

# Self-Publishing in the United States, 2007-2012

Print and Ebook

Prepared by Bowker®

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ISBN Output for USA Self-Publishers, 2007-2012  
Total Print & Ebooks

Source: Bowker Books In Print® database

NAME	2007	2008	2009	2010	2011	2012	increase 2011-12	%increase 2011-12	increase 2007-2012	%increase 2007-2012
CreateSpace	3,804	11,498	25,213	35,693	58,862	131,460	72,598	123.34%	127,656	3355.84%
Smashwords *	0	65	2,290	11,787	40,614	90,252	49,638	122.22%	90,252	n/a
Lulu Enterprises Inc. **	6,341	8,659	10,589	20,278	38,005	57,531	19,526	51.38%	51,190	807.29%
Xlibris (Div. of Author Solutions)	5,411	9,194	12,726	19,421	17,790	14,646	-3,144	-17.67%	9,235	170.67%
AuthorHouse (Div. of Author Solutions)	10,546	10,708	13,947	11,613	17,612	14,256	-3,356	-19.06%	3,710	35.18%
iUniverse (Div. of Author Solutions)	7,613	6,907	8,078	6,569	8,564	6,555	-2,009	-23.46%	-1,058	-13.90%
Trafford (Div. of Author Solutions)	1,680	1,068	2,451	2,839	3,637	4,793	1,156	31.78%	3,113	185.30%
WestBow Press (imprint of Author Solutions)	1	0	7	719	2,369	3,869	1,500	63.32%	3,868	386800.00%
PublishAmerica	4,866	5,160	5,795	7,202	5,350	3,692	-1,658	-30.99%	-1,174	-24.13%
Independent Publisher (Bar Code Graphics)	386	337	1,890	3,821	3,557	2,872	-685	-19.26%	2,486	644.04%
Palibrio (Div. of Author Solutions)	0	0	0	80	1,861	2,387	526	28.26%	2,387	n/a
BookBaby	53	49	90	197	1,287	2,376	1,089	84.62%	2,323	4383.02%
Salem Publishing Solutions [formerly Xulon Press]	1,503	1,675	1,467	1,480	1,604	2,201	597	37.22%	698	46.44%
Blurb	0	16	36	51	264	2,091	1,827	692.05%	2,091	n/a
Outskirts Press	1,265	1,533	1,595	1,579	1,489	1,824	335	22.50%	559	44.19%
Balboa Press (Div. of Hay House)	0	0	0	51	635	1,557	922	145.20%	1,557	n/a
Dorrance	721	711	1,025	1,301	851	854	3	0.35%	133	18.45%
Balboa Press (imprint of Author Solutions)	0	0	0	54	539	812	273	50.65%	812	n/a
Infinity Publishing	660	663	624	727	730	723	-7	-0.96%	63	9.55%
Dog Ear Publishing	197	282	419	497	485	537	52	10.72%	340	172.59%
Abbott Press (imprint of Author Solutions)	0	0	0	0	135	519	384	284.44%	519	n/a
Inspiring Voices (imprint of Author Solutions)	0	0	0	0	38	393	355	934.21%	393	n/a
Booklocker.com	332	306	416	427	398	347	-51	-12.81%	15	4.52%
Telemachus Press	0	0	3	43	175	246	71	40.57%	246	n/a
Inkwater	73	63	65	92	155	158	3	1.94%	85	116.44%
WinePress	32	39	45	27	23	158	135	586.96%	126	393.75%
BookBaby Print	0	0	0	0	6	151	145	2416.67%	151	n/a
Wasteland Press	94	104	114	127	133	136	3	2.26%	42	44.68%
Virtualbookworm.com	138	145	160	122	148	135	-13	-8.78%	-3	-2.17%
Vantage Press	263	235	190	110	128	125	-3	-2.34%	-138	-52.47%
Mill City Press (imprint of Hillcrest Publishing)	50	70	76	122	101	111	10	9.90%	61	122.00%
Instant Publisher	448	244	168	142	122	84	-38	-31.15%	-364	-81.25%
Greenleaf Book Group	9	40	55	63	201	81	-120	-59.70%	72	800.00%
Wheatmark	242	231	129	125	95	77	-18	-18.95%	-165	-68.18%
Troy Book Makers	15	28	39	54	64	74	10	15.63%	59	393.33%
eBookit.com	0	0	0	2	21	58	37	176.19%	58	n/a
JETLAUNCH [formerly Red Willow]	0	0	0	3	69	58	-11	-15.94%	58	n/a
Aardvark Global	595	703	641	446	359	55	-304	-84.68%	-540	-90.76%
Aventine Press	71	48	64	58	58	46	-12	-20.69%	-25	-35.21%
Robertson Publishing	21	31	39	38	45	41	-4	-8.89%	20	95.24%
Book Publishers Network	13	11	23	33	36	38	2	5.56%	25	192.31%
Dancing Moon	8	15	16	6	24	30	6	25.00%	22	275.00%
Llumina Press (imprint of Aeon Publishing)	160	160	132	125	72	30	-42	-58.33%	-130	-81.25%
Wyatt-MacKenzie	24	26	26	22	21	24	3	14.29%	0	0.00%
Mintright	0	2	5	0	946	22	-924	-97.67%	22	n/a
Pfoxmoor Publishing	0	0	0	7	77	21	-56	-72.73%	21	n/a
Concierge	0	1	6	8	10	14	4	40.00%	14	n/a
Anaphora Literary Press	0	0	0	0	22	12	-10	-45.45%	12	n/a
Selah Publishing Group	20	14	16	23	11	8	-3	-27.27%	-12	-60.00%
Biographical Publishing Company	5	4	1	3	13	7	-6	-46.15%	2	40.00%
Chapel Hill Press	4	7	2	7	9	4	-5	-55.56%	0	0.00%
DellArte Press (imprint of Author Solutions)	0	0	0	9	3	2	-1	-33.33%	2	n/a
Insight Publishing	23	25	29	20	8	2	-6	-75.00%	-21	-91.30%
IndyPublish.com ***	12,587	8,556	2,500	0	0	0	0	n/a	-12,587	-100.00%
Pleasant Word (Div. of Winepress)	191	184	176	239	187	0	-187	-100.00%	-191	-100.00%
Small Publishers ****	14,532	15,651	17,981	24,409	36,894	43,213	6,319	17.13%	28,681	197.36%
<b>TOTALS</b>	<b>74,997</b>	<b>85,468</b>	<b>111,359</b>	<b>152,871</b>	<b>246,912</b>	<b>391,768</b>	<b>144,856</b>	<b>58.67%</b>	<b>316,771</b>	<b>422.38%</b>

\* 2012 figure provided by Smashwords on 9/9/2013

\*\* 2012 figure provided by Lulu on 6/24/2013

\*\*\* No longer accepting manuscripts

\*\*\*\* Small publishers are those who have produced 10 or fewer ISBNs in total



ISBN Output for USA Self-Publishers, 2007-2012  
Print Books

Source: Bowker Books In Print® database

NAME	2007	2008	2009	2010	2011	2012	increase 2011-12	%increase 2011-12	increase 2007-12	%increase 2007-2012
CreateSpace	3,804	11,498	25,212	35,686	58,857	131,456	72,599	123.35%	127,652	3355.73%
Lulu Enterprises Inc. *	6,338	8,658	10,587	11,681	25,461	27,470	2,009	7.89%	21,132	333.42%
Xlibris (Div. of Author Solutions)	4,523	7,761	10,322	13,416	11,653	10,281	-1,372	-11.77%	5,758	127.30%
AuthorHouse (Div. of Author Solutions)	6,780	7,394	9,523	8,705	11,324	9,135	-2,189	-19.33%	2,355	34.73%
iUniverse (Div. of Author Solutions)	5,406	4,578	5,099	4,702	5,272	4,351	-921	-17.47%	-1,055	-19.52%
PublishAmerica	4,866	5,160	5,794	7,201	5,350	3,692	-1,658	-30.99%	-1,174	-24.13%
Trafford (Div. of Author Solutions)	1,065	743	1,647	1,995	2,326	2,998	672	28.89%	1,933	181.50%
Independent Publisher (Bar Code Graphics)	378	327	1,866	3,689	3,272	2,566	-706	-21.58%	2,188	578.84%
WestBow Press (imprint of Author Solutions)	1	0	6	502	1,466	2,503	1,037	70.74%	2,502	250200.00%
Outskirts Press	1,265	1,533	1,595	1,576	1,489	1,824	335	22.50%	559	44.19%
Salem Publishing Solutions [formerly Xulon Press]	1,503	1,675	1,467	1,480	1,601	1,552	-49	-3.06%	49	3.26%
Palibrio (Div. of Author Solutions)	0	0	0	12	1,213	1,550	337	27.78%	1,550	n/a
Balboa Press (Div. of Hay House)	0	0	0	9	363	1,245	882	242.98%	1,245	n/a
Dorrance	717	699	875	1,089	850	852	2	0.24%	135	18.83%
Infinity Publishing	660	663	624	502	538	587	49	9.11%	-73	-11.06%
Dog Ear Publishing	197	282	417	495	485	537	52	10.72%	340	172.59%
Booklocker.com	299	272	354	309	383	347	-36	-9.40%	48	16.05%
Abbott Press (imprint of Author Solutions)	0	0	0	0	82	316	234	285.37%	316	n/a
Inspiring Voices (imprint of Author Solutions)	0	0	0	0	19	203	184	968.42%	203	n/a
Balboa Press (imprint of Author Solutions)	0	0	0	53	344	193	-151	-43.90%	193	n/a
WinePress	32	39	44	27	23	158	135	586.96%	126	393.75%
BookBaby Print	0	0	0	0	6	151	145	2416.67%	151	n/a
Wasteland Press	94	104	114	127	133	136	3	2.26%	42	44.68%
Virtualbookworm.com	138	145	160	118	148	135	-13	-8.78%	-3	-2.17%
Vantage Press	263	235	190	110	128	125	-3	-2.34%	-138	-52.47%
Telemachus Press	0	0	1	15	59	90	31	52.54%	90	n/a
Instant Publisher	448	244	165	140	116	82	-34	-29.31%	-366	-81.70%
Wheatmark	242	231	129	124	95	77	-18	-18.95%	-165	-68.18%
Mill City Press (imprint of Hillcrest Publishing)	50	70	74	108	89	74	-15	-16.85%	24	48.00%
Inkwater	71	62	61	51	77	64	-13	-16.88%	-7	-9.86%
Troy Book Makers	15	28	38	54	59	58	-1	-1.69%	43	286.67%
Aardvark Global	547	668	607	432	353	55	-298	-84.42%	-492	-89.95%
Aventine Press	71	48	64	58	58	46	-12	-20.69%	-25	-35.21%
Greenleaf Book Group	7	30	36	35	139	41	-98	-70.50%	34	485.71%
Robertson Publishing	21	31	39	38	45	41	-4	-8.89%	20	95.24%
Llumina Press (imprint of Aeon Publishing)	160	160	132	125	53	30	-23	-43.40%	-130	-81.25%
JETLAUNCH [formerly Red Willow]	0	0	0	1	23	28	5	21.74%	28	n/a
eBookit.com	0	0	0	0	3	24	21	700.00%	24	n/a
Wyatt-MacKenzie	24	26	26	22	21	24	3	14.29%	0	0.00%
Book Publishers Network	13	11	23	33	31	20	-11	-35.48%	7	53.85%
Dancing Moon	8	14	15	6	24	17	-7	-29.17%	9	112.50%
Anaphora Literary Press	0	0	0	0	22	12	-10	-45.45%	12	n/a
Selah Publishing Group	20	14	16	23	11	8	-3	-27.27%	-12	-60.00%
Biographical Publishing Company	5	4	1	3	11	7	-4	-36.36%	2	40.00%
Concierge	0	1	6	2	3	7	4	133.33%	7	n/a
Chapel Hill Press	4	7	2	7	9	4	-5	-55.56%	0	0.00%
Insight Publishing	23	25	29	20	8	2	-6	-75.00%	-21	-91.30%
DellArte Press (imprint of Author Solutions)	0	0	0	4	2	1	-1	-50.00%	1	n/a
Pfoxmoor Publishing	0	0	0	3	23	1	-22	-95.65%	1	n/a
Blurb	0	0	0	0	0	0	0	n/a	0	n/a
BookBaby	0	0	0	0	1	0	-1	-100.00%	0	n/a
IndyPublish.com **	12,587	8,556	2,500	0	0	0	0	n/a	-12,587	-100.00%
Mintright	0	0	0	0	0	0	0	n/a	0	n/a
Pleasant Word (Div. of Winepress)	191	184	176	239	187	0	-187	-100.00%	-191	-100.00%
Smashwords	0	0	0	0	0	0	0	n/a	0	n/a
Small Publishers ***	13,896	14,952	16,688	19,081	24,366	29,755	5,389	22.12%	15,859	114.13%
<b>TOTALS</b>	<b>66,732</b>	<b>77,132</b>	<b>96,724</b>	<b>114,108</b>	<b>158,674</b>	<b>234,931</b>	<b>76,257</b>	<b>48.06%</b>	<b>168,199</b>	<b>252.05%</b>

\* 2012 figure provided by Lulu on 6/24/2013

\*\* No longer accepting manuscripts

\*\*\* Small publishers are those who have produced 10 or fewer ISBNs in total

## ISBN Output for USA Self-Publishers, 2007-2012

### EBooks

Source: Bowker Books In Print® database

NAME	2007	2008	2009	2010	2011	2012	increase 2011-12	%increase 2011-12	increase 2007-12	%increase 2007-2012
Smashwords *	0	65	2,290	11,787	40,614	90,252	49,638	122.22%	90,252	n/a
Lulu Enterprises Inc. **	3	1	2	8,597	12,544	30,061	17,517	139.64%	30,058	1001933.33%
AuthorHouse (Div. of Author Solutions)	3,766	3,314	4,424	2,908	6,288	5,121	-1,167	-18.56%	1,355	35.98%
Xlibris (Div. of Author Solutions)	888	1,433	2,404	6,005	6,137	4,365	-1,772	-28.87%	3,477	391.55%
BookBaby	53	49	90	197	1,286	2,376	1,090	84.76%	2,323	4383.02%
iUniverse (Div. of Author Solutions)	2,207	2,329	2,979	1,867	3,292	2,204	-1,088	-33.05%	-3	-0.14%
Blurb	0	16	36	51	264	2,091	1,827	692.05%	2,091	n/a
Trafford (Div. of Author Solutions)	615	325	804	844	1,311	1,795	484	36.92%	1,180	191.87%
WestBow Press (imprint of Author Solutions)	0	0	1	217	903	1,366	463	51.27%	1,366	n/a
Palibrio (Div. of Author Solutions)	0	0	0	68	648	837	189	29.17%	837	n/a
Salem Publishing Solutions [formerly Xulon Press]	0	0	0	0	3	649	646	21533.33%	649	n/a
Balboa Press (imprint of Author Solutions)	0	0	0	1	195	619	424	217.44%	619	n/a
Balboa Press (Div. of Hay House)	0	0	0	42	272	312	40	14.71%	312	n/a
Independent Publisher (Bar Code Graphics)	8	10	24	132	285	306	21	7.37%	298	3725.00%
Abbott Press (imprint of Author Solutions)	0	0	0	0	53	203	150	283.02%	203	n/a
Inspiring Voices (imprint of Author Solutions)	0	0	0	0	19	190	171	900.00%	190	n/a
Telemachus Press	0	0	2	28	116	156	40	34.48%	156	n/a
Infinity Publishing	0	0	0	225	192	136	-56	-29.17%	136	n/a
Inkwater	2	1	4	41	78	94	16	20.51%	92	4600.00%
Greenleaf Book Group	2	10	19	28	62	40	-22	-35.48%	38	1900.00%
Mill City Press (imprint of Hillcrest Publishing)	0	0	2	14	12	37	25	208.33%	37	n/a
eBookit.com	0	0	0	2	18	34	16	88.89%	34	n/a
JETLAUNCH [formerly Red Willow]	0	0	0	2	46	30	-16	-34.78%	30	n/a
Mintright	0	2	5	0	946	22	-924	-97.67%	22	n/a
Pfoxmoor Publishing	0	0	0	4	54	20	-34	-62.96%	20	n/a
Book Publishers Network	0	0	0	0	5	18	13	260.00%	18	n/a
Troy Book Makers	0	0	1	0	5	16	11	220.00%	16	n/a
Dancing Moon	0	1	1	0	0	13	13	n/a	13	n/a
Concierge	0	0	0	6	7	7	0	0.00%	7	n/a
CreateSpace	0	0	1	7	5	4	-1	-20.00%	4	n/a
Dorrance	4	12	150	212	1	2	1	100.00%	-2	-50.00%
Instant Publisher	0	0	3	2	6	2	-4	-66.67%	2	n/a
DellArte Press (imprint of Author Solutions)	0	0	0	5	1	1	0	0.00%	1	n/a
Aardvark Global	48	35	34	14	6	0	-6	-100.00%	-48	-100.00%
Anaphora Literary Press	0	0	0	0	0	0	0	n/a	0	n/a
Aventine Press	0	0	0	0	0	0	0	n/a	0	n/a
Biographical Publishing Company	0	0	0	0	2	0	-2	-100.00%	0	n/a
BookBaby Print	0	0	0	0	0	0	0	n/a	0	n/a
Booklocker.com	33	34	62	118	15	0	-15	-100.00%	-33	-100.00%
Chapel Hill Press	0	0	0	0	0	0	0	n/a	0	n/a
Dog Ear Publishing	0	0	2	2	0	0	0	n/a	0	n/a
IndyPublish.com ***	0	0	0	0	0	0	0	n/a	0	n/a
Insight Publishing	0	0	0	0	0	0	0	n/a	0	n/a
Lumina Press (imprint of Aeon Publishing)	0	0	0	0	19	0	-19	-100.00%	0	n/a
Outskirts Press	0	0	0	3	0	0	0	n/a	0	n/a
Pleasant Word (Div. of Winepress)	0	0	0	0	0	0	0	n/a	0	n/a
PublishAmerica	0	0	1	1	0	0	0	n/a	0	n/a
Robertson Publishing	0	0	0	0	0	0	0	n/a	0	n/a
Selah Publishing Group	0	0	0	0	0	0	0	n/a	0	n/a
Vantage Press	0	0	0	0	0	0	0	n/a	0	n/a
Virtualbookworm.com	0	0	0	4	0	0	0	n/a	0	n/a
Wasteland Press	0	0	0	0	0	0	0	n/a	0	n/a
Wheatmark	0	0	0	1	0	0	0	n/a	0	n/a
WinePress	0	0	1	0	0	0	0	n/a	0	n/a
Wyatt-MacKenzie	0	0	0	0	0	0	0	n/a	0	n/a
Small Publishers ****	636	699	1,293	5,328	12,528	13,458	930	7.42%	12,822	2016.04%
<b>TOTALS</b>	<b>8,265</b>	<b>8,336</b>	<b>14,635</b>	<b>38,763</b>	<b>88,238</b>	<b>156,837</b>	<b>68,599</b>	<b>77.74%</b>	<b>148,572</b>	<b>1797.60%</b>

\* 2012 figure provided by Smashwords on 9/9/2013

\*\* 2012 figure provided by Lulu on 6/24/2013

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**Author Solutions - Total Print & EBooks**  
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AuthorHouse (Div. of Author Solutions)	10,546	10,708	13,947	11,613	17,612	14,256	-3,356	-19.06%	3,710	35.18%
iUniverse (Div. of Author Solutions)	7,613	6,907	8,078	6,569	8,564	6,555	-2,009	-23.46%	-1,058	-13.90%
Trafford (Div. of Author Solutions)	1,680	1,068	2,451	2,839	3,637	4,793	1,156	31.78%	3,113	185.30%
WestBow Press (imprint of Author Solutions)	1	0	7	719	2,369	3,869	1,500	63.32%	3,868	386800.00%
Palibrio (Div. of Author Solutions)	0	0	0	80	1,861	2,387	526	28.26%	2,387	n/a
Balboa Press (imprint of Author Solutions)	0	0	0	54	539	812	273	50.65%	812	n/a
Abbott Press (imprint of Author Solutions)	0	0	0	0	135	519	384	284.44%	519	n/a
Inspiring Voices (imprint of Author Solutions)	0	0	0	0	38	393	355	934.21%	393	n/a
DellArte Press (imprint of Author Solutions)	0	0	0	9	3	2	-1	-33.33%	2	n/a
<b>TOTALS</b>	<b>25,251</b>	<b>27,877</b>	<b>37,209</b>	<b>41,304</b>	<b>52,548</b>	<b>48,232</b>	<b>-4,316</b>	<b>-8.21%</b>	<b>22,981</b>	<b>91.01%</b>

**Author Solutions - Print Books**  
**Source: Bowker Books In Print® database**

NAME	2007	2008	2009	2010	2011	2012	increase		increase	
							2011-12	%increase	2007-12	%increase
Xlibris (Div. of Author Solutions)	4,523	7,761	10,322	13,416	11,653	10,281	-1,372	-11.77%	5,758	127.30%
AuthorHouse (Div. of Author Solutions)	6,780	7,394	9,523	8,705	11,324	9,135	-2,189	-19.33%	2,355	34.73%
iUniverse (Div. of Author Solutions)	5,406	4,578	5,099	4,702	5,272	4,351	-921	-17.47%	-1,055	-19.52%
Trafford (Div. of Author Solutions)	1,065	743	1,647	1,995	2,326	2,998	672	28.89%	1,933	181.50%
WestBow Press (imprint of Author Solutions)	1	0	6	502	1,466	2,503	1,037	70.74%	2,502	250200.00%
Palibrio (Div. of Author Solutions)	0	0	0	12	1,213	1,550	337	27.78%	1,550	n/a
Abbott Press (imprint of Author Solutions)	0	0	0	0	82	316	234	285.37%	316	n/a
Inspiring Voices (imprint of Author Solutions)	0	0	0	0	19	203	184	968.42%	203	n/a
Balboa Press (imprint of Author Solutions)	0	0	0	53	344	193	-151	-43.90%	193	n/a
DellArte Press (imprint of Author Solutions)	0	0	0	4	2	1	-1	-50.00%	1	n/a
<b>TOTALS</b>	<b>17,775</b>	<b>20,476</b>	<b>26,597</b>	<b>29,389</b>	<b>33,701</b>	<b>31,531</b>	<b>-2,170</b>	<b>-6.44%</b>	<b>13,756</b>	<b>77.39%</b>

**Author Solutions - EBooks**  
**Source: Bowker Books In Print® database**

NAME	2007	2008	2009	2010	2011	2012	increase		increase	
							2011-12	%increase	2007-12	%increase
AuthorHouse (Div. of Author Solutions)	3,766	3,314	4,424	2,908	6,288	5,121	-1,167	-18.56%	1,355	35.98%
Xlibris (Div. of Author Solutions)	888	1,433	2,404	6,005	6,137	4,365	-1,772	-28.87%	3,477	391.55%
iUniverse (Div. of Author Solutions)	2,207	2,329	2,979	1,867	3,292	2,204	-1,088	-33.05%	-3	-0.14%
Trafford (Div. of Author Solutions)	615	325	804	844	1,311	1,795	484	36.92%	1,180	191.87%
WestBow Press (imprint of Author Solutions)	0	0	1	217	903	1,366	463	51.27%	1,366	n/a
Palibrio (Div. of Author Solutions)	0	0	0	68	648	837	189	29.17%	837	n/a
Balboa Press (imprint of Author Solutions)	0	0	0	1	195	619	424	217.44%	619	n/a
Abbott Press (imprint of Author Solutions)	0	0	0	0	53	203	150	283.02%	203	n/a
Inspiring Voices (imprint of Author Solutions)	0	0	0	0	19	190	171	900.00%	190	n/a
DellArte Press (imprint of Author Solutions)	0	0	0	5	1	1	0	0.00%	1	n/a
<b>TOTALS</b>	<b>7,476</b>	<b>7,401</b>	<b>10,612</b>	<b>11,915</b>	<b>18,847</b>	<b>16,701</b>	<b>-2,146</b>	<b>-11.39%</b>	<b>9,225</b>	<b>123.39%</b>



## Self-Publishing Movement Continues Strong Growth in U.S., Says Bowker

*2012 ISBNs show nearly 60% more self-published works than in 2011*

**October 9, 2013 (New Providence, NJ)** A new analysis of U.S. ISBN data by ProQuest affiliate Bowker reveals that the number of self-published titles in 2012 jumped to more than 391,000, up 59 percent over 2011 and 422 percent over 2007. Ebooks continue to gain on print, comprising 40 percent of the ISBNs that were self-published in 2012, up from just 11 percent in 2007.

"The most successful self-publishers don't view themselves as writers only, but as business owners," said Beat Barblan, Bowker Director of Identifier Services. "They invest in their businesses, hiring experts to fill skill gaps and that's building a thriving new service infrastructure in publishing."

The analysis shows the growing prominence of a handful of companies that offer publishing services to individual authors. More than 80 percent of self-published titles came to market with support from just eight companies, including Smashwords and CreateSpace.

Bowker's research on self-publishing includes surveys of authors that provide insight into where the market is going and services required by these writers. Those who intend to self-publish most often plan to bring fiction to market, followed by inspirational or spiritual works, books for children and biographies. The majority cite finding a traditional publisher as an obstacle. They also feel challenged by marketing – a hurdle that becomes bigger with increasing numbers of books in the market.

Bowker provides a spectrum of services for small publishers through resources such as [www.selfpublishedauthor.com](http://www.selfpublishedauthor.com), [www.myidentifiers.com](http://www.myidentifiers.com) and [www.bookwire.com](http://www.bookwire.com). To view Bowker's 2012 report on self-publishing visit [www.selfpublishedauthor.com](http://www.selfpublishedauthor.com).

**About Bowker®** [www.bowker.com](http://www.bowker.com)

Bowker is the world's leading provider of bibliographic information and management solutions designed to help publishers, booksellers, and libraries better serve their customers. Creators of products and services that make books easier for people to discover, evaluate, order, and experience, the company also generates research and resources for publishers, helping them understand and meet the interests of readers worldwide. Bowker, a ProQuest affiliate, is the official ISBN Agency for the United States and its territories. The company is headquartered in New Providence, New Jersey, with additional operations in England and Australia.