

Publisher Alley
Category Buying News
September 30, 2009

New Category Buyer Assignments

Reorganization in B&T's Bridgewater merchandising department has created a few new buyer-category assignments. Publisher Alley has been updated accordingly: new and old Buy Reports will automatically assign the correct category buyer to the title listed.

The category buyer listing on Alley Talk has also been updated and can be viewed here: http://www.alleytalk.com/2009_ad_guide/pdfs/CategoryBuyers.pdf

New Category Reporting Now Available.

Publisher Alley now offers category-based customized reporting. This is how the program works:

- Each month a new category will be highlighted: September's category is PETS. A free sample report shows sales trends from the past five years across all publishers and markets. Click below to see the sample PETS report.
<http://www.publisheralley.com/content/at/reports/september%202009.pdf>
- If a specific category is useful for your business, you can choose to receive category reporting on a regular basis: quarterly (\$999) or biannually (\$499). These reports show category performance overall, as well as compared specifically with a publisher's own performance in that subject area. Click below to see a sample quarterly report.
<http://www.publisheralley.com/content/at/reports/petsquarterlysample.xls>

Our promotional schedule for the various categories is below.

September 2009 Pets	February 2010 Audio
October 2009 Religion	March 2010 Juvenile Nonfiction
November 2009 Romance	April 2010 Travel
December 2009 Mystery	May 2010 Body, Mind, Spirit
January 2010 Sports & Recreation	June 2010 Crafts & Hobbies

Questions about category custom reporting options?

Please contact Marin Foster at (908) 541-7392 or
marin.foster@baker-taylor.com.