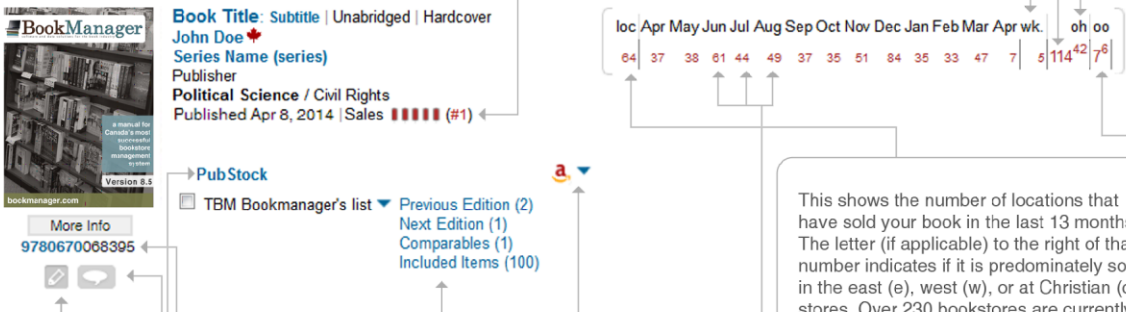


Features for PubStock Participants

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 230 independent Canadian booksellers. Stock (OnHand and OnOrder) info is submitted by over 240 Canadian indies on a daily basis. When you are logged in at 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 entry for "John Doe" in the "Political Science / Civil Rights" category, published on April 8, 2014. The interface includes a cover image, bibliographic details, a sales bar for the last 13 months, and a stock bar. Callout boxes provide detailed explanations for each element.

Callout 1 (Cover Image): Click the cover image or "more..." to show a larger cover image, book description, author bios, reviews, youtube videos, sharing options (facebook, twitter, pinterest etc.) and a google preview.

Callout 2 (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.

Callout 3 (Sales Rank): This is the book's current sales rank based on the last 10 weeks of sales. Approximately the top 100,000 sellers are ranked. You may also see a Demand rank instead, which shows the top 10,000 forthcoming titles.

Callout 4 (Sales Bar): This is the number of copies sold in the most recent week ending Saturday.

Callout 5 (Stock Bar): The smaller number indicates the number of stores the book is currently stocked at. Over 240 bookstores are currently sending their onhand/onorder information to us on a daily basis. The larger number shows how many units are onhand at the specific number of locations.

Callout 6 (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.

Callout 7 (PubStock Button): Click the PubStock button to bring up your latest PubStock information.

Callout 8 (ISBN): 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.

Callout 9 (Comparison Links): Use this drop-down menu to compare this same ISBN at a number of other websites (amazon.com, amazon.ca, chapters.indigo.ca, barnesandnoble.com, abebooks.com, powells.com, alibris.com, bookfinder.com, and ebay.com.)

Callout 10 (Sales Bar): 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 230 bookstores are currently sending their sales information to us on a weekly basis.

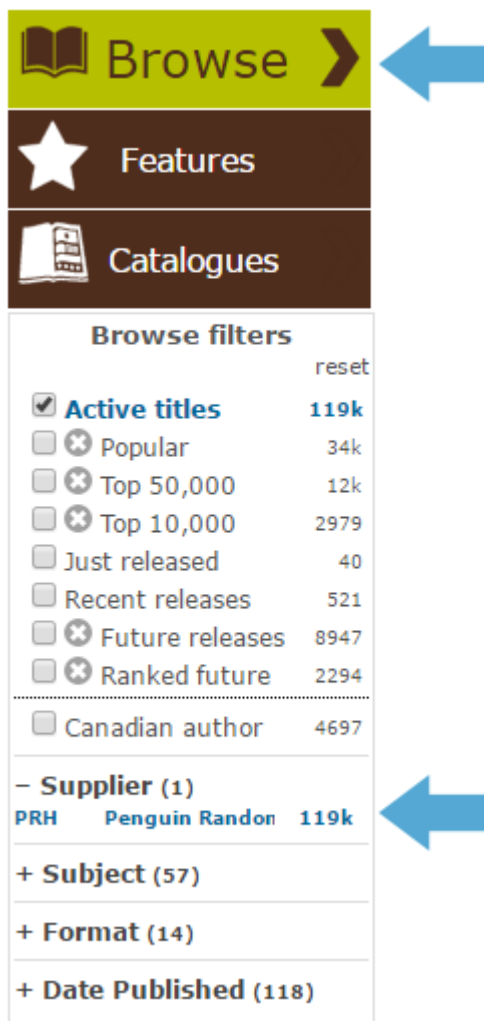
Callout 11 (Stock Bar): This shows the number of copies sold in each month.

Callout 12 (OnOrder): This is similar to the oh column, but indicates the quantity onorder in the given number of stores.

Callout 13 (Editions/Comparables): 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 on the vertical menu bar on the left side of our [homepage](#).



Browse filters reset

<input checked="" type="checkbox"/>	Active titles	119k
<input type="checkbox"/>	<input checked="" type="checkbox"/> Popular	34k
<input type="checkbox"/>	<input checked="" type="checkbox"/> Top 50,000	12k
<input type="checkbox"/>	<input checked="" type="checkbox"/> Top 10,000	2979
<input type="checkbox"/>	Just released	40
<input type="checkbox"/>	Recent releases	521
<input type="checkbox"/>	<input checked="" type="checkbox"/> Future releases	8947
<input type="checkbox"/>	<input checked="" type="checkbox"/> Ranked future	2294
<hr/>		
<input type="checkbox"/>	Canadian author	4697
<hr/>		
- Supplier (1)		
	PRH Penguin Random	119k
<hr/>		
+ Subject (57)		
<hr/>		
+ Format (14)		
<hr/>		
+ Date Published (118)		

You will then be shown a list of your titles, with the top ranked forthcoming titles at the top, down through the remainder of your ranked forthcoming titles, followed by your top ranked selling titles in descending order.

You can narrow down the list further 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, and click the **X** button next to *Future Releases*. This will narrow the list to fiction titles that are not future releases.

Browse filters		reset
<input type="checkbox"/>	Active titles	38k
<input checked="" type="checkbox"/>	Popular	11k
<input type="checkbox"/>	Top 50,000	3564
<input type="checkbox"/>	Top 10,000	844
<input type="checkbox"/>	Just released	15
<input type="checkbox"/>	Recent releases	147
<input type="checkbox"/>	Future releases	
<hr/>		
<input type="checkbox"/>	Canadian author	825
<hr/>		
- Supplier (1)		
PRH	Penguin Random	11k
<hr/>		
- Subject (55)		
	Antiques & Collectible:	72
	Architecture	91
	Art	380
	Bibles	5
	Biography & Autobiogr	1663
	Body, Mind & Spirit	571
	Business & Economics	515
	Comics & Graphic Nov	1274
	Computers	44
	Cooking	867
	Crafts & Hobbies	156
	Current Events	10
	Design	137
	Drama	116
	Education	120
	Family & Relationships	518
<hr/>		
- Fiction		
	Action	2
	Action & Adventure	695
	African American - Gen	114

If you want to narrow down the list even farther 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.

10512 results:
Popular

Filter results by keyword(s):

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.



The spreadsheet that opens up will have all of the titles listed (to a maximum of 1,000) in descending order by sales ranking. Here are the column headers, and the info that each will contain:

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?

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

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

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.

OH: The current number of copies in our sample of stores.

OHLoc: The number of locations that have the title in stock.

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

OOLoc: The number of locations that have the title on order.

EAN: The 13 digit product number (ISBN-13).

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****

Missing Bibliographic Data

To make your titles searchable by criteria other than ISBN, we need to receive bibliographic data for those titles. If you are already doing so (if you are not, please contact our staff to find out how), you will have access to a report that will tell you which ISBNs from your most recent PubStock file are missing bibliographic info of various types.

When you are logged in, use the **Reports** -> **Missing Data** menu option (or click [here](#)) to generate the summary report for all of your titles. You can re-generate the summary report, grouping ISBNs by prefix, or by pubdate. These groupings may help you to determine which lines have missing data, or which seasons of titles have less data.

For each of the summary reports, there are seven categories of information that you can get specific listings of ISBNs for. Simply click on the number shown in each category to get a list of those specific ISBNs:

Is EAN?: Valid EANs (ISBN-13) are grouped on the row showing **Y**. Invalid EANs (boo-boos?) are grouped on the row showing **N**.

All ISBNs: Gives you the number of ISBNs you currently have listed in PubStock. The breakdown in this category gives you the number of ISBNs with **NoTitle** info, **NoImg** (cover image missing), **NoDesc** (description missing) and **NoBio** (author bio missing).

All ISBNs	NoTitle	NoImg	NoDesc	NoBio
24586	58	1385	1039	2508
1	1	1	1	1

Ranked ISBNs: Gives you the number of ISBNs that are ranked with regards to the sales we collect from indies across the country. The breakdown in this category is the same as for all ISBNs, but is only drawn from the ranked ones.

Ranked ISBNs	NoTitle	NoImg	NoDesc	NoBio
15366		270	269	2679

NYR ISBNs: Gives you the number of only NYR ISBNs and their breakdown.

NYR ISBNs	NoTitle	NoImg	NoDesc	NoBio
2612	22	682	56	371

OnHand ISBNs: Gives you the number of ISBNs that are specified as OnHand in your latest PubStock feed, and their breakdown.

OnHand ISBNs	NoTitle	NoImg	NoDesc	NoBio
21791	36	682	967	2101
1	1	1	1	1

OnOrder ISBNs: Gives you the number of ISBNs that are specified as OnOrder in your latest PubStock feed, and their breakdown.

OnOrder ISBNs	NoTitle	NoImg	NoDesc	NoBio
183		21	16	36

ITO ISBNs: Gives you the number of ISBNs that are specified as ITO (import to order) in your latest PubStock feed, and their breakdown.

ITO ISBNs	NoTitle	NoImg	NoDesc	NoBio
1373	6	454	232	703

After you open a list of the ISBNs you would like to see, you then get options to further filter/sort that list, or generate an Excel (XLS) sheet for them.

US\$ to CDN\$ Price Comparison

This comparison (also accessed from the **Reports** menu) shows the minimum, average and maximum markups on the current US selling price that have been used by Canadian PubStock vendors as compared to their current Canadian selling price. This comparison is only based on the top selling 100,000 titles listed in PubStock, and uses current US selling prices from those offered by Baker & Taylor Books or Ingram Book Company.

Comparisons are also grouped for all titles from each vendor (from just the top selling 100,000 ISBNs), recent publications (released in the last three months), and future releases (release dates up to 6 months in the future). This report can help you, and booksellers see a general picture of the industry's Canadian pricing policies from the past, present and possible future.

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. For more information on how to take advantage of listing your catalogues and other lists on our website, please contact us.

WebStore integration of PubStock

There are over 190 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.