

NPD BookScan in DecisionKey

Take Your Publishing Insight to the Next Level

NPD BookScan™ is the gold standard in POS tracking for the publishing market. It covers approximately 85 percent of all trade print books sold in the U.S., through direct reporting from all major retailers, including Amazon, Barnes & Noble, Walmart, Target, independent bookstores, and many others. Each sale of the more than 14 million units tracked on a weekly basis includes geographic information, making it possible to identify key markets, map regional sales trends, and index the likelihood of purchase in 100 major metro areas.

Data is available to subscribers on a weekly basis via the NPD BookScan in DecisionKey® tool.

Available sales reports include units sold per week, year-to-date, and historically, along with sales searches by title and author.

Bestseller charts can be accessed by category, region, and Designated Market Area (DMA). Reports on market information by category, publisher market share, and format are also produced.

Whether you want to understand a single title, analyze your competition, or track trends across the entire industry, NPD BookScan provides essential information you need to keep ahead in an increasingly competitive book market.

KEY BENEFITS

- Go beyond your own data to identify new opportunities to grow your business based on a holistic view of what is really happening in the market
- Identify trending book categories within geographic regions
- Target prospective publishing partners in a specific category and/or format
- See physical attributes at the title-level including format, dimensions, and page count

As a member of the Book Manufacturers Institute, you are eligible for a 50% discount on your NPD BookScan subscription.

If you are interested, contact Allison Risbridger at allison.risbridger@npd.com.

