

American Association of Publishers 2006 S1 Report

Estimated Book Publishing
Industry Net Sales 2002-2006

Estimated Net Sales

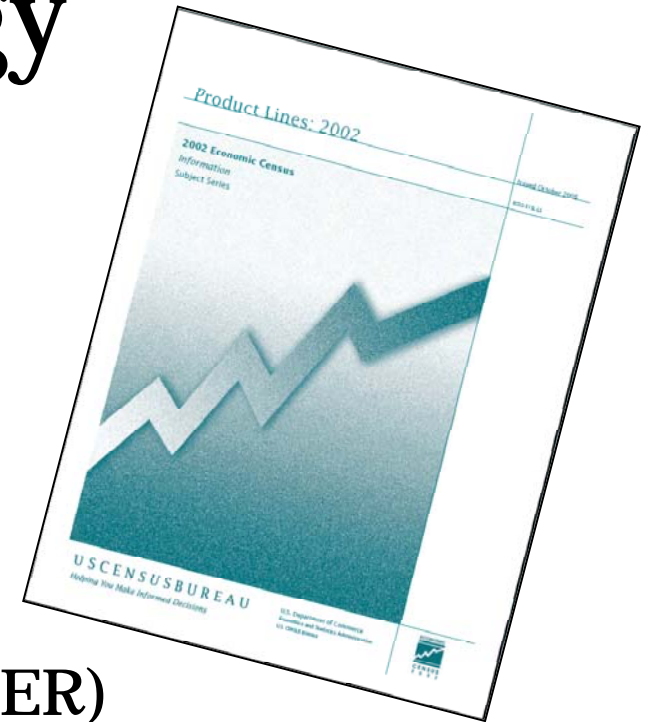
	2002 Census	2003		2004		2005		2006		Compound Growth Rate 2002-2006
		\$	% Change from 2002	\$	% Change from 2003	\$	% Change from 2004	\$	% Change from 2005	
Trade (Total)	7,144,188	6,872,190	-3.8%	7,504,458	9.2%	8,043,471	7.2%	8,274,103	2.9%	3.7%
Adult Hardbound	2,371,553	2,314,636	-2.4%	2,460,458	6.3%	2,495,175	1.4%	2,597,477	4.1%	2.3%
Adult Paperbound	1,876,620	1,865,360	-0.6%	1,917,590	2.8%	2,099,187	9.5%	2,277,618	8.5%	5.0%
Juvenile Hardbound	1,636,248	1,484,077	-9.3%	1,902,587	28.2%	2,100,456	10.4%	2,058,447	-2.0%	5.9%
Juvenile Paperbound	1,259,767	1,208,117	-4.1%	1,223,823	1.3%	1,348,653	10.2%	1,340,561	-0.6%	1.6%
Book Clubs & Mail Order	852,384	775,669	-9.0%	706,634	-8.9%	659,290	-6.7%	639,511	-3.0%	-6.9%
Mass Market Paperback	1,216,710	1,196,026	-1.7%	1,089,580	-8.9%	1,091,759	0.2%	1,141,980	4.6%	-1.6%
Audiobooks	143,410	161,049	12.3%	159,922	-0.7%	206,299	29.0%	182,162	-11.7%	6.2%
Religious	556,799	836,312	50.2%	883,145	5.6%	829,273	-6.1%	744,687	-10.2%	7.5%
E-books	7,337	19,772	169.5%	30,271	53.1%	43,832	44.8%	54,396	24.1%	65.0%
Professional	3,155,191	3,268,778	3.6%	3,334,154	2.0%	3,300,812	-1.0%	3,376,731	2.3%	1.7%
EI-Hi (K-12 Education)	5,795,044	5,939,920	2.5%	5,945,860	0.1%	6,570,175	10.5%	6,189,105	-5.8%	1.7%
Higher Education	3,025,029	3,133,930	3.6%	3,190,341	1.8%	3,359,429	5.3%	3,453,493	2.8%	3.4%
All Other	136,488	153,932	12.8%	161,629	5.0%	158,558	-1.9%	140,641	-11.3%	0.8%
Total	22,032,580	22,357,578	1.5%	23,005,994	2.9%	24,262,898	5.5%	24,196,809	-0.3%	2.4%

Please note: Estimates for juvenile hardbound and paperbound categories do not include sales of the Harry Potter series.

Methodology

Three Data Sources:

- 2002 Economic Census
- AAP Monthly Domestic Book Sales Report (DR)
- AAP Monthly El-Hi Sales Report (ER)



Sales from selected census categories rolled forward using AAP data.

Example

511130 31250 'Adult Trade Books'

= \$ 6,874,066,000

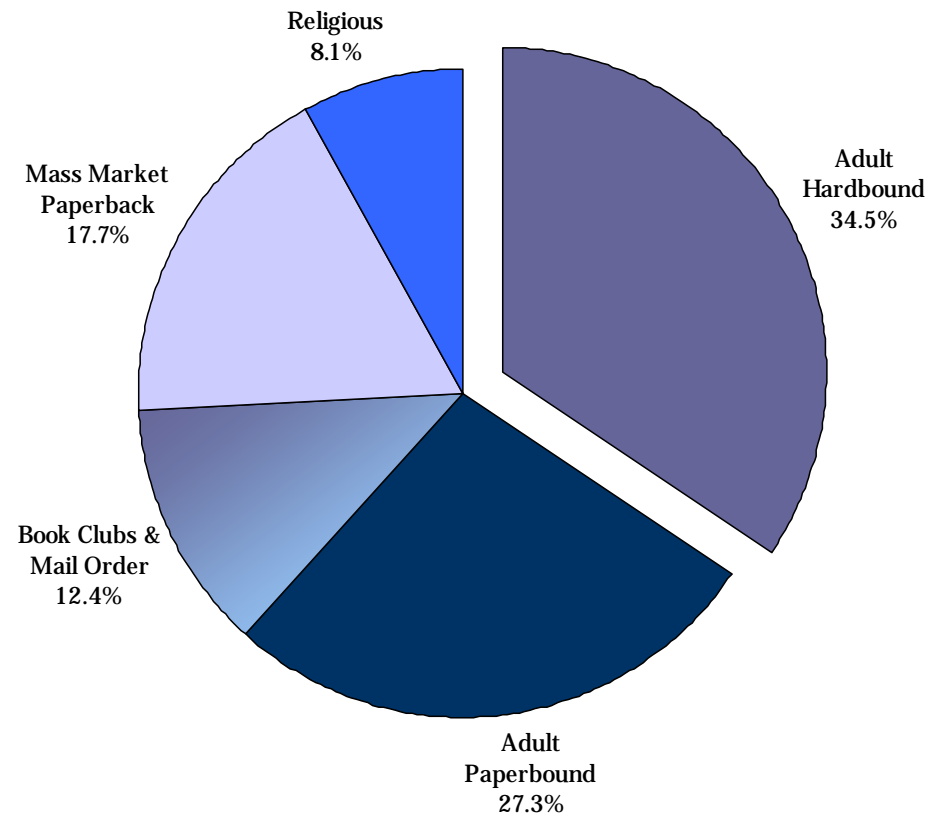
Split according to 2005 Consumer

Books Survey and Publisher

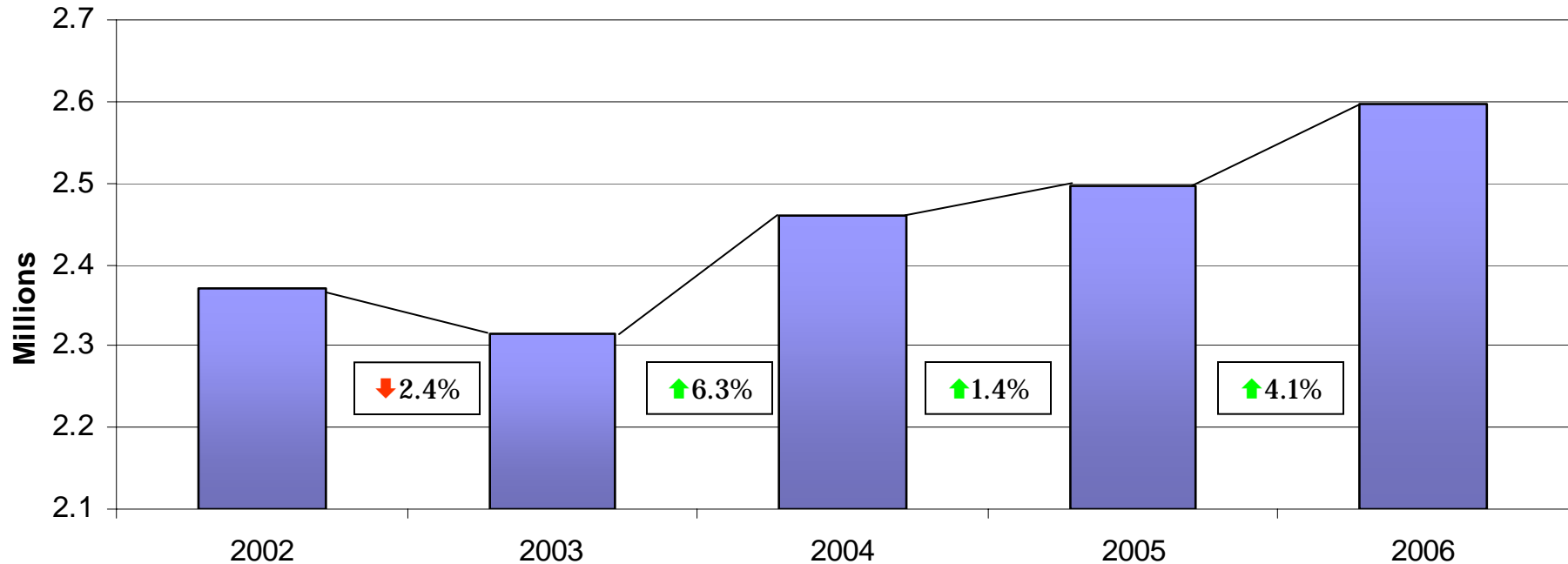
Annual Reports

Therefore Adult Hardbound in

2002 = \$ 2,371,553,000



Example



AAP Monthly data used to project total net sales for intervening years.

Result: 2006 Adult Hardbound Sales - \$ 2,597,477,000