

## 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](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.

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

#### *Questions about category custom reporting options?*

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