

THE BOOKSELLER

THE OFFICIAL E-BOOK SALES RANKING

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THE BOOKSELLER
GROUP

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THE BOOKSELLER

SEPTEMBER 2013

The exclusive listing of UK publishers' e-book sales in the month of September

Pos	LM	Title	Author	Publisher	Pub date	PLP	E-book sales	Print sales	E+P Total	
1	-	▲	The Husband's Secret	Moriarty, Liane	Penguin	Aug 13	£7.99	47,335	39,548	86,883
2	3	▲	Never Go Back	Child, Lee	Bantam Press	Aug 13	£17.64	36,947	45,622	82,569
3	14	▲	Killing Floor	Child, Lee	Bantam Books	Sep 09	£6.57	19,195	6,317	25,512
4	-	▲	Police	Nesbø, Jo	Vintage	Sep 13	£18.99	16,432	16,951	33,383
5	-	▲	Will You Love Me?	Glass, Cathy	Harper Element	Sep 13	£7.99	15,225	20,264	35,489
6	6	➔	Inferno	Brown, Dan	Bantam Press	May 13	£20.00	12,055	15,356	27,411
7	10	▲	Don't Want To Miss a Thing	Mansell, Jill	Headline Review	Jan 13	£7.99	11,204	6,328	17,532
8	5	▼	The Cuckoo's Calling	Galbraith, Robert	Little, Brown	Apr 13	£16.99	10,932	15,954	26,886
9	-	▲	Doctor Sleep	King, Stephen	Hodder & Stoughton	Sep 13	£19.99	10,220	21,867	32,087
10	-	▲	Gone	Patterson & Ledwidge	Century	Sep 13	£18.52	9,275	13,019	22,294
11	9	▼	The Unlikely Pilgrimage of Harold Fry	Joyce, Rachel	Black Swan	Mar 12	£7.99	9,097	10,844	19,941
12	-	▲	Wrongful Death	La Plante, Lynda	Simon & Schuster	Sep 13	£7.60	8,993	8,694	17,687
13	-	▲	The Secret Keeper	Morton, Kate	Mantle	Oct 12	£7.99	8,958	7,293	16,251
14	18	▲	Fifty Shades of Grey	James, E L	Arrow	Mar 12	£7.99	8,610	5,356	13,966
15	-	▲	The Hundred-Year-Old Man...	Jonasson, Jonas	Hesperus	Jul 12	£8.99	8,458	11,633	20,091
16	39	▲	Die Trying	Child, Lee	Bantam Books	Sep 08	£7.99	8,199	3,241	11,440
17	-	▲	Heartbreak Hotel	Moggach, Deborah	Vintage	Feb 13	£7.99	8,190	31,167	39,357
18	-	▲	The Pagan Lord	Cornwell, Bernard	HarperCollins	Sep 13	£20.00	8,107	14,741	22,848
19	16	▼	The Bat	Nesbø, Jo	Vintage	Oct 12	£7.99	7,839	13,667	21,506
20	37	▲	Tripwire	Child, Lee	Bantam Books	Sep 08	£7.99	7,482	4,201	11,683
21	-	▲	Tempting Fate	Green, Jane	Penguin	Sep 13	£7.99	7,380	26,168	33,548
22	8	▼	City of Bones	Clare, Cassandra	Walker	Jul 10	£7.99	7,270	15,110	22,380
23	12	▼	City of Ashes	Clare, Cassandra	Walker	Jul 10	£7.99	7,205	7,898	15,103
24	-	▲	The Fast Diet	Mosley & Spencer	Short	Jan 13	£7.99	6,859	13,835	20,694
25	26	▲	City of Glass	Clare, Cassandra	Walker	Jul 10	£7.99	6,850	5,367	12,217
26	-	▲	The Little Coffee Shop of Kabul	Rodriguez, Deborah	Sphere	Jun 12	£7.99	6,839	19,612	26,451
27	-	▲	Some Day I'll Find You	Madeley, Richard	Simon & Schuster	Jul 13	£7.99	6,810	7,522	14,332
28	-	▲	Don't Let Me Go	Lewis, Susan	Arrow	Feb 13	£6.99	6,116	40,360	46,476
29	32	▲	City of Fallen Angels	Clare, Cassandra	Walker	Apr 11	£7.99	6,096	4,798	10,894
30	17	▼	Entwined with You	Day, Sylvia	Penguin	Jun 13	£7.99	6,039	8,506	14,545
31	-	▲	An Officer and a Spy	Harris, Robert	Hutchinson	Sep 13	£18.99	5,912	5,885	11,797
32	7	▼	The White Princess	Gregory, Philippa	Simon & Schuster	Aug 13	£20.00	5,731	10,454	16,185
33	-	▲	Simple Perfection	Glines, Abbi	Simon & Schuster	Sep 13	£6.99	5,669	-	5,669
34	29	▼	A Feast For Crows	Martin, George R R	HarperVoyager	Feb 11	£9.99	5,659	6,603	12,262
35	50	▲	City of Lost Souls	Clare, Cassandra	Walker	May 12	£7.99	5,423	6,224	11,647
36	20	▼	Guilty Wives	Patterson & Ellis	Arrow	Jul 12	£6.44	5,419	11,622	17,041
37	31	▼	A Wanted Man	Child, Lee	Bantam Books	Aug 12	£7.99	5,417	13,664	19,081
38	46	▲	Fifty Shades Darker	James, E L	Arrow	Mar 12	£7.99	5,397	3,934	9,331
39	-	▲	Dominion	Sansom, C J	Mantle	Oct 12	£8.99	5,355	37,223	42,578
40	-	▲	And the Mountains Echoed	Hosseini, Khaled	Bloomsbury	May 13	£12.99	5,303	9,391	14,694
41	22	▼	Trust Your Eyes	Barclay, Linwood	Orion	Sep 12	£7.99	5,268	9,245	14,513
42	47	▲	Fifty Shades Freed	James, E L	Arrow	Mar 12	£7.99	5,109	3,902	9,011
43	35	▼	A Storm Of Swords: Part 2: Blood And Gold	Martin, George R R	HarperVoyager	Jun 11	£8.99	4,883	6,625	11,508
44	30	▼	A Storm Of Swords: Part 1: Steel And Snow	Martin, George R R	HarperVoyager	Jun 11	£8.99	4,773	8,060	12,833
45	-	▲	Forgive Me	Pearse, Lesley	Penguin	Feb 13	£7.99	4,647	27,177	31,824
46	-	▲	Never Coming Back	Weaver, Tim	Penguin	Aug 13	£7.99	4,576	36,489	41,065
47	-	▲	Private Berlin	Patterson & Sullivan	Arrow	Jan 13	£7.99	4,521	47,418	51,939
48	23	▼	Children of the Revolution	Robinson, Peter	Hodder & Stoughton	Aug 13	£18.99	4,509	5,011	9,520
49	13	▼	The Red Queen	Gregory, Philippa	Simon & Schuster	Aug 10	£7.99	4,411	5,171	9,582
50	-	▲	Echo Burning	Child, Lee	Bantam Books	Sep 08	£7.99	4,392	1,997	6,389

Sales period: four weeks ending 28.09.13. PLP: Print List Price. Pub date refers to the publication date of the digital edition. E-book figures supplied directly to *The Bookseller* from Penguin, Hachette UK, Random House, HarperCollins, Pan Macmillan, Simon & Schuster, Bloomsbury, Faber Factory, Canongate, Short Books, Igloo, Endeavour, Hesperus and Walker Books. E-books that have sold at a price point below the £2 mark by any retailer at any point during the sales period have been excluded from the chart. If you wish to join *The Bookseller's* panel of publishers, please contact the charts editor Philip Stone at philip.stone@bookseller.co.uk. * Print book data is supplied by Nielsen BookScan.



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ANALYSIS



RICHARD AND JUDY DID WONDERS FOR PRINTED BOOK SALES... THEY ARE DOING WONDERS FOR E-BOOK SALES, TOO

Charts editor Philip Stone writes...

Richard and Judy did wonders for printed book sales. And they are doing wonders for e-book sales, too.

Richard and Judy Autumn 2013 Book Club member Liane Moriarty's *The Husband's Secret* (Penguin) is the latest title to top *The Bookseller's* monthly ranking of the UK's bestselling e-books. Digital sales of the intriguing tale of a wife who opens a secret letter written by her husband totalled 47,335 units in the four-week period ending 28th September 2013—a lead of more than 10,000 units over its nearest rival.

Although it proved the bestselling member of R&J's

eight-strong club with e-reader owners, printed book buyers preferred Maggie O'Farrell's *Instructions for a Heatwave* (Tinder Press). The latter enjoyed print sales of 47,677 copies over the four-week period, some 8,000 more than *The Husband's Secret*.

Moriarty's novel jumps straight to number one in *The Bookseller's* e-book ranking which, the keen-eyed will notice, does not contain last month's chart topper, J K Rowling's *The Casual Vacancy* (Sphere) nor last month's runner up, Gillian Flynn's *Gone Girl* (Phoenix). The reason being that both were discounted to below the £2 mark by Amazon.co.uk, and other retailers, towards the end of September. As such, they fall foul of our publisher-agreed rule that a book priced below the £2 mark by any major e-book retailer at any point during the analysis

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POSITIONS IN THE E-BOOK TOP 50 FOR CRIME WRITER LEE CHILD

TOP 10 PRINT TITLES: FOUR WEEKS ENDING 28.09.13

Pos	Title	Author	Imprint	Print units
1	Save with Jamie	Oliver, Jamie	Michael Joseph	101,698
2	One Direction: Where We Are	One Direction	HarperCollins	60,429
3	Backlash	La Plante, Lynda	Simon & Schuster	57,249
4	Best Kept Secret	Archer, Jeffrey	Pan	49,259
5	Instructions for a Heatwave	O'Farrell, Maggie	Tinder	47,677
6	Private Berlin	Patterson & Sullivan	Arrow	47,418
7	The Hairy Dieters Eat for Life	King & Myers	Weidenfeld	47,008
8	The Casual Vacancy	Rowling, J K	Sphere	46,738
9	Never Go Back	Child, Lee	Bantam Press	45,622
10	Don't Let Me Go	Lewis, Susan	Arrow	40,360

ESTIMATED TOP 10 E-BOOKS IN SEPTEMBER: NO PRICE THRESHOLD

Pos	Title	Author	Imprint
1	The Detective's Daughter	Thomson, Lesley	Head of Zeus
2	The Casual Vacancy	Rowling, J K	Sphere
3	The Husband's Secret	Moriarty, Liane	Penguin
4	Never Go Back	Child, Lee	Bantam Press
5	Gone Girl	Flynn, Gillian	Phoenix
6	One Step Too Far	Seski, Tina	Kirk Parolles
7	Watch Over Me	Sacerdoti, Daniela	Black & White
8	Single Woman Seeks Revenge	Bloom, Tracy	Amazon
9	Dishonour	Rose, Jacqui	Avon
10	Instructions for a Heatwave	O'Farrell, Maggie	Tinder Press

period is ineligible for inclusion in the ranking.

Based on our own internal analysis (see below), two books discounted to bargain-bin levels enjoyed sales greater than *The Husband's Secret* in September—Lesley Thomson's *The Detective's Daughter* (r.r.p. £16.99, Amazon.co.uk selling price, 59p), and *The Casual Vacancy*.

The digital edition of the latter spent most of September selling for £2.99 on Amazon.co.uk but a brief trip below the £2 barrier means it misses out on a place in the chart this month—ditto *Instructions for a Heatwave*, John Grisham's *The Racketeer*, Lynda La Plante's *Backlash*, Erica James' *The Hidden Cottage* and George R R Martin's *A Game of Thrones*. All sold well enough to earn a place in the Top 50 Ranking but all have to be excluded.

“BASED ON OUR OWN INTERNAL ANALYSIS... TWO BOOKS DISCOUNTED TO BARGAIN-BIN LEVELS ENJOYED SALES GREATER THAN THE HUSBAND'S SECRET IN SEPTEMBER—LESLEY THOMSON'S THE DETECTIVE'S DAUGHTER (R.R.P. £16.99, AMAZON.CO.UK SELLING PRICE, 59P), AND J K ROWLING'S THE CASUAL VACANCY”

Of the top 50 e-books that sold over the £2 price, six were penned by Lee Child. Over 50% of total sales of the six novels in the month of September came from digital editions. Another five places in the top 50 are taken by Cassandra Clare—sales of her *Mortal Instruments* novels benefiting from the adaptation of the first book in the series, *City of Bones*, hitting UK cinemas in August.

E-BOOK SPOTLIGHT

PREDICTING TEXT

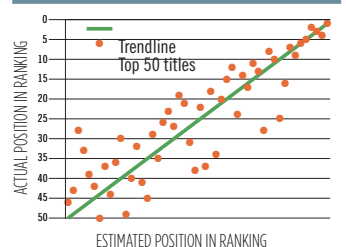
The official e-book sales ranking correlates strongly with *The Bookseller's* in-house estimation based on our internal analysis of retailer e-book bestseller lists. The graph (below), which shows actual chart positions in the ranking plotted against our estimated positions, shows this.

So, taking into account all e-books, regardless of their selling prices, what do we think was the bestselling e-book in the month of September? For the second month in a row, we believe it was Lesley Thomson's crime thriller, *The Detective's Daughter*.

Only available as a £16.99 hardback on the high street, the novel spent the majority of the month in one of the top three positions in Amazon's Kindle chart thanks to its 59p price. However, on 26th September, it fell out of the top 10 after Amazon increased its price to 99p.

In 2013, the average price paid for a printed book has been around £7.50 (Source: Nielsen BookScan). The average selling price of an e-book has been about £3 (Source: Nielsen/Kantar). In the month of September alone we estimate that 22 of the top 25 bestselling e-books in the month of September were available to download from Amazon.co.uk for less than £2 for at least 24 hours during the month. This must be a concern for an industry seeking to protect the idea that books are worth something—that an absorbing work of art is worth £7.99 and not the price of a packet of crisps.

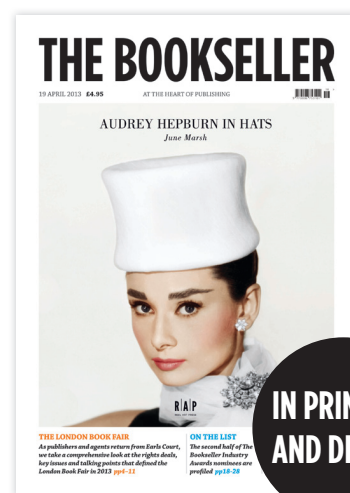
ACTUAL VS ESTIMATED CHART POSITIONS



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