

PAN MACMILLAN

Since he took over as m.d. in June 2008, Anthony Forbes Watson has steered Pan Mac back into the TCM black, up 6% this year to £60.9m. Peter James did the double for the company, hitting number one in both Nielsen's Original Fiction and Mass Market Fiction charts for *Dead Like You*, and overall, James contributed £1.9m in 2010 to Pan Mac's coffers. Ken Follett's *Fall of Giants*, the first novel in his Century trilogy, sold just over £1m through the TCM in hardback.

New imprint Mantle, headed by Maria Rejt, was launched in May and it had Pan Mac's top earning fiction title (£1.3m), *Heartstone*, the fifth book in C J Sansom's Matthew Shardlake series. All told, Sansom shifted £2.7m through the TCM last year. Literary imprint Picador's highlights include Emma Donoghue's Man Booker-shortlisted *Room* which had a sales value of just under £853,000 in all editions last year.

The non-fiction star was Lord Alan Sugar's *What You See is What You Get*, Pan Mac's biggest selling title by volume and value. At £3.2m

SIMON & SCHUSTER

"It was spectacular really—the culmination of 10 years' hard work." That is how Simon & Schuster m.d. Ian Chapman describes the company's 2010 performance. He has cause for cheer. S&S had the largest proportional increase in market share, up 20% to 1.8%. Sales also increased by 14% to £31.1m. Profitability in 2010 is also "solid" with Chapman saying Ebitda also increased by 100% last year. He says the 2010 performance was driven by several factors. "We had the team in place so it meant we could concentrate on the books and the authors. . . . Some of the authors have already been around for a bit but we had given them a real kick last year."

Performance within the mass market has been the main reason for the publisher's growth. "We built upon relationships with W H Smith and the supermarkets and that reflects some of the publishing we have been doing." He says the publisher has made "huge strides" particularly in women's

Risers and fallers

The movers and shakers of 2010—both up and down the charts



Igloo m.d. John Styring: up 742% year-on-year

"What goes up, must come down," sang Blood, Sweat and Tears in their seminal 1969 hit "Spinning Wheel", a notion that publishers can surely relate to. Have a monster hit or two in one year (undoubtedly putting a lot of blood, sweat and tears into bringing the books to market), and if you fail to match that 12 months later, it can seem like a fallow year. Such is the cruelty of our Risers and Fallers charts. Yes, they celebrate success, but can also simply show the discrepancy between a record year and an average year.

Still, some things that go up do not go down immediately. Quercus, Edexcel, Allison & Busby and licensed character and novelty book specialists Publications International all return to our High Climbers % chart for the second year in a row, with Quercus and Edexcel having consecutive triple digit percentage rises. Quercus and the Independent Alliance, of course, have Stieg Larsson (and by extension, Christopher MacLehose) to largely thank. A stunning £18.6m in TCM revenue was generated by the late Swede in 2010, which is 79% of Quercus' total, and 28% of the Indie Alliance's.

As discussed elsewhere in this feature, there has been a general TCM slump among academic publishers, and here we have drops in

fiction, singling out the likes of Philippa Gregory, Lynda La Plante (up 114% year on year, through the TCM), and Richard and Judy picks Rachel Hore and Monique Roffey.

"X-Factor" judge Dannii Minogue's memoir was indicative of its non-fiction purchases. Chapman says: "We bought it at a reasonable price but it sold around 200,000 copies" (119,859 through the TCM). He also highlights Gordon Brown's book on the financial crisis as a key non-fiction book. "We want to maintain our financial discipline to make non-fiction profitable as well as commercial. I don't want to be paying £2m for a non-fiction book." Children's was also key in driving sales, with Chapman singling out its Aliens Love series (1.5 million sales across the titles), Becca Fitzpatrick, Cathy Hopkins, Sophie McKenzie and Waterstone's Children's Book Prize winner Katie Davies.

S&S m.d. Ian Chapman: "huge strides"



It was the UK's 11th bestselling value seller, and trailed only Stephen Fry and Michael McIntyre in the celeb memoir stakes. The prestige title of the year had to be Nelson Mandela's *Conversations with Myself*, the former South African leader's collection of private papers. It was a good but not huge hit—almost 30,000 copies in h/b for \$484,000—though like Mandela's previous memoir *Long Walk to Freedom* (Abacus) it may be a consistent year-on-year seller.

Macmillan Children's was ahead of the group, up 13% in TCM revenue, helped by another massive year from Julia Donaldson who overall took £10m through the tills. Alyson Noël, one of the writers following in Stephenie Meyer's considerable wake, chalked up just under £1m in sales for her Immortals series. Pan Mac continues to be sharp digitally; it says it is up 800% year on year, while analysts FutureSource put its market share at 8%. TT

742%
Year-on-year rise in revenue for Igloo

-5.6%
Average decline year on year for the top 10 academic publishers

1
Top 10 academic publishers with year-on-year gains

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WE WANT TO MAKE NON-FICTION PROFITABLE AS WELL AS COMMERCIAL. I DON'T WANT TO BE PAYING £2M FOR A NON-FICTION BOOK. Ian Chapman Simon & Schuster m.d.

value from Pearson, Oxford University Press and Elsevier, plus a significant percentage plunge for the Institute of Engineering and Technology. But qualifications and revision guide specialists have bucked that trend. Edexcel has invested in its publishing programme since it became a subsidiary of Pearson in 2003 (Pearson owns 75% of the company). Another relative newcomer to the scene, the 2008 start-up Bright Red, has also expanded rapidly; the Edinburgh company doubling its revenue for its range of Scottish schools revision guides. Illustrated publishers have mostly struggled this year—New Holland the biggest slider in percentage terms—but helped by record visitor numbers, two museum publishers, V&A and Natural History Museum, have prospered.

VAMPIRES, DEATH AND DIVORCE

Allison & Busby follows up an excellent 2009, which saw its TCM value figure rise 41%, with an even better 2010. And much of the thanks go again to the same author: Rachel Caine. All nine of the mini-Meyer's Morganville Vampire series are in the 2010 Top 5,000, shifting just over £1m of A&B's £1.8m TCM figure. Caine had value sales of just over \$343,000 in 2009; with two more Morganville titles to be released in 2011, A&B looks like it is onto a winner this year, too.

HIGH CLIMBERS %			
Pos	Publisher	2010 Revenue	Growth v 2009
1	Igloo	£3.5m	742%
2	V & A	£1.3m	192%
3	Amberley	£1.3m	145%
4	Natural History Museum	£1.0m	128%
5	Edexcel	£2.5m	125%
6	Quercus	£23.3m	100%
7	Bright Red	£1m	100%
8	Publications International	£1.9m	76%
9	Allison & Busby	£1.8m	56%
10	Chronicle Books	£1.2m	23%

Source: Nielsen BookScan TCM: 52 weeks to 25th December. 2010 Revenue greater than £1,000,000

HIGH CLIMBERS £			
Pos	Publisher	2010 Revenue	Growth v 2009
1	Penguin	£195.1m	£24.6m
2	Quercus	£23.3m	£11.7m
3	The Independent Alliance	£65.4m	£8.1m
4	Simon & Schuster	£31.1m	£3.9m
5	Pan Macmillan	£60.9m	£3.5m
6	Igloo	£3.5m	£3.1m
7	Edexcel	£2.5m	£1.4m
8	Usborne	£15.8m	£1.0m
9	V & A	£1.3m	£.9m
10	Publications International	£1.9m	£.8m

Source: Nielsen BookScan TCM: 52 weeks to 25th December. 2010 Revenue greater than £1,000,000



Quercus c.e.o. Mark Smith: the indie has had two years of triple-digit growth

What a year for Northamptonshire-based Igloo, up an eye-popping 742% in 2010 to hit £3.5m. The company's stock in trade is not based upon one or two megaselling books or authors; its biggest selling title through the TCM

STEEP FALLERS %			
Pos	Publisher	2010 Revenue	Growth v 2009
1	John Blake	£4.0m	-35%
2	Pedigree	£3.5m	-34%
3	Anness	£1.0m	-29%
4	Michael O'Mara	£5.4m	-29%
5	Inst Engineering/Technology	£1.5m	-27%
6	Lion Hudson	£1.3m	-26%
7	Microsoft Press	£1.7m	-26%
8	Titan	£5.1m	-25%
9	Canongate	£7.6m	-24%
10	New Holland	£2.7m	-21%

Source: Nielsen BookScan TCM: 52 weeks to 25th December. 2010 Revenue greater than £1,000,000

STEEP FALLERS £			
Pos	Publisher	2010 Revenue	Growth v 2009
1	Hachette	£257.7m	(£31.6m)
2	HarperCollins	£120.9m	(£19.0m)
3	Random House	£234.4m	(£5.2m)
4	OUP	£34.2m	(£3.4m)
5	Egmont	£21.7m	(£3.2m)
6	Pearson	£30.5m	(£2.5m)
7	Canongate	£7.6m	(£2.4m)
8	Parragon	£13.3m	(£2.3m)
9	Elsevier	£12.9m	(£2.3m)
10	John Blake	£4.0m	(£2.2m)

Source: Nielsen BookScan TCM: 52 weeks to 25th December. 2010 Revenue greater than £1,000,000

last year was *Wordsearch: Jumbo Spiral 246* which shifted 21,099 copies, good enough for 2,846th place. But Igloo publishes about 250 new cheap, cheerful and decent quality titles across a wide range of adult and children's subjects each year, a good portion of which go into price-conscious retailers like Poundstretchers, The Works and Asda. And its model is firm sale. A winning prescription in these straitened times, it seems.

In 2009, John Blake was one of publishing's highest risers, with sales growing 29% year-on-year on the back of celeb death and divorce—Jade Goody's *memento mori*, Jade: *Fighting to the End* and two of her previous memoirs shifted almost £1.7m collectively, while Emily Herbert's *Katie and Peter: Too Much Love* sold a respectable £300,000 through the TCM. Yet there was no breakout hit for the publisher this year—its bestselling book by value was Martin Howden's *Blood Rivals*, a dual biography of "Twilight" stars Robert Pattinson and Taylor Lautner, at £185,000.

Pedigree has suffered from the overall slump in the annuals market. In 2009, its top seller was the *X-Factor Annual*, selling more than 105,000 copies for £683,000. *X-Factor* was again its most popular annual last year, but sold just half of the 2009 total (53,000 copies for £334,000). Anness, Michael O'Mara and Microsoft Press, alas, have all appeared in the steep fallers for the second year running, though Microsoft's decline is due in part to PC World—a significant retailer for computer books—opting out of the TCM in August 2009.

Canongate and Titan are two examples of the up and down nature of the business. Canongate has had two remarkable Barack Obama-fuelled years, zooming up 158% in 2008 to £10.4m and remaining essentially level in 2009, while Titan's two years of remarkable growth were sustained in a large part by sales related to the film adaptation of Alan Moore's *Watchmen*. Both publishers slipped this year, but is worth noting 2010 was still comfortably ahead of their pre-Obama/Moore years: in 2007 Canongate earned £4.1m through the TCM, Titan £3.5m.

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Publishers who had TCM revenue greater than £1m in 2010

113
Publishers who had TCM revenue greater than £1m in 2009

£52.1M
Penguin's TCM revenue, top in the UK