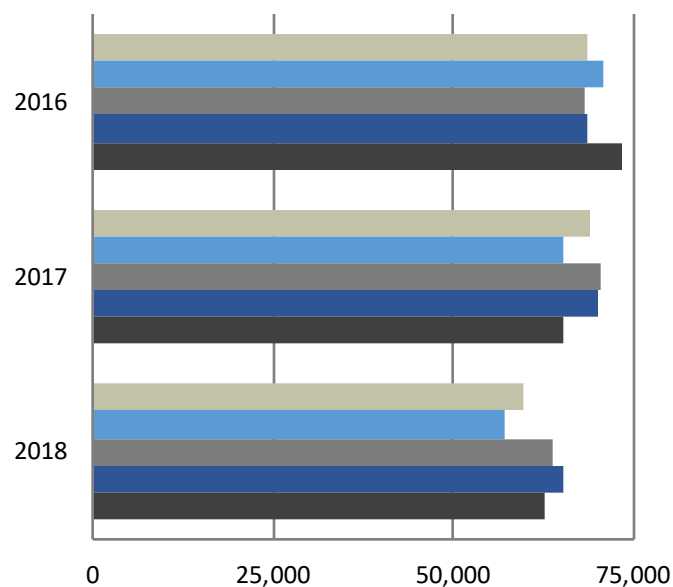


	2018	2017	2016
August Week 1	\$1,076,027.98	\$1,255,847.50	\$1,119,868.54
August Week 2	\$1,069,074.96	\$1,196,953.47	\$1,151,924.76
August Week 3	\$1,177,670.12	\$1,303,003.24	\$1,124,241.84
August Week 4	\$1,230,558.78	\$1,294,856.85	\$1,112,635.96
August Week 5	\$1,201,487.34	\$1,235,556.72	\$1,286,803.47
Total	\$5,754,819.18	\$6,286,217.78	\$5,795,474.57

JUVENILE NON-FICTION: RING FENCE MARKET

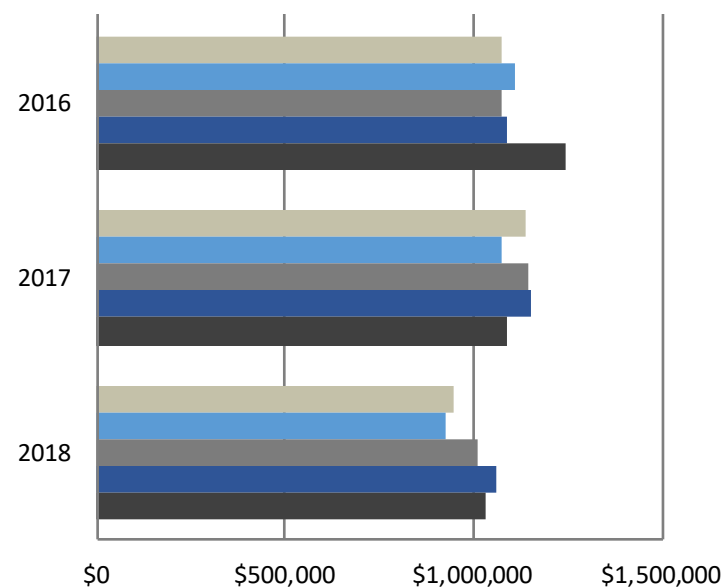
The graphs below show the volume sold and value sold of titles within the Juvenile Non-Fiction category in the Ring Fence Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
■ August Week 1	59,806	68,942	68,725
■ August Week 2	57,070	65,417	71,047
■ August Week 3	63,694	70,691	68,224
■ August Week 4	65,493	70,177	68,671
■ August Week 5	62,582	65,331	73,428
Total	308,645	340,558	350,095

Value Sold (in millions of dollars)

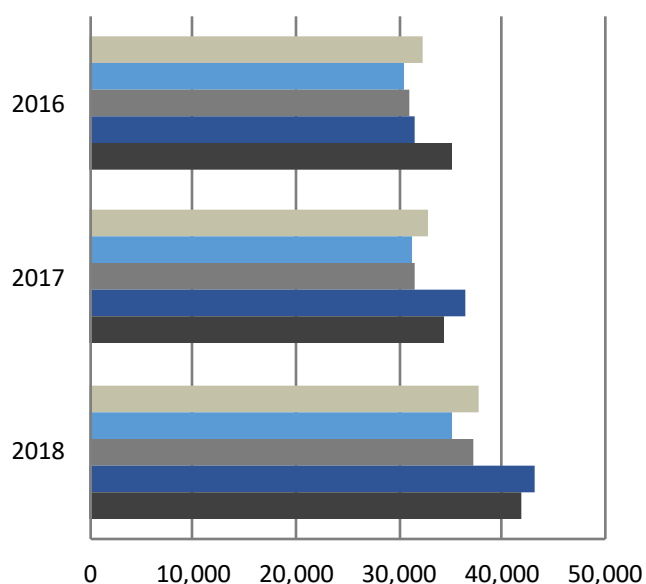


	2018	2017	2016
■ August Week 1	\$945,678.70	\$1,137,962.58	\$1,075,405.39
■ August Week 2	\$923,153.27	\$1,071,650.06	\$1,107,541.25
■ August Week 3	\$1,014,083.64	\$1,148,530.13	\$1,074,068.94
■ August Week 4	\$1,061,332.45	\$1,152,201.44	\$1,092,494.77
■ August Week 5	\$1,033,081.96	\$1,086,806.68	\$1,245,818.28
Total	\$4,977,330.02	\$5,597,150.89	\$5,595,328.63

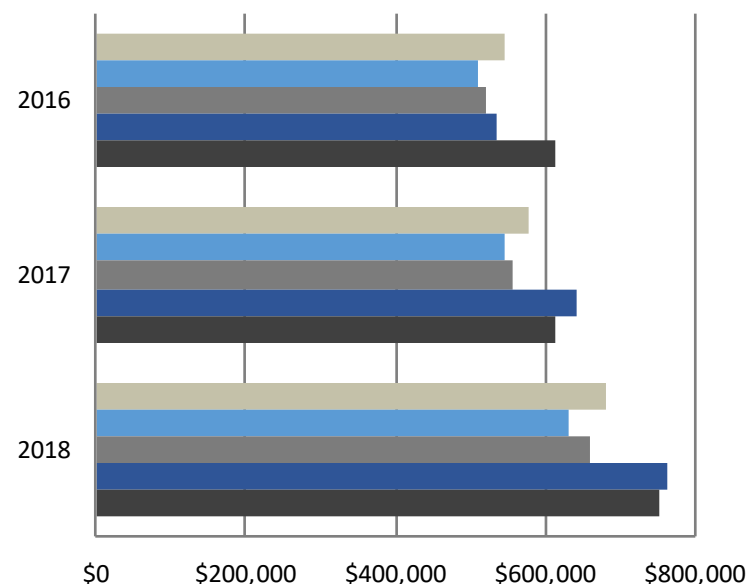
YOUNG ADULT: ALL MARKET

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 August 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)



Value Sold (in millions of dollars)



	2018	2017	2016
■ August Week 1	37,815	32,811	32,301
■ August Week 2	35,232	31,383	30,416
■ August Week 3	37,273	31,587	30,959
■ August Week 4	43,118	36,493	31,407
■ August Week 5	41,774	34,459	35,144

Total	195,212	166,733	160,227
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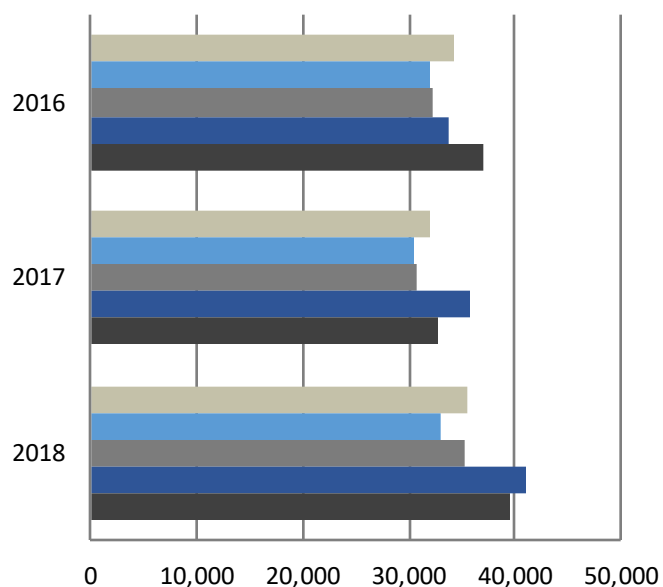
	2018	2017	2016
■ August Week 1	\$680,974.66	\$578,103.71	\$545,193.70
■ August Week 2	\$631,000.41	\$544,130.17	\$509,114.68
■ August Week 3	\$661,082.48	\$554,737.11	\$518,987.67
■ August Week 4	\$762,321.61	\$641,810.23	\$535,094.57
■ August Week 5	\$753,538.14	\$611,405.95	\$611,931.12

Total	\$3,488,917.30	\$2,930,187.17	\$2,720,321.74
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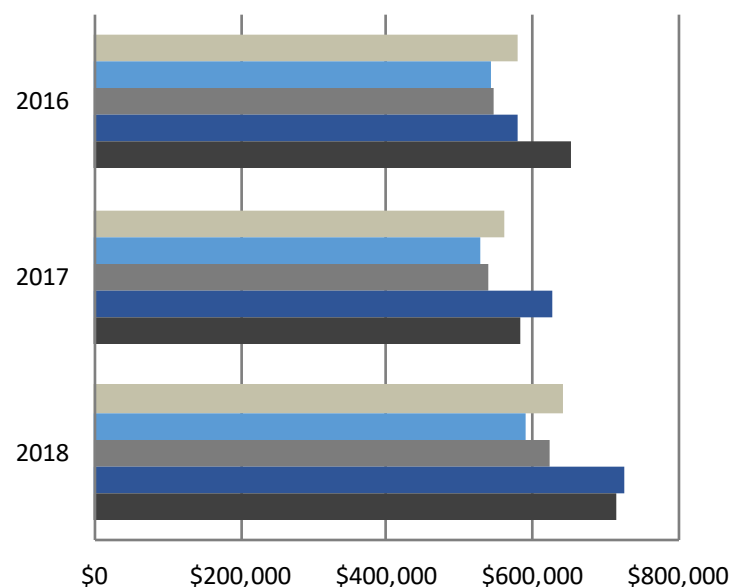
YOUNG ADULT: RING FENCE MARKET

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 August 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)



Value Sold (in millions of dollars)



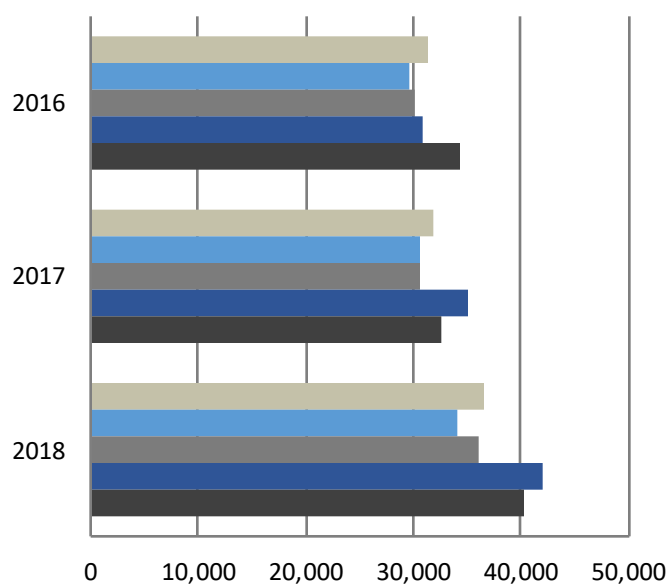
	2018	2017	2016
■ August Week 1	35,569	31,850	34,118
■ August Week 2	32,901	30,539	32,058
■ August Week 3	35,165	30,712	32,234
■ August Week 4	41,091	35,675	33,759
■ August Week 5	39,518	32,843	37,088
Total	184,244	161,619	169,257

	2018	2017	2016
■ August Week 1	\$641,359.22	\$559,967.56	\$578,683.29
■ August Week 2	\$592,253.25	\$528,164.52	\$543,440.67
■ August Week 3	\$624,706.06	\$539,210.51	\$545,476.46
■ August Week 4	\$725,294.60	\$627,497.97	\$579,983.46
■ August Week 5	\$713,287.22	\$582,593.61	\$652,642.25
Total	\$3,296,900.35	\$2,837,434.17	\$2,900,226.13

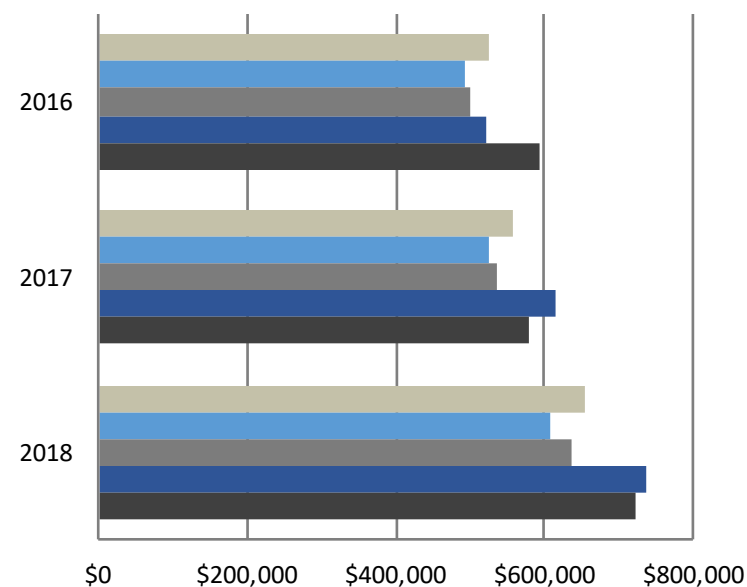
YOUNG ADULT FICTION: ALL MARKET

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 August 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)



Value Sold (in millions of dollars)



	2018	2017	2016
■ August Week 1	36,528	31,876	31,464
■ August Week 2	34,123	30,570	29,652
■ August Week 3	36,080	30,603	30,220
■ August Week 4	41,905	35,192	30,803
■ August Week 5	40,326	32,533	34,364

	2018	2017	2016
■ August Week 1	\$652,130.34	\$556,869.51	\$523,968.10
■ August Week 2	\$606,998.30	\$525,433.50	\$491,360.90
■ August Week 3	\$636,425.04	\$533,852.96	\$501,556.32
■ August Week 4	\$736,655.80	\$615,226.48	\$521,259.86
■ August Week 5	\$721,033.95	\$577,008.17	\$593,863.62

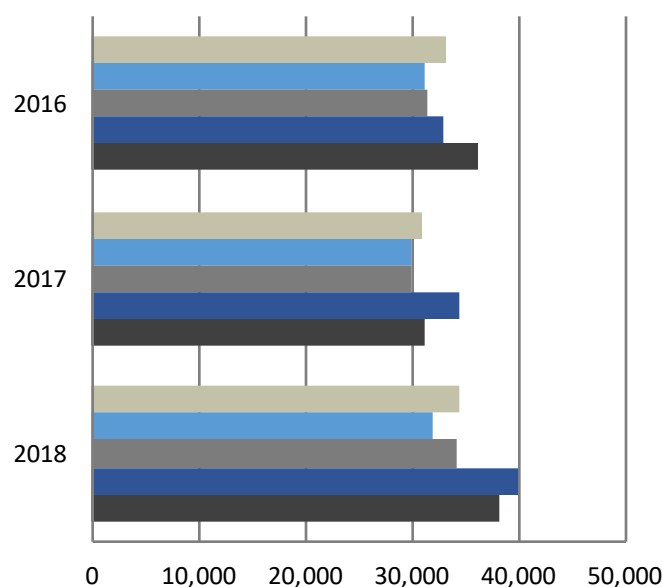
Total **188,962** **160,774** **156,503**

Total **\$3,353,243.43** **\$2,808,390.62** **\$2,632,008.80**

YOUNG ADULT FICTION: RING FENCE MARKET

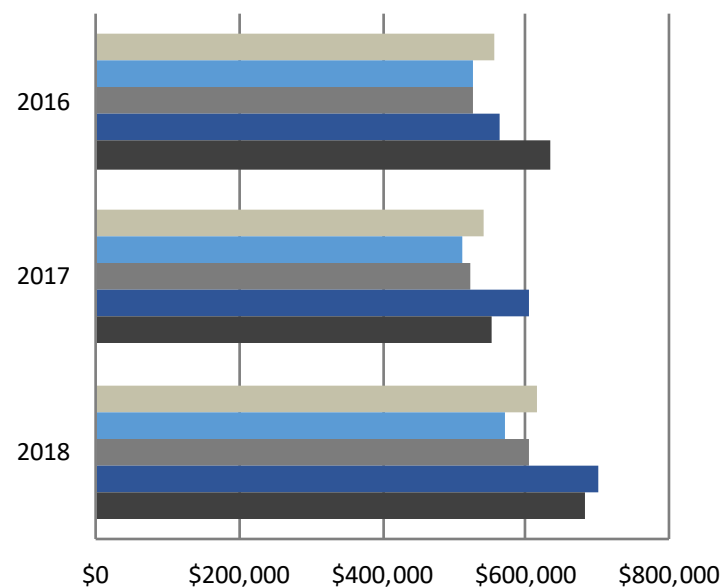
The graphs below show the volume sold and value sold of titles within the Young Adult Fiction category in the Ring Fence Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
■ August Week 1	34,423	31,024	33,281
■ August Week 2	31,912	29,847	31,272
■ August Week 3	34,095	29,845	31,465
■ August Week 4	39,968	34,476	33,067
■ August Week 5	38,200	31,193	36,192
Total	178,598	156,385	165,277

Value Sold (in millions of dollars)

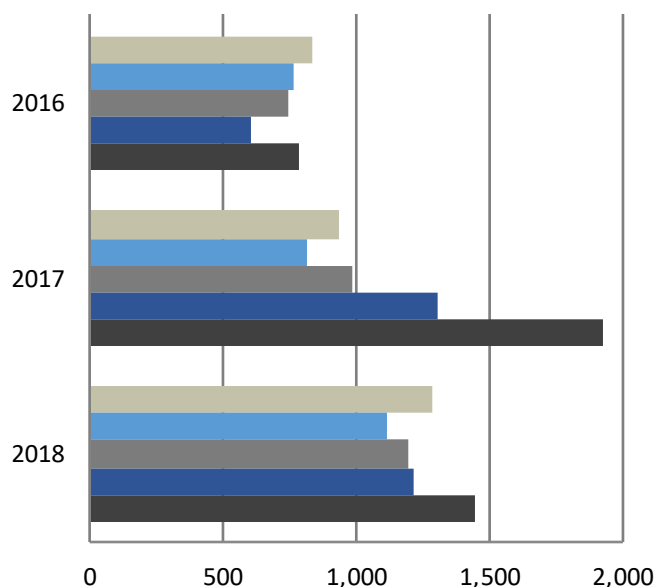


	2018	2017	2016
■ August Week 1	\$615,155.69	\$541,374.15	\$557,492.56
■ August Week 2	\$570,629.33	\$512,261.52	\$525,269.14
■ August Week 3	\$602,452.68	\$521,080.68	\$527,501.34
■ August Week 4	\$701,488.31	\$603,019.03	\$564,317.81
■ August Week 5	\$683,446.18	\$553,408.82	\$632,215.81
Total	\$3,173,172.19	\$2,731,144.20	\$2,806,796.66

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 August 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.

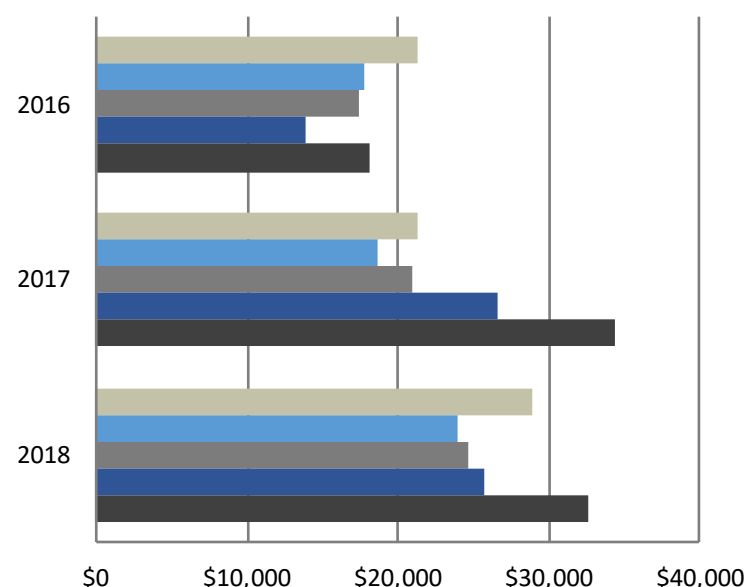
Volume Sold (in units)



	2018	2017	2016
August Week 1	1,287	935	837
August Week 2	1,109	813	764
August Week 3	1,193	984	739
August Week 4	1,213	1,301	604
August Week 5	1,448	1,926	780

Total	6,250	5,959	3,724
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Value Sold (in millions of dollars)



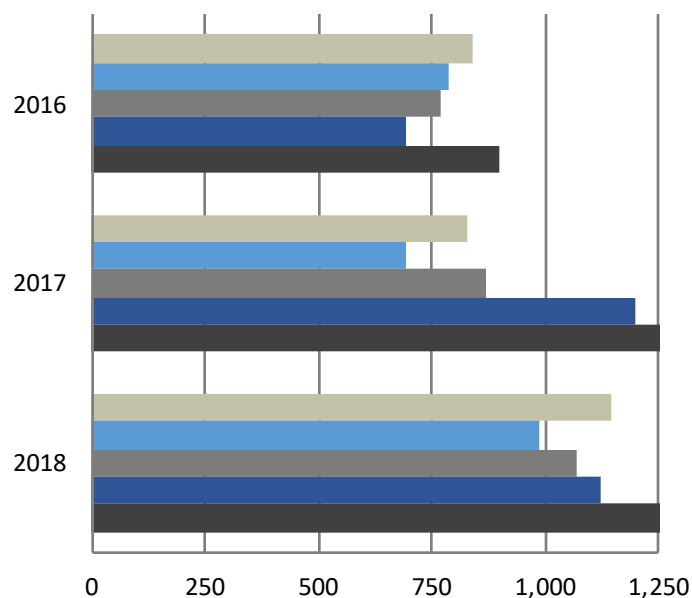
	2018	2017	2016
August Week 1	\$28,844.32	\$21,234.20	\$21,225.60
August Week 2	\$24,002.11	\$18,696.67	\$17,753.78
August Week 3	\$24,657.44	\$20,884.15	\$17,431.35
August Week 4	\$25,665.81	\$26,583.75	\$13,834.71
August Week 5	\$32,504.19	\$34,397.78	\$18,067.50

Total	\$135,673.87	\$121,796.55	\$88,312.94
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YOUNG ADULT NON-FICTION: RING FENCE MARKET

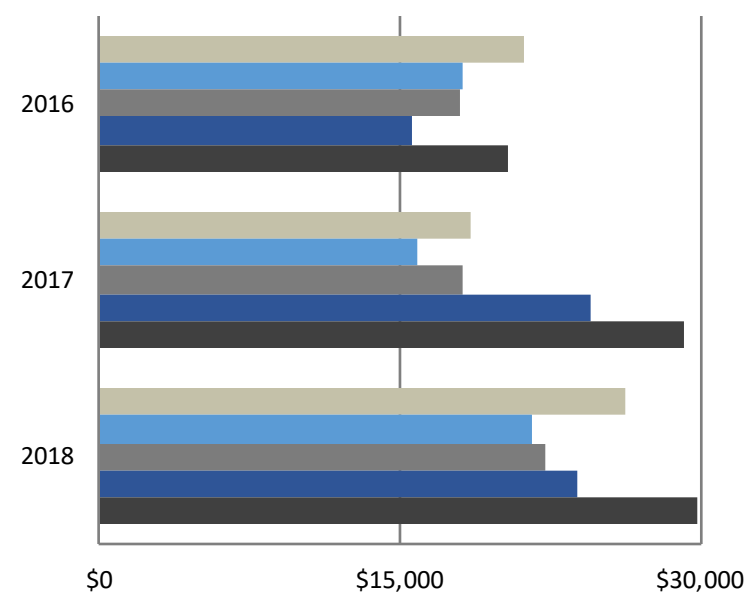
The graphs below show the volume sold and value sold of titles within the Young Adult Non-Fiction category in the Ring Fence Market for the entire month of August in 2016, 2017, and 2018. Volume sold refers to the number of units sold for each recorded title. Value sold is calculated using the list prices 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
August Week 1	1,146	826	837
August Week 2	989	692	786
August Week 3	1,070	867	769
August Week 4	1,123	1,199	692
August Week 5	1,318	1,650	896
Total	5,646	5,234	3,980

Value Sold (in millions of dollars)



	2018	2017	2016
August Week 1	\$26,203.53	\$18,593.41	\$21,190.73
August Week 2	\$21,623.92	\$15,903.00	\$18,171.53
August Week 3	\$22,253.38	\$18,129.83	\$17,975.12
August Week 4	\$23,806.29	\$24,478.94	\$15,665.65
August Week 5	\$29,841.04	\$29,184.79	\$20,426.44
Total	\$123,728.16	\$106,289.97	\$93,429.47

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 September 2, 2018
- 2017: Week ending September 3, 2017

