



Children's Publishing Market Forecast 2009

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**Simba
Information**

Simba Information

60 Long Ridge Road, Suite 300

Stamford, CT 06902

Toll-free: 888.297.4622

Int'l: +1.240.747.3091

Fax: 203.325.8195

customerservice@simbainformation.com

www.simbainformation.com

1.888.297.4622

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Profiles of Leading Children's Book Publishers

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Disney Publishing Worldwide
Hachette Book Group
HarperCollins
Houghton Mifflin Harcourt
Macmillan
Penguin Group (USA)
Random House
Scholastic
Simon & Schuster

Abstract

Now in its third edition, **Children's Publishing Market Forecast 2009** delivers a significantly deeper and expanded analysis than the first and second editions.

The overwhelming successes of children's book series in recent years such as Harry Potter, Captain Underpants and Lemony Snicket's A Series of Unfortunate Events have sent publishers scrambling to uncover the next multi-title blockbuster craze. In addition, bestselling individual titles of rapidly growing genres like graphic novels have illuminated the children's book market as a lucrative space for publishers, editors, marketers, distributors and retailers in the trade book industry.



Children's Publishing Market Forecast 2009 offers an accurate and objective perspective on where the market for children's books is headed in 2009, as well as analysis of market opportunities and pitfalls. How are publishers battling challenges such as an overall decline in reading, returns of unsold stock from retailers, and the intensifying battle for shelf space?

Armed with an archive of trade book data that goes back more than 30 years, Simba's team of seasoned trade book analysts examines the market for children's books segment by segment, from youngsters to tweens to teens. In addition, **Children's Publishing Market Forecast 2009** provides high-quality, unbiased market intelligence on the publishing houses, and the entire retail landscape, from independent bookstores to online outlets to big box stores.

Gain access to exclusive statistics and analysis such as:

- An in-depth look at bestselling children's books drawn from the USA Today, Publishers Weekly and New York Times lists, with breakdowns of top-performing authors and imprints and a comprehensive category ranking of which books are selling and which are not in 2008.
- Six-year historical analysis of children's bestseller lists from the New York Times, with weeks per title average for dozens.
- Expanded analysis of the most vital facet of children's publishing: series books.
- Results from Simba's surveys of independent retailers across the country rating different books and genres; as well as info on buyer profiles and behaviors.

Children's Publishing Market Forecast 2009 includes detailed strategic and financial profiles of companies such as Candlewick Press, Disney Publishing Worldwide, Hachette Book Group, HarperCollins, Holtzbrinck, Houghton Mifflin, Penguin Group, Random House, Scholastic and Simon & Schuster.

This report is a critical tool in evaluating growth potential, understanding trends affecting the industry, sizing up the competition, reviewing potential partner or acquisition profiles, examining market share rankings of leading publishers, benchmarking performance, and planning short- and long-term growth strategies.

Children's Publishing Market Forecast 2009 is essential for publishing executives, M&A advisors, market analysts, and industry consultants who need to understand the business strategies driving the children's trade book publishing industry today.

Sample Pages



**Table 2.12:
Top 20 Books to Movies, 2002-2007**

		Title	Author	Imprint	Pub Date	Rating	High Rank	Weeks		
								NYT	USA	PW
1	FM	*Revenge of the Sith	Matthew Woodring Slover	Del Rey	4/05	3.0	1	15	13	11
2	HH	*Attack of the Clones	R. A. Salvatore	Del Rey	4/02	2.2	1	11	9	7
3	CP	*Pirates of the Caribbean 2	Trene Trimble							
4	HP	*Star Wars Episode 3	Patricia C. Wrede							
5	CP	*Attack of the Clones	Patricia C. Wrede							
6	CP	*Lizzie McGuire Movie Junior Novel	Disney staff							
7	CH	*Finding Nemo	Disney staff							
8	CC	*Driving Buddies	Apple Jordan							
9	FM	*Tails	Aaron Allston							
10	CP	*Pirates of the Caribbean 3	T. T. Sultherland							
11	FM	*Rebel Dream	Aaron Allston							
12	FI	*Labyrinth of Evil	James Luceno							
13	FM	*Inferno	Troy Denning							
14	FM	*Force Heretic II	Sean Williams							
15	HH	*Outbound Flight	Timothy Zahn							
16	FM	*Dark Journey	Flaira Cunningham							
17	FM	*Fury	Aaron Allston							
18	HH	*The Approaching Storm	Alan Dean Foster							
19	CP	*The Spongebob Squarepants Movie	Marc Cerasini							
20	FM*	*Bloodlines	Karen Traviss							

F=Fiction, C=Children & Youth
H=Hardcover/Children's Board Books, P=Trade Paper
*Depending on column, indicates a new edition (by Rating is a composite score, converting list rank (0 lists each week of the reporting period)

Sources: Simba Information, Stuart Johnson & Associates

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Publisher Snapshot: Houghton Mifflin Harcourt Trade & Reference

	2004E*	2005E*	2006E	2007E	2008P
Children's book revenue (\$ in 000)	\$100,000	\$100,000	\$100,000	\$100,000	\$100,000

Children's Book Imprints

Houghton Mifflin Books for Children Clarion Books Walter Lorraine Books Kingfisher

*Figures are representative of Houghton Mifflin revenue only. Sources: Simba Information estimates; company reports.

Overview of Consumer Book Operations

Houghton Mifflin Harcourt remains one of the top educational publishers in the U.S., generating a majority of its sales through its K-12 publishing business, while its trade division remains small by comparison, publishing about 400 books annually, including adult trade books, Warner trade paperbacks, the American Heritage Dictionary, Peterson Field Guides, Taylor Guides, the Best American Series, Knighthood Books, Houghton Mifflin Children's Books, Walter Lorraine Books, and Clarion Books. The children's division, comprised of the latter two, holds one of the largest backlists of children's literature and includes such titles as Curious George, The Lord of the Rings, Zathura and The Polar Express. The Polar Express proved to be quite successful for the company as a tie-in to the 2004 film, but Houghton Mifflin Harcourt failed to repeat the success, stumbling from 2005 onward, through still posting an annual revenue of about \$2.5 billion.

Consumer Book Publishing Strategy

Houghton Mifflin's trade and reference revenue has been a seesaw ride for years as the publisher has moved from a focused strategy and made its way to a clear growth strategy, though it landed more titles on the bestseller lists from July 2007 to June 2008 than the previous three periods thanks in part to Harcourt's contribution. The high point for the publisher came in 2004 when Houghton Mifflin had the most titles for the classic Chris Van Allsburg title The Polar Express land, on the adult side, the Oprah Book Club pick The Heart Is a Lonely Hunter by Carson McCullers.

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