Today’s Panelists

- **David Hetherington** Books International
- **Kalen Landow** National Book Network
- **Tim Jarrell** Red Knot Travel Publishing
- **Howard Fisher** The Fisher Company
Managing Your Backlist
Session I

Kalen Landow
National Book Network
KLandow@nbnbooks.com
Alexander Hamilton  Federalist
Amendment  Founding Fathers
American Revolution  George Washington
Articles of Confederation  In order to form a more perfect union
Benjamin Franklin  James Madison
Bill of Rights  John Adams
Citizenship Day  John Hancock
Civics  Law Day
Civil Liberties  Pocket Constitution
Common law  Preamble
Constitution Day  Samuel Adams
Constitutional Convention  Thomas Jefferson
Declaration of Independences  We the People
Due process clause  Who Signed the Constitution
## BISAC Mapping

<table>
<thead>
<tr>
<th>Node ID</th>
<th>Node Name</th>
<th>BISAC Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>CKB092000</td>
<td>COOKING / Regional &amp; Ethnic / European</td>
<td></td>
</tr>
<tr>
<td>CKB002000</td>
<td>COOKING / Regional &amp; Ethnic / American / General</td>
<td></td>
</tr>
<tr>
<td>CKB002000</td>
<td>COOKING / Regional &amp; Ethnic / American / General</td>
<td></td>
</tr>
<tr>
<td>CKB000000</td>
<td>COOKING / General</td>
<td></td>
</tr>
<tr>
<td>CKB039000</td>
<td>COOKING / Health &amp; Healing / General</td>
<td></td>
</tr>
<tr>
<td>CKB039000</td>
<td>COOKING / Health &amp; Healing / General</td>
<td></td>
</tr>
<tr>
<td>CKB077000</td>
<td>COOKING / Seasonal</td>
<td></td>
</tr>
<tr>
<td>CKB077000</td>
<td>COOKING / Seasonal</td>
<td></td>
</tr>
<tr>
<td>CKB029000</td>
<td>COOKING / Entertaining</td>
<td></td>
</tr>
<tr>
<td>PET003000</td>
<td>PETS / Cats / General</td>
<td></td>
</tr>
<tr>
<td>PET004000</td>
<td>PETS / Dogs / General</td>
<td></td>
</tr>
<tr>
<td>PET006000</td>
<td>PETS / Horses</td>
<td></td>
</tr>
<tr>
<td>FAM034000</td>
<td>FAMILY &amp; RELATIONSHIPS / Parenting / General</td>
<td></td>
</tr>
<tr>
<td>FAM034000</td>
<td>FAMILY &amp; RELATIONSHIPS / Parenting / General</td>
<td></td>
</tr>
<tr>
<td>FAM034000</td>
<td>FAMILY &amp; RELATIONSHIPS / Parenting / General</td>
<td></td>
</tr>
<tr>
<td>HEA010000</td>
<td>HEALTH &amp; FITNESS / Healthy Living</td>
<td></td>
</tr>
<tr>
<td>HEA017000</td>
<td>HEALTH &amp; FITNESS / Diet &amp; Nutrition / Nutrition</td>
<td></td>
</tr>
</tbody>
</table>
Spring and Summer Celebrations Featured Backlist

From Mother’s Day and Father’s Day to graduations and all of your seasonal celebrations, you are sure to find the right gift for everyone on your list with some of our backlist favorites!

**At Mama’s Knee**
December 2018 - Paperback & B&N hardcover
Cheri Kennedy • 132 pages • $12.99 Paper • $24.99 Cloth  
NORMAN & LITTLEFIELD PUBLISHERS

**Backyard Treehouses**
May 2018 - House & Mediterranean
120 pages • 130 Color Photos • 8 x 8  
$29.95 Cloth • $21.95 Paper • $15.95 EBook  
GLOBE PEDESTRIAN PRESS

**Laurel Burch™ Dream Believers**
April 2017 - Hardcover
50 pages • 48 x 48  
$29.95 Cloth • $14.95 EBook  
CAT PUBLISHING

**The Daily Book of Positive Quotations**
December 2007 - Softcover
376 pages • 4 x 6  
$17.95 Cloth / $9.95 Paper  
GLOBE PEDESTRIAN PRESS

**The Dogs of Camelot**
May 2018 - Hardcover
176 pages • 42 BW Photos • 25 Color Photos • 5 x 8  
$19.95 Cloth • $12.95 Paper  
GLOBE PEDESTRIAN PRESS

**Life Lessons for the Graduate**
March 2018 - Hardcover
40 pages • 4 x 6  
$14.95 Paper • $8.95 EBook  
BRISTOL PARN BOOKS

**Fired Up Selling**
August 2017 - Business & Economist/Sales & Selling
240 pages • 4 Color Photos • 6 x 9  
$20.00 Cloth / $12.00 Paper  
NORTHERN INDIAN PRESS

**More Dr. Seuss and Philosophy**
April 2018 - Philosophy/Religion
298 pages • 6 x 9  
$19.95 Paper / $29.95 Cloth  
NORMAN & LITTLEFIELD PUBLISHERS

**A Gift for My Mother**
April 2017 - Parent & Relationships/Family Relationships
56 pages • 6 x 9  
$19.95 Cloth / $12.95 Paper  
BRISTOL PARN BOOKS
The Never-Ending Lives of Liver-Eating Johnson

BY D.J. HERDA

When it came to westward mountain men, no one on earth ever matched the physical prowess or will to survive of John "Liver-Eating" Johnson.

Throughout his life, John Johnson was known by several names, including "Crow Killer" and "Liver-Eating, Johnson" (without the "J"). Names he earned through his penchant for killing Crow Indians before cutting out and eating their livers.

Born around 1824 in New Jersey, Johnson headed west after deserting from the US Navy and became a well-known and infamous mountain man. His many lives would involve him working as a miner, hunter, trapper, logger, woodcutter, and army scout. When his half-breed Indian wife and child were killed by Crow Indians while he was away hunting and trapping, he swore to avenge their deaths and began his life as a man after revenge. He killed hundreds and earned his nickname because he was said to cut out and eat his victims' livers. Twenty-two years after his wife's death, his life would take another turn when he joined the Union Army in Missouri. And that was just the start of his second act.

Born and raised in Chicago, D.J. Herda worked for years at The Chicago Tribune, as well as at numerous other Chicago-area newspapers and magazines, before becoming an internationally syndicated columnist. Herda's Internet in Western America goes back to his childhood. He has published on the subjects of Calamity Jane, Doc Holiday, Frank and Jesse James, Billy the Kid, Butch Cassidy and the Wild Bunch, Wyatt Earp, and other Western legends. He has written "Ports of the American West" and other articles for American West, Arizona Highways, and other magazines. D.J. Herda has lived in the Rocky Mountains of the southwestern United States for nearly three decades.

Also Available

The Mountain Men
The Dramatic History and Lore of the First Frontiersmen
SECOND EDITION
BY GEORGE LAYCOCK

November 2015 • History/United States
256 pages • 7½ x 10½ • Illustrations • 6 x 9
0781-4850-600-3 • $26.95 • Paper • (Trade)

They Call Me Doc
The Story Behind The Legend Of John Harry Holiday
BY D.J. HERDA

December 2010 • Biography & Autobiography/Historical
214 pages • 6 x 9
978-0-7627-6046-0 • $26.95 • Paper • (Trade)
Missing Tony, Carm, Silvio, and Paulie Walnuts? Here's a suggestion you can't refuse, THE GODFATHER of all Mafia stories. bit.ly/2QCpn9f

#Sopranos20
## 50 Best Sellers From

### C&T Publishing

Innovate. Educate. Create.

Visit us in booth #838.

**Grow sales with these key titles and products!**

*Don’t leave money on the table!*

<table>
<thead>
<tr>
<th>Fun Fact(s)</th>
<th>Best-selling Titles</th>
<th>Author(s)</th>
<th>ISBN</th>
<th>Price</th>
<th>Product Case</th>
<th>Success</th>
<th>Key to</th>
<th>Order Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Addicted to Scraps</td>
<td>Bonnie K. Hunter</td>
<td>9781617453038</td>
<td>$27.95</td>
<td>11183</td>
<td>Must-Have</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>2</td>
<td>All-In-One Quilter’s Reference Tool, Updated Second Edition</td>
<td>Harriet Hargrave, Sharyn Craig, Alex</td>
<td>9781607058526</td>
<td>$17.95</td>
<td>11038</td>
<td>Must-Have</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>3</td>
<td>Anniversary Sampler Quilt, The</td>
<td>Donna Lynn Thomas</td>
<td>9781617454554</td>
<td>$16.95</td>
<td>11288</td>
<td>Great Class</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>4</td>
<td>Art of Mixing Textiles in Quilts</td>
<td>Lynn Schmitt</td>
<td>9781617455407</td>
<td>$29.95</td>
<td>11255</td>
<td>Art Quilting</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Bargello Quilts in Motion</td>
<td>Ruth Ann Berry</td>
<td>9781607039106</td>
<td>$9.95</td>
<td>11204</td>
<td>Evergreen</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Best-Ever Iron-On Quilt Labels</td>
<td>Editors C&amp;T Publishing</td>
<td>9781617456978</td>
<td>$22.95</td>
<td>20393</td>
<td>Must-Have</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Bonnie K. Hunter’s Quilty Pencils</td>
<td>Bonnie K. Hunter</td>
<td>9781617457227</td>
<td>$29.95</td>
<td>20395</td>
<td>Great Gift</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Braided Bargello Quilts</td>
<td>Ruth Ann Berry</td>
<td>9781617459042</td>
<td>$21.95</td>
<td>11252</td>
<td>Evergreen</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Carol Doak’s Foundation Paper</td>
<td>Carol Doak</td>
<td>97816571208149</td>
<td>$13.95</td>
<td>10985</td>
<td>Consumable</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>10</td>
<td>Charm School 18 Quilts from 5” Squares</td>
<td>Vanessa Goertzen</td>
<td>9781617452710</td>
<td>$25.95</td>
<td>11176</td>
<td>Beginner</td>
<td>✓</td>
<td></td>
</tr>
<tr>
<td>ISBN</td>
<td>Title</td>
<td>How it connects to this front list title</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>-----------------------</td>
<td>------------------------------------------</td>
<td>-------------------------------------------------------------------------------</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9781943876433</td>
<td>Freeze Frame: Second Cut</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780980155716</td>
<td>Coco Chanel</td>
<td>Same author, celebrity photography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780983270201</td>
<td>With Marilyn</td>
<td>Same author, celebrity photography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780988174580</td>
<td>A Life in Pictures</td>
<td>Same author, Freeze Frame Second Cut will match specs and a be a shelf companion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780991341993</td>
<td>Michael Jackson</td>
<td>Same author, celebrity photography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780985169695</td>
<td>Caught in the Act</td>
<td>Celebrity photography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780989170437</td>
<td>Untouched</td>
<td>Celebrity photography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9780996293044</td>
<td>My Elizabeth</td>
<td>Celebrity photography</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISBN</th>
<th>Title</th>
<th>How it connects to this front list title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9781943876457</td>
<td>Radiographic</td>
<td></td>
</tr>
<tr>
<td>9780990380832</td>
<td>Enlightened Blooms</td>
<td>Science and art hybrid photo book</td>
</tr>
<tr>
<td>9780988174566</td>
<td>Polaroids from the Middle Kingdom</td>
<td>Modern photos taken on expired film for an original look in a photo book</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>ISBN</th>
<th>Title</th>
<th>How it connects to this front list title</th>
</tr>
</thead>
<tbody>
<tr>
<td>9781943876402</td>
<td>Dog Décor</td>
<td></td>
</tr>
<tr>
<td>9780988174535</td>
<td>House Proud</td>
<td>Interior Design, photographs by same author</td>
</tr>
<tr>
<td>9780991341917</td>
<td>Living Newport</td>
<td>Interior Design</td>
</tr>
<tr>
<td>9780979384843</td>
<td>Tails of the City</td>
<td>Pet stories from Manhattan vet, includes dog and cat art</td>
</tr>
<tr>
<td>9780988174528</td>
<td>Out of the Wild</td>
<td>Animal photography</td>
</tr>
<tr>
<td>9780976585152</td>
<td>Puppies Behind Bars</td>
<td>Dog stories</td>
</tr>
<tr>
<td>ISBN</td>
<td>TITLE</td>
<td>QTY</td>
</tr>
<tr>
<td>-------------------</td>
<td>-------------------------------------------</td>
<td>-----</td>
</tr>
<tr>
<td>9781943876037</td>
<td>BLUE SUEDE SHOES: THE CULTURE OF ELVIS</td>
<td>NYP</td>
</tr>
<tr>
<td>9781943876037</td>
<td>BLUE SUEDE SHOES: THE CULTURE OF ELVIS</td>
<td></td>
</tr>
<tr>
<td>9780996293044</td>
<td>MY ELIZABETH</td>
<td>1,991</td>
</tr>
<tr>
<td>9780996293044</td>
<td>MY ELIZABETH</td>
<td></td>
</tr>
<tr>
<td>9780989170444</td>
<td>WAY WE WORE: BLACK STYLE THEN</td>
<td>683</td>
</tr>
<tr>
<td>9781943876112</td>
<td>BARBIE: THE ICON</td>
<td>133</td>
</tr>
</tbody>
</table>
Managing Your Backlist
Session II

Tim Jarrell
Red Knot Travel Publishing
timjarrellny@gmail.com
Backlist: A Travel Case Study in Development

Good books live on long after the thrill of marketing, publicity and front-list attention is gone.
Travel Sells

Regional Publishers

- Authenticity
- Local Connections
- Knowledge
Key Insights

• Segment of travelers want something more than the ubiquitous “best lists.”
• Amazing amount of backlist content that becomes relevant when travelers begin their trip planning up to the flight home.
• How do you make a title relevant?
February 7–9
2019
Santa Fe

MAKING
CHANGE:
Culture
Content
Commerce

LEPER PRIEST OF MOLOKA'I
The Father Damien Story
Richard Stewart

Amazon Best Sellers Rank: #1,703,281
July 1, 2000

• Context-Importance
• Excerpt-Story
• Integration w/ travel experience
• Buy Option
Context-Importance

Moloka’i’s Leper Colony

OVERVIEW: In the mid-1800s, Hawaii experienced an outbreak of Leprosy – now called Hansen’s Disease. Fearful of a wide-scale epidemic, the Kingdom of Hawaii ordered that those afflicted with leprosy be banished to Kalaulapapa, a small peninsula on the north coast of Moloka’i. Surrounded on three sides by the Pacific and with sea cliffs 2000 feet high on the fourth, the exiles lived in isolation and in inhumane conditions until their deaths. Over 8,000 people were forced into exile until 1969 when Hawaii abolished its isolation laws – 20 years after doctors developed methods to control and cure the disease. In the early days of the colony, the government provided virtually no medical care, a bare subsistence of
Excerpt - Story

THE FATHER DAMIEN STORY

THE LEPER PRIEST OF MOLOKAI

BY RICHARD STEWART

It was Sunday, May 11, 1873. This would be Father Damien’s first full day as the resident priest at the leper settlement. As was his customary routine, he began it with God by holding his morning devotions alone, choosing to do so on the shore behind his tiny St. Philomena’s Chapel where the rhythmic caress of the waves on the rocks was conducive to prayer and meditation. His morning devotions concluded, Father Damien built a small fire adjacent to the pu’ula and boiled water for his coffee. Breakfast was simple and quick – strong, black coffee and two of the hard biscuits he had brought with him from Maui. After, on his biscuits he surveyed St. Philomena Chapel. Not that the box-shaped structure too small, but it lacked the esthetic of a worshiping so mighty a God, the creator of mountains, the stars. The chapel had no steeple. No bell, and no cross-pointing heavenward.

RICHARD STEWART’S Leper Priest of Molokai traces the life of Father Damien who went to live on the island in 1873 after he lobbied the Catholic Church to be the settlement’s priest. Relying on historical records and Damien’s writing, Stewart paints a vivid picture of the hardship and squalor on the island. Damien contracted leprosy and died 12 years later. In this excerpt, Stewart details the Belgium priest’s first days on the island and his subsequent self-diagnosis of leprosy.
Integration with travel experience

WHAT TO SEE AND DO

MOLOKAI: Hawaii’s fifth-largest island, Molokai is the most desolate and undeveloped of the major Hawaiian destinations. No high rise resorts. Beaches are uncrowded and life is generally more relaxed. The island is only 38 miles long and 10 miles across at its widest point. Molokai is home to the highest sea cliffs in the world along its northeast coast (3,600-3,900 feet). Still, there are plenty of outdoor activities—swimming, hiking, golfing, diving and horseback riding. The island is accessible by inter-island flights from Oahu, Maui and the Big Island. A two-hour ferry leaves every morning from Maui to Molokai.

KALAUPAPA NATIONAL PARK - MOLOKAI: The former leper colony is accessible by either a charter flight from Oahu or a not-for-the-faint hearted 2.9 mile mule ride trail with panoramic Pacific Ocean views. The ride takes 90 minutes and features 26 switchbacks. Access is highly restricted, and prospective visitors must obtain a permit from either Mulerides.com or Father-damien tours. A lot of the establishments that Father Damien helped found are now attractions in the historical park. Among these are the Siloama Church (established in 1866) and the St. Philomena Church (established in 1872). Likewise, the other architectures of Kalawao and Kalaupapa are wonderful and interesting sites. These include old style Hawaiian plantation houses, the Molokai Lighthouse, stone walls, and cemeteries.

FATHER DAMIEN MUSEUM - ST. AUGUSTINE BY THE SEA CATHOLIC CHURCH - OAHU: St. Augustine by the Sea Catholic Church in Waikiki features a small museum dedicated to the life and times of Blessed Father Damien DeVeuster. The museum features photographs and other historical items, as well as a video on Father Damien.
Keys

- Consumer insight
- Direct contact with consumers
- Partnerships
- Format
- It has to be a good book
Managing Your Backlist
Session III

Howard Fisher
The Fisher Company
howard.fisher@thefishercompany.com
Ancillary Products — Trade & Gift

**Trade**
- Audio book
- Podcast
- E-book bundle with print
- Gift edition
- Bundled sets
- Workbooks
- Partworks
- Subsidiary Rights
  - Language
  - Mass market
  - Film

**Gift**
- Calendars
- Cards-stationery
- Cards-playing
- Diaries
- Maps
- Pins
- Posters
- Puzzles
Ancillary Products — Academic

Professors – Instructors
• Book website access portal
• Instructor manuals
• Chapter outlines, focus points, syllabi
• Practice tests and quizzes
• Test banks
• PowerPoint presentations
• Image banks
• Class activities or projects

Students
• Community book website
• Blog
• Chapter notes
• Glossaries
• Videos
• Practice tests
• Resource chapters

In context with a larger strategy

• Business Model
  • Total Inventory Value
  • Capital Availability
  • Product Lead Times
  • Inventory Turn Target
  • Margin Targets
What’s your strategy?

First Print Strategies
• Digital print from the start?
• Simultaneous hardcover library edition?
• Get to reprint as quickly as possible?

Reprint Strategies
• Point of sale data - BookScan, PubTrack
• Direct retail and wholesale data
• Always in stock
## In context with other reprints

### June-18

<table>
<thead>
<tr>
<th>June 1-16</th>
<th>QTY</th>
<th>price changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title 1</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 2</td>
<td>1200 (or minimum)</td>
<td></td>
</tr>
<tr>
<td>Title 3</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Title 4</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Title 5</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 6</td>
<td>500 (or minimum)</td>
<td></td>
</tr>
<tr>
<td>Title 7</td>
<td>1000 (or minimum)</td>
<td></td>
</tr>
<tr>
<td>Title 8</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Title 9</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Title 10</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 11</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 12</td>
<td>1500</td>
<td></td>
</tr>
<tr>
<td>Title 13</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>Title 14</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Title 15</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Title 16</td>
<td>400 (or minimum)</td>
<td></td>
</tr>
<tr>
<td>Title 17</td>
<td>500</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>June 17-30</th>
<th>QTY</th>
<th>price changes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Title 18</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 19</td>
<td>1200</td>
<td></td>
</tr>
<tr>
<td>Title 20</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 21</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 22</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Title 23</td>
<td>600</td>
<td></td>
</tr>
<tr>
<td>Title 24</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Title 25</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Title 26</td>
<td>1200</td>
<td></td>
</tr>
<tr>
<td>Title 27</td>
<td>400</td>
<td></td>
</tr>
<tr>
<td>Title 28</td>
<td>500</td>
<td></td>
</tr>
<tr>
<td>Title 29</td>
<td>300</td>
<td></td>
</tr>
<tr>
<td>Title 30</td>
<td>800</td>
<td></td>
</tr>
<tr>
<td>Title 31</td>
<td>3000</td>
<td></td>
</tr>
<tr>
<td>Title 32</td>
<td>1300</td>
<td></td>
</tr>
</tbody>
</table>
Inventory Aging — by Tranche

Visual management, strong obsolescence policy

Durango-Silverton Publishing Company
DP Express

<table>
<thead>
<tr>
<th>Date</th>
<th>0-6 Months</th>
<th>7-12 Months</th>
<th>13-18 Months</th>
<th>19-24 Months</th>
<th>25+ Months</th>
<th>Inventory with no sales</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>3/31/18</td>
<td>$251,000</td>
<td>$183,000</td>
<td>$152,000</td>
<td>$148,000</td>
<td>$75,000</td>
<td>$53,000</td>
<td>$862,000</td>
</tr>
<tr>
<td>6/30/18</td>
<td>$180,000</td>
<td>$164,000</td>
<td>$135,000</td>
<td>$120,000</td>
<td>$60,000</td>
<td>$57,000</td>
<td>$716,000</td>
</tr>
<tr>
<td>9/30/18</td>
<td>$400,000</td>
<td>$190,000</td>
<td>$135,000</td>
<td>$120,000</td>
<td>$52,000</td>
<td>$45,000</td>
<td>$942,000</td>
</tr>
<tr>
<td>12/31/18</td>
<td>$225,000</td>
<td>$183,000</td>
<td>$152,000</td>
<td>$148,000</td>
<td>$75,000</td>
<td>$53,000</td>
<td>$836,000</td>
</tr>
</tbody>
</table>

$450,000
$400,000
$350,000
$300,000
$250,000
$200,000
$150,000
$100,000
$50,000
$0

- 3/31/18
- 6/30/18
- 9/30/18
- 12/31/18

0-6 Months 7-12 Months 13-18 Months 19-24 Months 25+ Months Inventory with no sales
No obsolescence policy
Reprinting—Where in Life Cycle?

Front-List Driven Publisher

[Graph showing reprints over years for different publication years]
Reprinting—Where in Life Cycle?

Academic Publisher

2018 Nursing Category Revenues by Year of Publication (5,341 titles)
Reprinting—Where in Life Cycle?

Long Tail Backlist Publisher
Questions & Comments for the Panel?

• howard.fisher@thefishercompany.com
• d.hetherington@booksintl.com
• timjarrellny@gmail.com
• klandow@nbnbooks.com