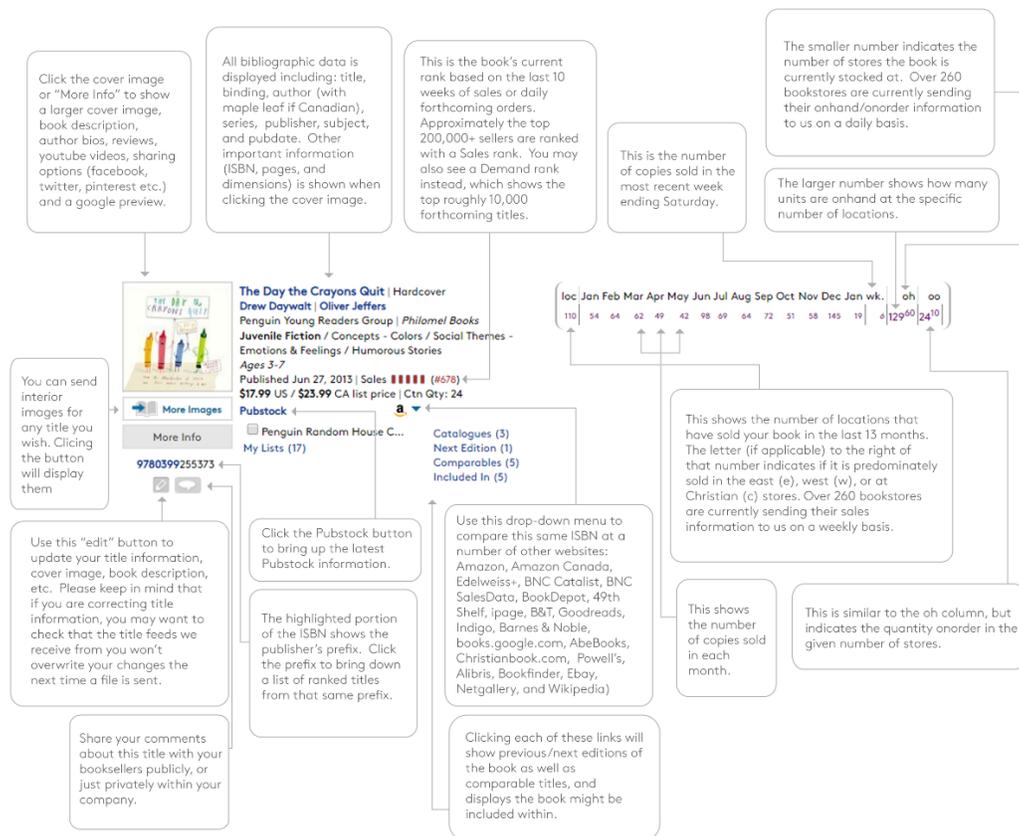


# Features for Pubstock Participants

## Sales Trends

With your paid participation you receive access to retail sales and stock information for any ISBN you list in Pubstock. Sales data is compiled on a weekly basis from over 270 independent Canadian booksellers. Stock (OnHand and OnOrder) info is submitted by over 290 Canadian indies on a daily basis. When you are logged in at [Bookmanager.com](http://Bookmanager.com), you will see the sales/stock bar shown to the right of the book data while viewing in Full display mode (shown below).



The screenshot shows a book listing for "The Day the Crayons Quit" by Drew Daywalt and Oliver Jeffers. The listing includes the book cover, title, author, publisher (Penguin Young Readers Group), series, subject, and age range. It also displays sales data, price, and a sales/stock bar. The callout boxes provide detailed explanations for various elements:

- Cover Image:** Clicking the cover image or "More Info" shows a larger cover image, book description, author bios, reviews, YouTube videos, and social media options.
- Bibliographic Data:** All bibliographic data is displayed including: title, binding, author (with maple leaf if Canadian), series, publisher, subject, and pubdate. Other important information (ISBN, pages, and dimensions) is shown when clicking the cover image.
- Sales Rank:** This is the book's current rank based on the last 10 weeks of sales or daily forthcoming orders. Approximately the top 200,000+ sellers are ranked with a Sales rank. You may also see a Demand rank instead, which shows the top roughly 10,000 forthcoming titles.
- Stock:** The smaller number indicates the number of stores the book is currently stocked at. Over 260 bookstores are currently sending their onhand/order information to us on a daily basis. The larger number shows how many units are onhand at the specific number of locations.
- Sales/Stock Bar:** This is the number of copies sold in the most recent week ending Saturday. The bar shows sales for each month from Jan to Dec, with a weekly breakdown (wk.) and onhand (oh) and onorder (oo) columns.
- Interior Images:** You can send interior images for any title you wish. Clicking the button will display them.
- Edit Button:** Use this "edit" button to update your title information, cover image, book description, etc. Please keep in mind that if you are correcting title information, you may want to check that the title feeds we receive from you won't overwrite your changes the next time a file is sent.
- Comments:** Share your comments about this title with your booksellers publicly, or just privately within your company.
- Pubstock Button:** Click the Pubstock button to bring up the latest Pubstock information.
- ISBN Prefix:** The highlighted portion of the ISBN shows the publisher's prefix. Click the prefix to bring down a list of ranked titles from that same prefix.
- Drop-down Menu:** Use this drop-down menu to compare this same ISBN at a number of other websites: Amazon, Amazon Canada, Edelweiss+, BNC Catalist, BNC SalesData, BookDepot, 49th Shelf, ipage, B&T, Goodreads, Indigo, Barnes & Noble, books.google.com, AbeBooks, Christianbook.com, Powell's, Alibris, Bookfinder, Ebay, Netgallery, and Wikipedia.
- Locations:** This shows the number of locations that have sold your book in the last 13 months. The letter (if applicable) to the right of that number indicates if it is predominately sold in the east (e), west (w), or at Christian (c) stores. Over 260 bookstores are currently sending their sales information to us on a weekly basis.
- Monthly Sales:** This shows the number of copies sold in each month.
- Quantity Order:** This is similar to the oh column, but indicates the quantity order in the given number of stores.
- Links:** Clicking each of these links will show previous/next editions of the book as well as comparable titles, and displays the book might be included within.

# Your Bestsellers

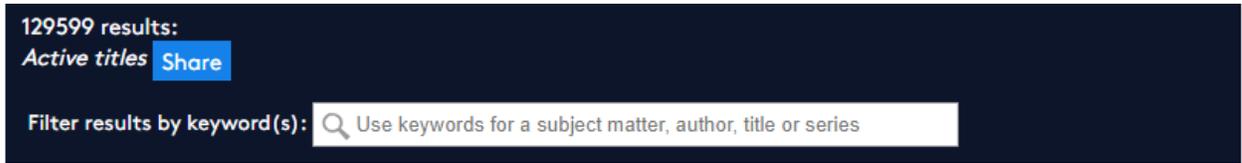
You can create bestseller lists of various groupings of your titles, complete with sales/stock statistics, by using the Browse function found under Home → Browse on the Bookmanager homepage.

The screenshot shows the 'Browse' page in the Bookmanager system. The top navigation bar includes 'Browse' (highlighted with a green arrow), 'Catalogues', and 'Buyers' Toolbox'. The 'Buyers' Toolbox' has buttons for 'Most Recent', 'New Releases Not O/H', 'Hot Forthcoming Not O/O', and 'Save Current Filter'. The main content area displays 129,599 results for 'Active titles'. A search bar is present with the text 'Find results by keyword(s):'. Below the search bar, there are options to 'Display' in grid, list, or table view, and links for 'Previous', 'Next', 'ISBNs', and 'XLS'. The list of books is shown in a grid format, with the first row containing five titles: 'Becoming' by Michelle Obama, 'Sapiens' by Yuval Noah Harari, '21 Lessons for the 21st Century' by Yuval Noah Harari, 'Eleanor Oliphant Is Completely Fine' by Gail Honeyman, and 'Split Tooth' by Tanya Tagaq. The second row contains 'The Flame' by Leonard Cohen, '12 Rules for Life' by Jordan B. Peterson, 'Women Talking' by Miriam Toews, 'The Life-Changing Magic of Tidying Up' by Marie Kondo, and 'Dare to Lead' by Brené Brown. A green arrow points to the 'Active titles' filter in the left sidebar, which is currently selected. Other filters include 'Popular', 'Top 50,000', 'Top 10,000', 'Just released', 'Recent releases', 'Future releases', 'Ranked future', 'Canadian author', 'Supplier (1)', 'Subject (56)', 'Format (14)', 'Date Published (118)', 'Publisher (...)', 'Sales Marketing (...)', and 'Age (7)'. The page number 'Page 1' is visible in the top right corner.

You will then be shown a list of your titles, with the top selling titles at the top in descending order. If you rather view your top forthcoming titles, click the check box next to Ranked Future.

You can then narrow down the list by selecting other filters. For example, if you wanted to generate a list of your top selling fiction titles, click Fiction under the Subject filters. This will narrow the list to fiction titles that are currently available and selling at stores. You may click multiple filters by Ctrl clicking the various filters (let's say multiple months under the Date Published heading).

If you want to narrow down the list even further to include only bestselling fiction titles by a certain author, add the author's last name to the "Filter results by keyword(s):" box at the top of the list.



To generate an Excel spreadsheet of these titles, complete with all the statistics for each title, click the XLS link in the Display options at the top of the list.



You will then be prompted to choose the number of ISBNs listed (500, 1000, 2000, 4000, 5000, or 10,000). The spreadsheet that opens up will have all of the titles listed in descending order by sales/forthcoming ranking.

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
1	<b>Bookmanager Sales and Stock</b>																				
2	Week ending Saturday Jan 19 2019 274 Canadian stores reported																				
3	Generated on January 24, 2019 09:01 AM Pacific Time																				
4																					
5	O/H	#loc	O/O	#loc	Aug	Sep	Oct	Nov	Dec	Jan	Wk	Last13M	#loc	Rank	Title	Author	Price	Publisher	Pubdate	Subjects	ISBN

Here are the column headers, and the info that each will contain:

**OH:** The current number of copies in our 270 stores.

**#Loc:** The number of locations that have the title in stock.

**OO:** The current number of copies on order in our 270 stores.

**#Loc:** The number of locations that have the title on order.

**Months:** One column for each of the last six months, containing the number of copies sold from across the country.

**Wk:** The number of copies sold in the last week ending Saturday.

**Last13M:** The total number sold in the past 13 months.

**#Loc:** The number of locations that have sold at least one copy of the book.

**Rank:** The forthcoming or sales ranking based on stock/sales statistics collected from our sample of independent booksellers from across Canada.

**Title:** Yes, the title.

**Author:** You know who...

**Price:** Retail selling price as provided by you in Pubstock.

**Publisher:** Need we say more?

**Pubdate:** Date published based on the data in the bibliographic data.

**Subjects:** Full text of the primary BISAC Subject code for that title.

**ISBN:** The 13 digit product number.

Use this spreadsheet in the manner you see fit. Perhaps to compare performance between titles, or estimate sales performance versus stock levels in independent stores; maybe to help predict demand for certain lines or titles; or, to simply provide a "bestseller" list for those books that you can save, and take anywhere. Please remember that this information is designed to only be used by you.

**\*\*UNAUTHORIZED USE IS STRICTLY FORBIDDEN\*\***

Please note that if you unselect your supplier name under the Browse filters, you can build reports that show you more than just your titles. You will however only see sales/stocking stats for your own titles.

## Catalogues

Your participation in Pubstock also gives you free access to show your catalogues and other various lists on our website, for use by booksellers. Buying practices based solely on paper catalogues is becoming a thing of the past. Online

catalogues and promotional lists are widely used by stores because they are more timely, provide more up-to-date info, and allow for less time spent on data entry. The online environment also allows us to easily provide both the publisher and the bookseller more integrated and relevant information in terms of current order and stock levels on related titles, as well as sales statistics on previous releases.

Different display and filter options allow you to analyze any list you create (shared for view by all, or kept internally only for view by you) in multiple ways. Perhaps you enter a front-list seasonal catalogue, and later want to find out which titles that stores are anticipating ordering the most. You can temporarily re-sort your view of the catalogue so that the top titles (based on statistics we collect from stores) appear at the top. You could also create a list of a particular line of titles that you want to internally analyze statistics on, allow no others to view it, and play with it to your heart's delight!

So besides just providing stores with a way to more easily research and order your titles, you can also use this area to better analyze performance of your books in the independent market.

[Click here to view our Catalogues & Lists "how to" document](#)

## Webstore Integration of Pubstock

There are over 230 independent bookstores with an online presence powered by Bookmanager. Many stores use our Webstore service to give them an online bookstore, while others may use it for internal purposes only. Either way, both the bibliographic and Pubstock information you send us are integrated behind the scenes into each Webstore. This allows us (on your behalf), along with them, to set up rules and preferences for their sites as to how titles are displayed, and determined as available in the most accurate way – always according to the info you have supplied us with.

Data sharing now becomes more versatile and useful to all, while remaining private to appropriate users.

For more information on how to participate in Pubstock or be a part of any of our services, please don't hesitate to contact us at [data@bookmanager.com](mailto:data@bookmanager.com) or 250-763-4415.