



BNC

RESEARCH 09.2016

Hilary Weston
Writers' Trust Prize
for Nonfiction:
Congratulations,
nominees!
What happens now?
What if you win?



**BOOKNET
CANADA**

PREPARED BY BNC STAFF

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INTRODUCTION

Being nominated for a literary award is an exciting time for a publisher, because with national recognition comes increased orders and sales. So what's the best way to stay on top of the game? Can you predict when your books are going to start flying off the shelves? Will you need to reprint? What happens if you win?

BNC Research's literary award studies help Canadian publishers avoid surprises during awards season. By looking at sales data from previous years, we can better predict potential sales and order spikes, giving you the data you need to ensure you have enough copies in the warehouse and on booksellers' shelves.

This study examines sales and order trends for titles shortlisted for the Hilary Weston Writers' Trust Prize for Nonfiction. To get a sense of what to expect during the award season, and to help nominees with stock and demand planning, we've created a trend analysis of last year's shortlist and winner, as well as a comparison in sales and stock position of the 2010 to 2015 winners.

This study includes:

- Week-over-week comparison of volume sold for all nominees
- Stock position by week: How many units were on hand during the award season?
- On-order position by week: When do orders rise and fall, and by how much?

The first section of this study compares the 2015 Hilary Weston Prize shortlisted titles by volume sold and includes a look at the overall non-fiction market sales during this time. The comparison by volume sold helps us understand how the award affects consumer behavior, and how it relates to the rise and fall of the non-fiction market as a whole.

Next, we look at the 2015 shortlisted titles individually, showing volume sold, units on hand (OH), and units on order (OO) throughout the Hilary Weston Writers' Trust Prize timeline. This shows us the retail demand and how retailers are predicting sales, especially during the holiday season.

Finally, the year-over-year comparison looks at the award winners from 2010 to 2015, showing the impact of the award over time and noting similarities and special cases. The volume-sold comparison shows how the award is reaching readers; on-hand numbers show how retailers are predicting sales; and on-order information shows publishers the retail demand.

Note:

- All dates used in the graphs represent week-ending dates.
- BNC calculates percent change based on average units sold three weeks prior to shortlist and winner announcements compared to units sold in the week following each announcement. These calculations are dependent on a given title's availability in the market.

CAVEATS

Based on publisher feedback, we estimate that BNC SalesData represents 85% of book industry sales in Canada. Certain retail categories are not completely covered by our retail panel, and this should be noted in any interpretation of these results, as the effect of certain awards may not be fully captured in our data. These retail categories include:

- Independent bookstores: BNC SalesData includes many major independent bookstores, but does not include many smaller ones, any of which could be actively promoting an award winner. It also does not capture many specialty independent bookstores (e.g., children's books, science fiction, etc.) where a genre- or subject-specific award may have more impact. However, we are able to detect even the slightest variation in sales in our independent panel, so we are confident that sales changes in the independent market are well represented.
- K-12 and higher-education sales: our panel does not include direct institutional sales to schools or college/university textbook sales.

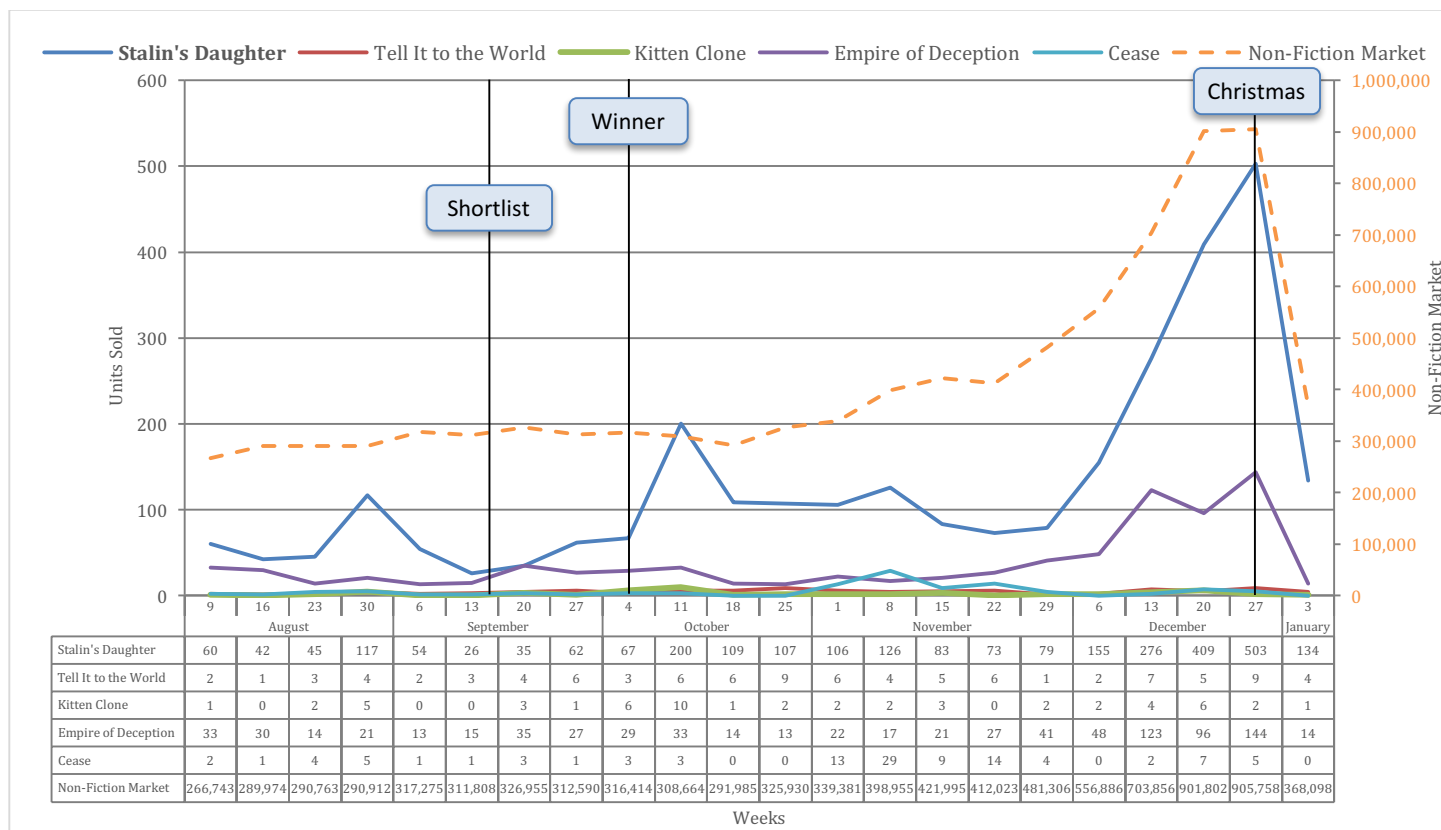
At this time, ebook sales are not represented in BNC's data. Therefore, all numbers in this report refer to print books only.

Please also note that new booksellers have begun contributing to BNC SalesData since our first literary awards study, conducted in October 2006. Some changes seen in year-over-year sales figures may be due to the increased number of stores reporting sales, rather than a true increase in overall sales.

The Hilary Weston Writers' Trust Prize for Nonfiction 2015

Volume Sold for All Shortlisted Titles and Winner

ORGANIZED BY THE WRITERS' TRUST OF CANADA
NOMINATIONS ANNOUNCED SEPTEMBER 16, 2015
WINNERS ANNOUNCED OCTOBER 6, 2015



Shortlist announcement (September 16, 2015):

Tell it to the World experiences the greatest sales increase, 100%, following the shortlist announcement, but the actual units sold are limited. For *Stalin's Daughter*, we do see a gradual positive increase. *Empire of Deception* experiences a 65% increase in sales following the shortlist announcement.

Winner announcement (October 6, 2015):

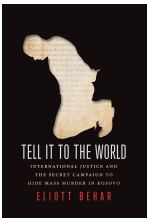
The winner, *Stalin's Daughter*, experiences a 99% increase in unit sales the week after the winner announcement and the book continues to have positive sales into the holiday season. *Tell it to the World* has an increase of 38% after the announcement, whereas the other three titles all experience decreases in sales. *Stalin's Daughter* also outsells the other four shortlisted titles substantially, selling a total of 2,868 units during this study period. *Empire of Deception*, with the next highest number of sales during this study period, sold 830 units.

NOMINEE

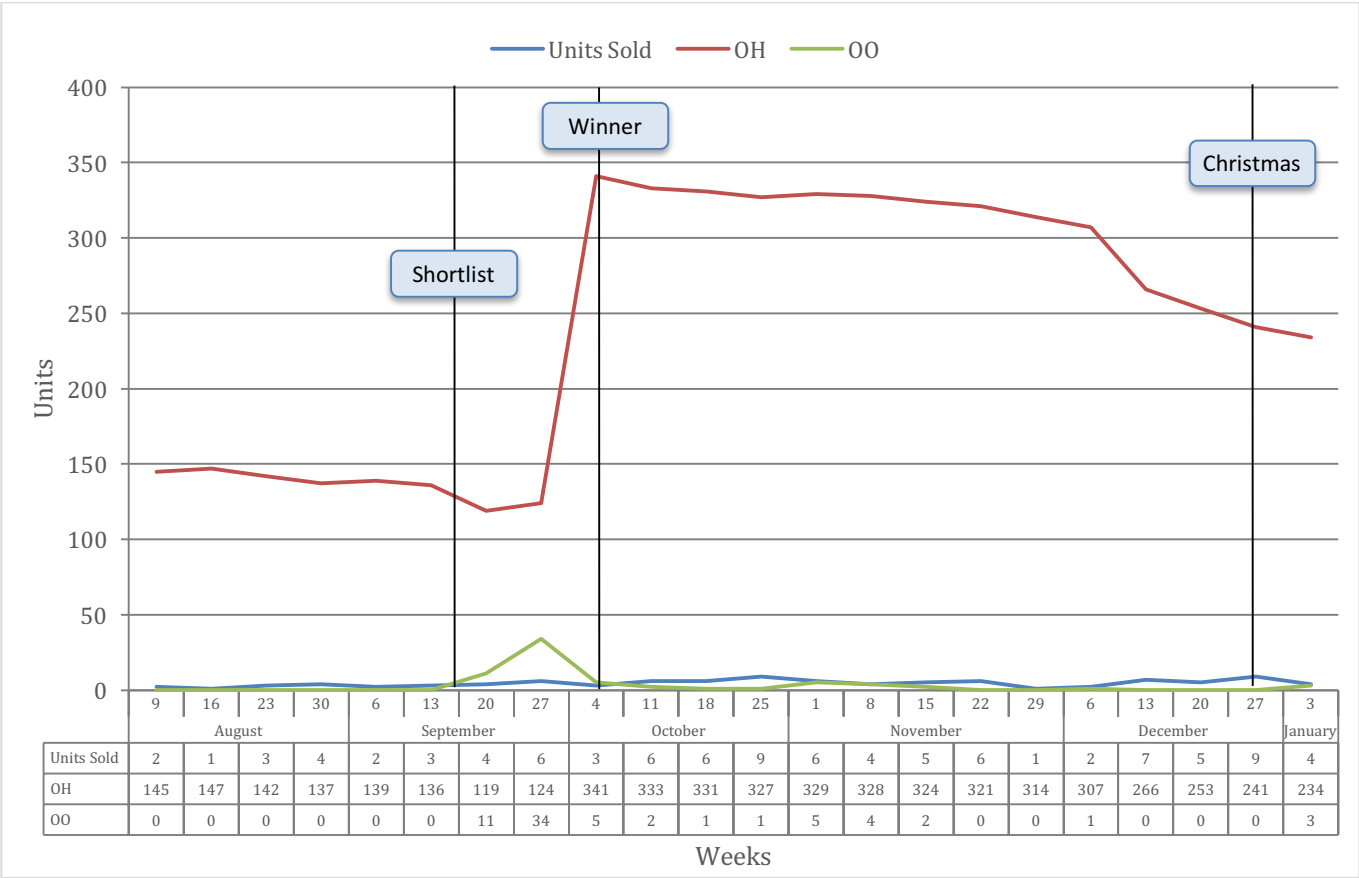
ELLIOTT BEHAR’S *TELL IT TO THE WORLD:*

INTERNATIONAL JUSTICE AND THE SECRET CAMPAIGN TO HIDE MASS MURDER IN KOSOVO

DUNDURN PRESS LTD
TRADE PAPERBACK
9781459723801
\$24.99



Sales vs. On Hand vs. On Order

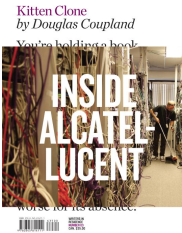


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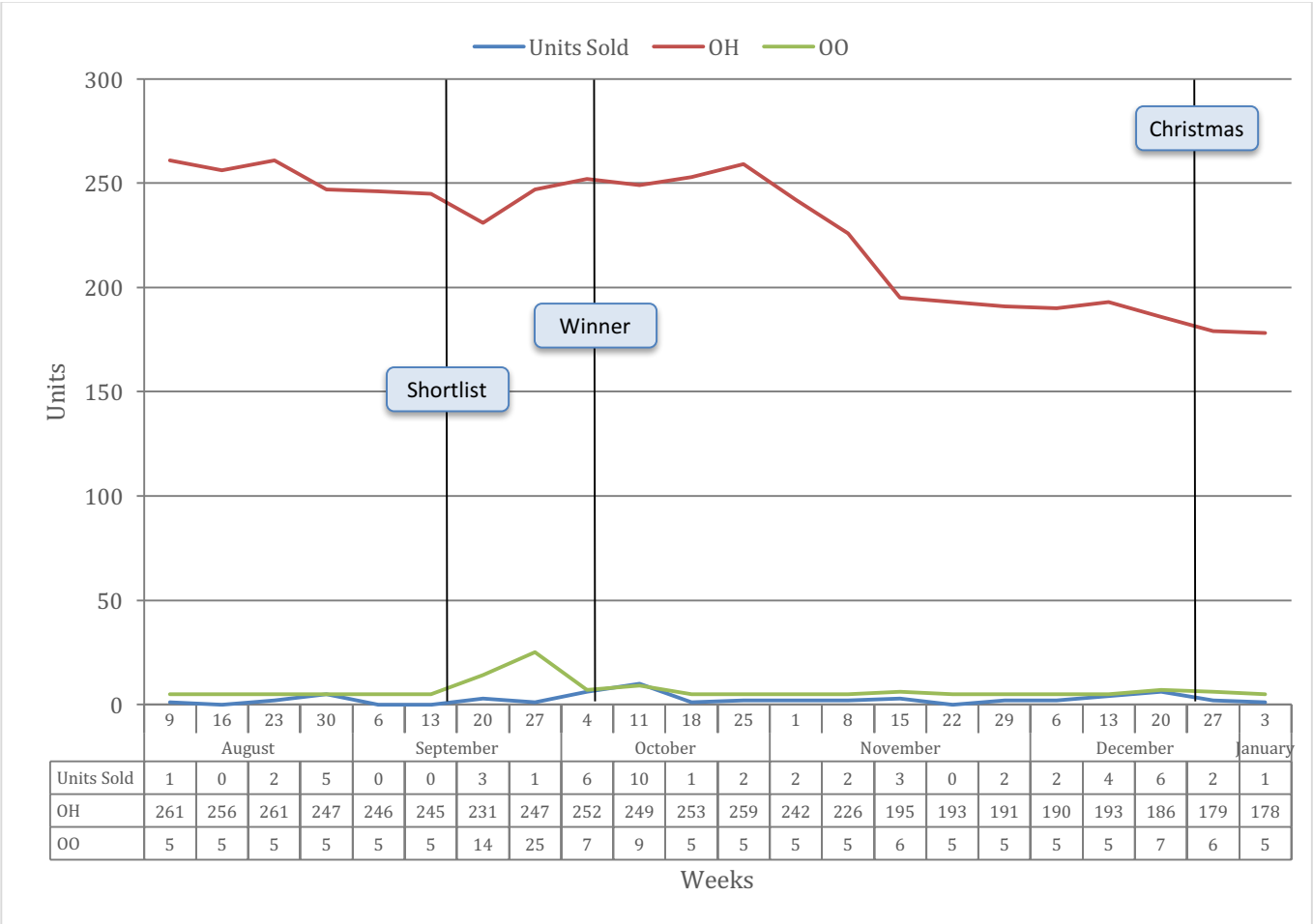
DOUGLAS COUPLAND’S KITTEN CLONE:

INSIDE ALCATEL-LUCENT

KNOPF RANDOM VINTAGE CANADA
TRADE PAPERBACK
9780345814111
\$35.00



Sales vs. On Hand vs. On Order

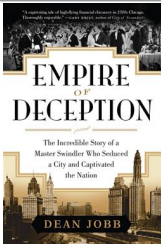


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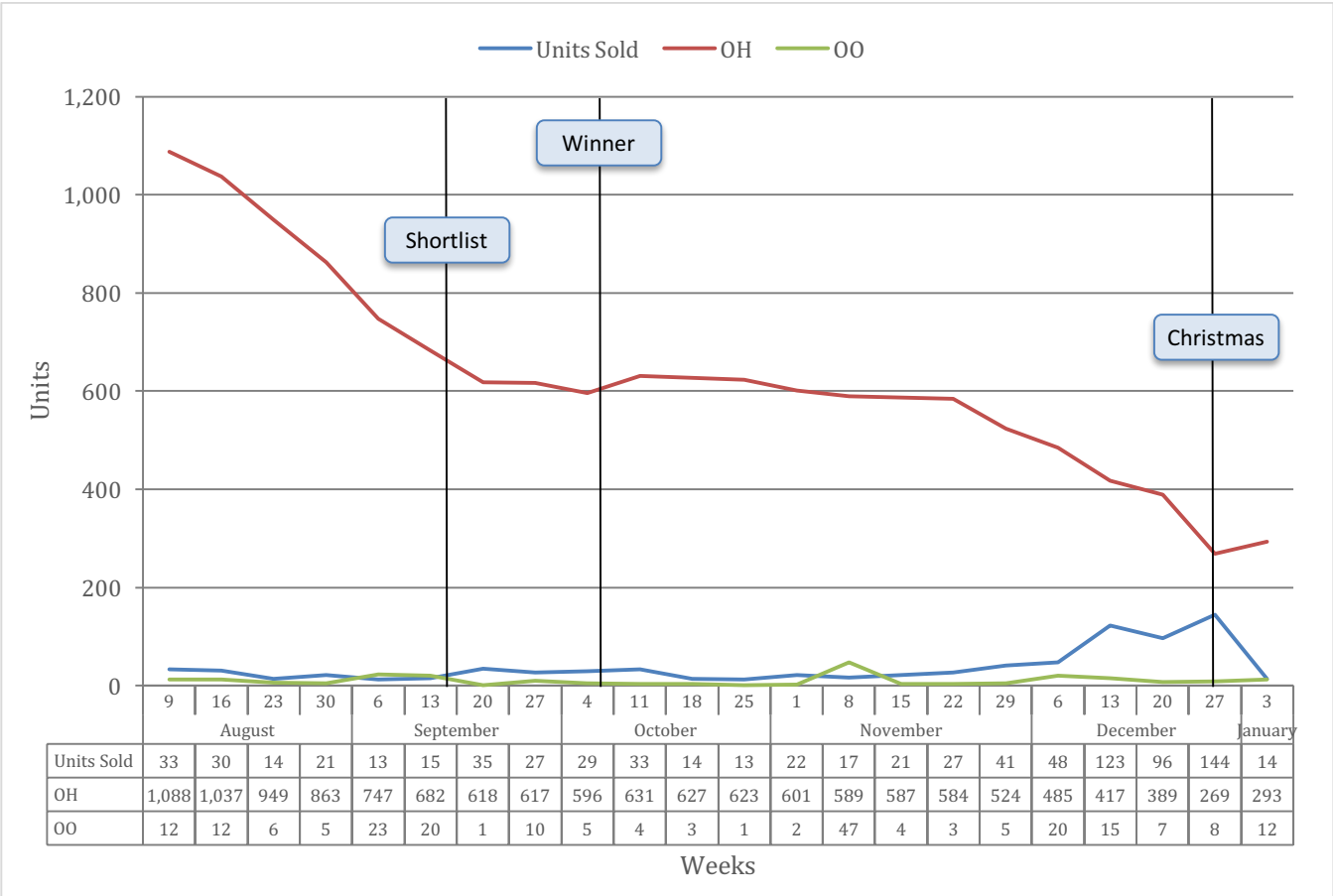
DEAN JOBB’S EMPIRE OF DECEPTION:

FROM CHICAGO TO NOVA SCOTIA – THE INCREDIBLE STORY OF A MASTER SWINDLER
WHO SEDUCED A CITY AND CAPTIVATED THE NATION

HARPERCOLLINS
HARDCOVER TRADE
9781443441087
\$29.99



Sales vs. On Hand vs. On Order

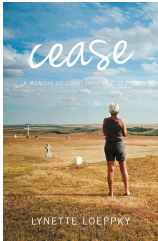


Empire of Deception would go on to win the 2015 Chicago Writers Association Nonfiction Book of the Year, and the 2016 Arthur Ellis Award for Best Nonfiction.

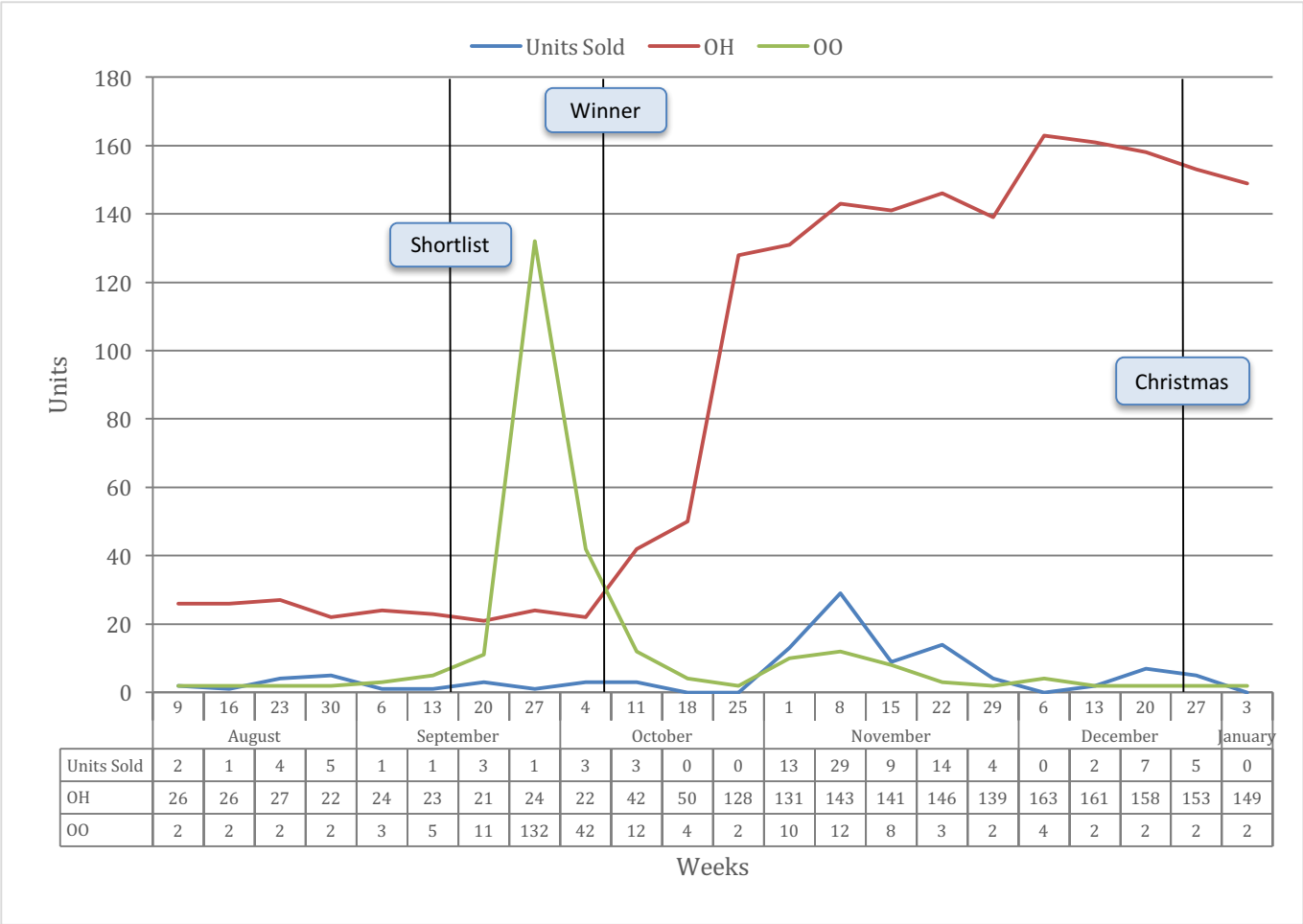
NOMINEE

LYNETTE LOEPPKY'S *CEASE*:
A MEMOIR OF LOVE, LOSS AND DESIRE

OOLICHAN BOOKS
TRADE PAPERBACK
9780889823099
\$22.95



Sales vs. On Hand vs. On Order



WINNER

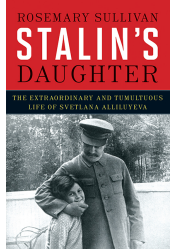
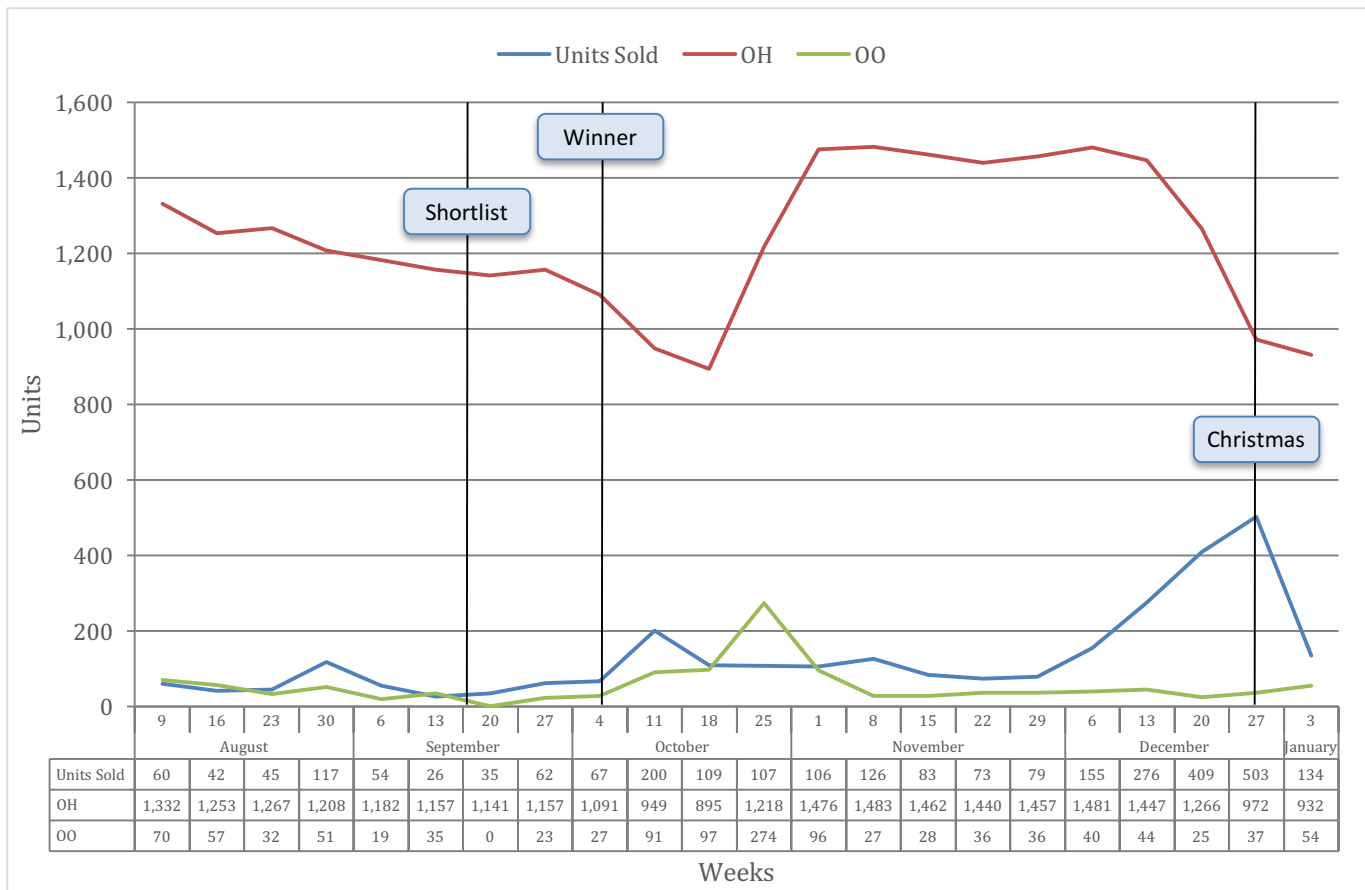
ROSEMARY SULLIVAN'S *STALIN'S DAUGHTER*:***THE EXTRAORDINARY AND TUMULTUOUS LIFE OF SVETLANA ALLILUYEVA***

HARPERCOLLINS CANADA LTD

HARDCOVER TRADE

9781443414425

\$34.99

**Sales vs. On Hand vs. On Order**

In addition to winning the Hilary Weston Writers' Trust Prize for Nonfiction, Rosemary Sullivan's *Stalin's Daughter* won the RBC Taylor Prize on March 7, 2016. The longlist announcement for the RBC Taylor Prize on December 9, 2015, combined with normal consumer activity during the holiday season, contributed to the increase in unit sales just before Christmas.

YEAR-OVER-YEAR COMPARISON

2015

Rosemary Sullivan's *Stalin's Daughter*
HARPERCOLLINS CANADA LTD
HARDCOVER TRADE | 9781443414425 | \$34.99

2014

Naomi Klein's *This Changes Everything*
KNOPF CANADA
HARDCOVER TRADE | 9780307401991 | \$36.95

2013

Graeme Smith's *The Dogs Are Eating Them Now*
KNOPF CANADA
HARDCOVER TRADE | 9780307397805 | \$32.00

2012

Candace Savage's *A Geography of Blood*
GREYSTONE BOOKS, LTD.
HARDCOVER TRADE | 9781553652342 | \$26.95

2011

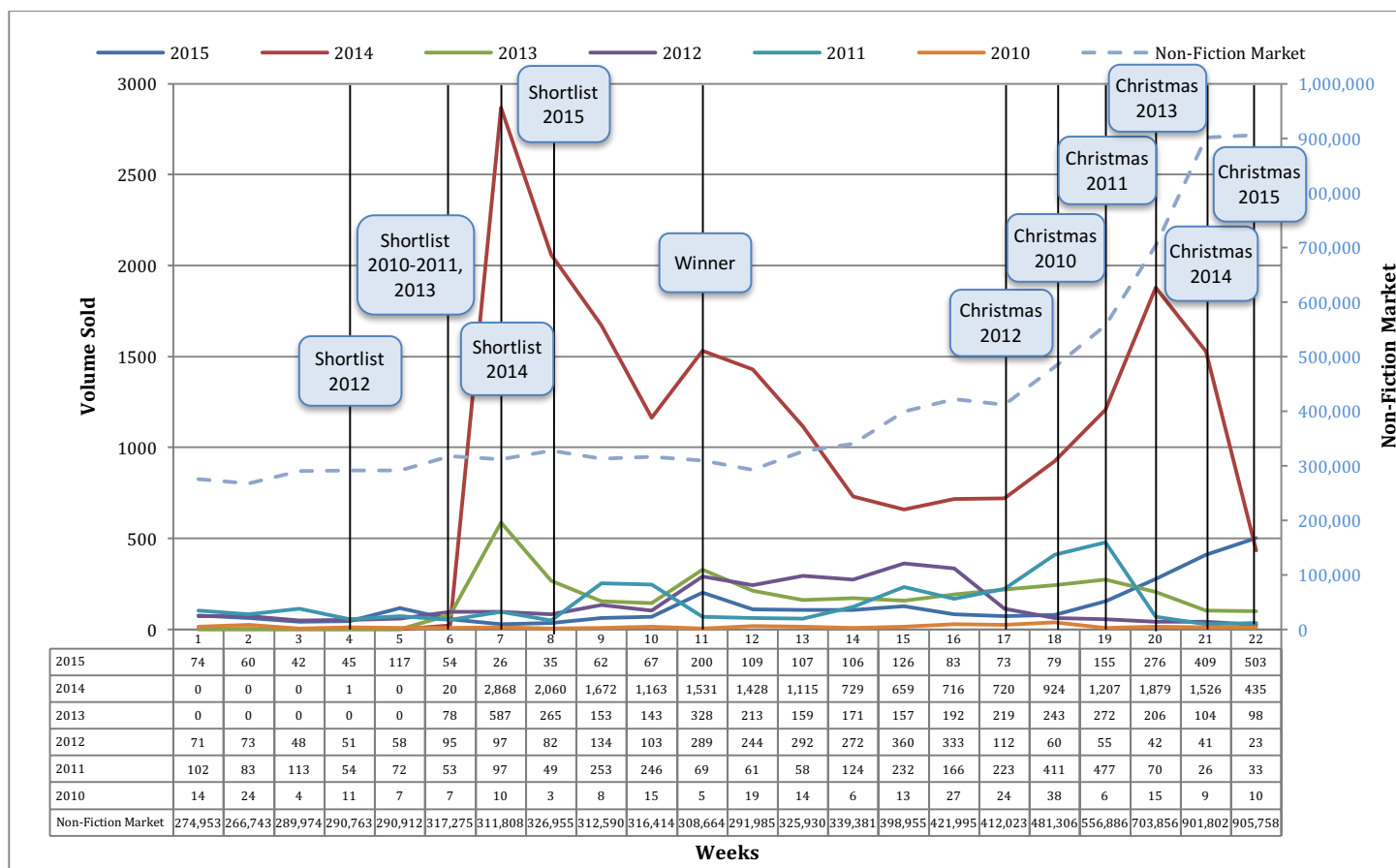
Charles Foran's *Mordecai*
KNOPF CANADA
HARDCOVER TRADE | 9780676979633 | \$39.95
TRADE PAPERBACK | 9780676979657 | \$24.95

2010

James FitzGerald's *What Disturbs Our Blood*
RANDOM HOUSE OF CANADA
HARDCOVER TRADE | 9780679313151 | \$34.95

COMPARISON 2010–2015

Winner Comparison by Volume Sold



In 2012, 2013, and 2015, we see a sales increase one week after the award announcement, whereas in 2014, 2011, and 2010, the highest sales, with the exception of the holiday season, occur during the shortlist/study period. For two of the six winning titles with a publication date just before the shortlist announcement, it is more difficult to assess how much the award affects sales, as it does not allow us to gauge an average sale week for those titles. What is clear is that the 2014 winner sold more units than the winners in any other year, and sales for the past five years have been higher than 2010 levels.

CONCLUSION

Our analysis leads us to conclude that the Hilary Weston Writers' Trust Prize for Nonfiction continues to have a positive impact on Canadian book sales:

- Two of the five nominated titles in 2015 saw an increase in sales immediately following the shortlist announcement.
 - The winner, *Stalin's Daughter*, had soaring sales the week after the winner announcement, and it continued to see high sales nearing the holiday season.
 - While the 2015 winning title outsold the other four nominated titles during this 22-week period, the 2014 winner, *This Changes Everything*, still sold more than seven times the volume of *Stalin's Daughter* over the same period.
 - There is no discernable sales trend for the winning titles. All winning titles since 2012 experienced a slight bump in sales the week of the winner announcement or the week after the announcement.
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