



Executive Summary

Quarterly Reporting

MYSTERY Category

Based on Baker & Taylor Sales

Prepared by Publisher Alley on 11/10/09

~Based on Calendar Quarters~

1. Were sales in this category up or down for Baker & Taylor in this quarter? Was the performance of my press average, better than average, or lower than average?

	Units			Dollars		
	Q2	Q3	% Change	Q2	Q3	% Change
CATEGORY OVERALL	\$275,000	\$246,617	-10%	\$750,000	\$600,000	-20%
MY PRESS	\$82,000	\$75,000	-9%	\$300,000	\$250,000	-17%

2. What percentage of overall category sales did my press represent in this quarter?

	Units %	Dollars %
MY PRESS	30%	42%

3. What were the leading markets for titles in this category overall? What were the leading markets for my press's titles in this category? (For variance vs. Q2, see tab 3.)

	Q3 Library →	Academic	Public	School	Top Market Channel
CATEGORY OVERALL	60%	0%	59%	0%	
MY PRESS	55%	0%	50%	5%	

	Q3 Retail →	Internet	Chain	Ind't	Rankings determined by sales at list.
CATEGORY OVERALL	35%	15%	5%	15%	
MY PRESS	30%	17%	3%	10%	

	Q3 International →	Retail	Library	Other
CATEGORY OVERALL	5%	4%	1%	0%
MY PRESS	15%	10%	5%	0%

4. What were the leading subject areas within this category overall? How did my press perform in these categories? (Determined by title count in primary BISAC.)

Subject Area		Sales at List
Fiction / Mystery & Detective / General	CATEGORY OVERALL	\$44,018,379
	MY PRESS	\$17,607,352
Fiction / Mystery & Detective / Women Sleuths	CATEGORY OVERALL	\$21,081,820
	MY PRESS	\$4,216,364
Fiction / Mystery & Detective / Traditional British	CATEGORY OVERALL	\$2,754,664
	MY PRESS	\$1,652,798

5. How does my press rank among others selling to B&T in this category?

RANKING: 3rd

(Full results on Tab 4; rankings by dollars at list)

6. What were the top-selling titles in this category for Q3?

TOP TITLE: *The Detective's Daughter* (Full results on Tab 5; rankings by units at list)