



## Amazon Comparison of CBA Publishers Top 20 Book Rankings as of October 2, 2008

The chart below ranks 15 of the major Christian publishers according to the average Amazon ranking of their Top 20 selling titles (includes frontlist and backlist). This information allows the reader to gauge which publishers and authors are maximizing book sales through this important online retailer.

**Note:** Remember that Amazon rankings do not represent accurate sales figures, and they only represent a small portion of a book's total sales. However, this data can help determine if frontlist titles are performing as desired. Plus, publishers can compare how book X is performing versus book Y.

<u>Rank:</u>	<u>Publisher:</u>	<u>Average Ranking of Top 20 Books</u>	<u>Bestselling Book Ranking</u>	<u>20th Best Book Ranking</u>
1	Thomas Nelson	966	116	2,197
2	Zondervan	1,172	121	2,275
3	Tyndale House	1,899	100	4,349
4	Waterbrook / Multnomah	2,560	214	4,819
5	Baker (all 5 divisions)	2,982	180	7,335
6	Harvest House	6,825	1,771	14,353
7	B&H	7,290	15	12,241
8	NavPress	8,548	503	15,621
9	Moody	8,775	72	18,505
10	FaithWords	9,915	359	18,000
11	Regal	14,832	1,639	27,109
12	InterVarsity Press	18,102	2,275	30,742
13	Barbour	18,248	1,096	31,836
14	Howard	25,340	1,876	60,923
15	David C. Cook	28,883	479	54,992

Source: [www.TitleZ.com](http://www.TitleZ.com) Rankings: as of October 2, 2008 at 1:30pm EST  
(Figures for Waterbrook include Multnomah titles, and Baker numbers include all five company divisions.)

### How to Use this Research:

#### 1. Publisher Comparison:

Notice how the above rankings do not directly correlate with industry rankings in total book sales or market share. Some smaller publishers have above-average Amazon rankings, and vice-versa. This data helps you identify which publishers are utilizing the Amazon sales channel to their advantage.

#### 2. Frontlist Success:

Our research also provides each publisher with a separate sheet listing their Top 20 titles on Amazon. If there aren't many frontlist books that make the Top 20, it may indicate a weakness in new book marketing efforts. New titles may be burning out too fast or failing to gain momentum. Verify this problem by comparing Amazon sales with other distribution channels to see if there is a similar pattern.

#### 3. Author Platform:

If a publisher doesn't see expected frontlist titles on their Top 20 list, it might also indicate that specific authors are struggling to help promote their book. Certain authors may need more marketing instruction about how to build a platform and spur new book sales.

*Spread Your Message Like Wildfire*