



Amazon Comparison of CBA Publishers Book Rankings as of September 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 are not entirely accurate, and they only represent a small portion of a book's total sales. However, this data can help you examine if your frontlist titles are performing as desired. Plus, you can see how other publishers are utilizing this important sales channel.

<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	Zondervan	1,396	201	2,548
2	Thomas Nelson	1,532	146	3,424
3	Tyndale House	3,674	274	6,610
4	Waterbrook	9,991	1,129	19,927
5	NavPress	12,669	965	22,574
6	Moody	13,436	47	28,160
7	Harvest House	13,587	2,207	23,550
8	Bethany House	16,146	1,648	26,273
9	FaithWords	18,131	1,697	34,051
10	Baker	21,494	357	32,971
11	Regal	21,697	2,553	38,028
12	Howard	37,075	3,223	63,684
13	B&H	37,386	1,094	81,354
14	David C. Cook	49,807	755	96,626
15	Kregel	60,676	22,697	104,504

Source: www.TitleZ.com Rankings: as of September 2, 2008 at 8:00pm EST
(Bethany House and Baker are distinct due to their separate listings with TitleZ.)

How to Use this Research:

1. Publisher Advantages:

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:

Using our separate sheet provided, identify how many of your frontlist titles made your specific company's Top 20 Amazon list. If you don't see many new books on your list, it could indicate a weakness in frontlist marketing efforts. New titles may be burning out or failing to gain sales momentum. To verify this problem, compare your Amazon book sales with other book distribution channels to see if there is a similar pattern.

3. Author Platform:

If you don't see many frontlist titles on your company's Top 20 list, then it might indicate that your authors are struggling to utilize their platform and help sell books. Your authors may need more marketing education about how to build their platform and spur new book sales.

Spread Your Message Like Wildfire