



APA BESTSELLERS' SURVEY

1 April 2005 to 31 March 2006

The latest APA Bestsellers' Survey, the 23rd conducted by the APA, collected data for **sales** made during the period **1 April 2005 to 31 March 2006**.

1. Data was collected in the following five categories:

- Adult hardbacks (AHB), sales over 7,500 copies;
- Adult trade paperbacks (ATPB all paperbacks, regardless of size, other than A & B format*), sales over 10,000 copies;
- Adult mass-market paperbacks (Adult A & B format*), sales over 15,000 copies (denoted as AMM in the survey results);
- Children's hardbacks (CHB), sales over 5,000 copies; and
- Children's paperbacks (CPB) retail price of \$8 or more (including GST) and sales over 15,000 copies.

* A format = 180mm x 110mm

* B format = 198mm x 129mm

2. The following details are included for each entry:

- Title
- Author or editor
- Imprint as shown on spine
- Retail price (RRP)
- Australian author (Yes or No?). Please note this is Australian author, not place of publication
- Fiction (F) or Non-fiction (NF)
- New Title (NT) or Back list (BL)
- Range of numbers sold (net retail sales in Australia only).

3. Only the following **sales** are **included**:

- Net trade sales made at retail outlets, at standard publisher discounts and where the author gets a full royalty; and
- sold via Australian retail outlets.

Sales of film-tie in editions and "normal" editions in the same format and at a similar price point are included as one entry.

4. The following **sales** are **excluded**:

- export sales;
- all sales to bookclubs (Doubleday, Scholastic etc);
- door-to-door sales and display marketing;
- remainders; and
- sponsored or special sales via non-retail outlets.

5. Results are published as follows:

- Full lists for bestsellers in the five categories listed in 1. Above; and
- Top 10 lists for:
 - * Adult Fiction
 - * Australian Adult Fiction
 - * Non-Fiction
 - * Australian Adult Non-Fiction
 - * Children's
 - * Australian Children's
 - * Top 10 Australian Overall

Please note that survey results are published according to sales range. No actual sales figures are published.