

Average Book Prices, 2020

Note: Prices for 2007 Adult Nonfiction Do Not Include Reference Titles
This is the reason for the large difference between 2006 and 2007

	2020 YTD Public AND School	2019 Total	2019 YTD Public	2019 YTD School	2018 Total	2018 Public	2018 School	2017 Total
Children's Titles								
Hardcover (all titles) Now Broken Out As Per Below					\$ 18.68	\$ 18.68	\$ 18.69	\$ 18.52
Hardcover Fiction	\$ 15.93	\$ 16.88	\$ 17.99	\$ 17.95	\$ 16.48	\$ 16.95	\$ 16.00	
Library Bind Nonfiction	\$ 30.28	\$ 32.19	\$ 26.72	\$ 26.72	\$ 21.93	\$ 21.25	\$ 22.60	
Nonfiction	\$ 19.88	\$ 18.97	\$ 18.85	\$ 18.85	\$ 18.68	\$ 18.68	\$ 18.69	
Trade Paperback								
Fiction	\$ 9.08	\$ 10.04	\$ 9.97	\$ 10.30	\$ 10.07	\$ 9.95	\$ 10.20	
Non-Fiction	\$ 10.88	\$ 11.42	\$ 10.85	\$ 11.64	\$ 13.22	\$ 12.50	\$ 13.95	
Mass Market	\$ 7.55	\$ 8.26	\$ 8.45	\$ 8.48	\$ 6.84	\$ 6.84	\$ 6.84	
Preschool to Grade 4 (Retired Category: No category beyond 2009)								
Grade 5 and up (fiction) (Retired Category: No category beyond 2009)								
Grade 5 and up (nonfiction) (Retired Category: No category beyond 2009)								
Trade Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)					\$ 11.63	\$ 11.21	\$ 12.06	\$ 9.51
Mass Market Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)					\$ 6.84	\$ 6.84	\$ 6.84	\$ 6.94
Young Adult Titles								
Hardcover (all titles) Now Broken Out As Per Below					\$ 24.15	\$ 24.13	\$ 24.18	\$ 23.47
Hardcover Fiction	\$ 19.02	\$ 19.37	\$ 18.94	\$ 18.95	\$ 15.45	\$ 15.41	\$ 15.47	
Hardcover Nonfiction (Excludes Reference Titles)	\$ 35.66	\$ 37.59	\$ 34.72	\$ 37.68	\$ 32.89	\$ 32.89	\$ 32.89	
Trade Paperback								
Fiction	\$ 12.21	\$ 13.34	\$ 12.93	\$ 13.21	\$ 11.96	\$ 11.96	\$ 11.96	
Non-Fiction	\$ 21.26	\$ 23.68	\$ 21.85	\$ 21.85	\$ 21.58	\$ 21.58	\$ 21.58	
Mass Market	\$ 10.39	\$ 9.64	\$ 9.19	\$ 9.19	\$ 8.99	\$ 8.99	\$ 8.99	
Trade Paperback (See Above For Current Data)					\$ 16.74	\$ 16.71	\$ 16.71	\$ 16.86
Mass Market Paper (See Above For Current Data)					\$ 8.99	\$ 8.99	\$ 8.99	\$ 8.49
Adult Titles								
Trade Hardcover								
Fiction	\$ 27.02	\$ 27.80	\$ 26.95	\$ 25.95	\$ 26.13	\$ 26.58	\$ 25.69	
Nonfiction (Excludes Reference Titles)	\$ 31.47	\$ 33.65	\$ 30.35	\$ 28.67	\$ 28.83	\$ 29.92	\$ 27.75	
Trade Paperback								
Fiction	\$ 16.84	\$ 17.71	\$ 16.95	\$ 14.91	\$ 15.01	\$ 16.19	\$ 13.84	
Non-Fiction	\$ 20.74	\$ 22.22	\$ 20.95	\$ 17.95	\$ 18.83	\$ 20.81	\$ 16.86	
Mass Market	\$ 7.72	\$ 7.43	\$ 8.95	\$ 7.99	\$ 8.21	\$ 9.00	\$ 7.43	
Graphic Novels: Brand New Category For 2019 (Combines Hardcover and Trade Paperback)	\$ 21.54	\$ 23.29	\$ 20.80	\$ 20.80	\$ 21.46	\$ 21.46	\$ 21.46	
Non Current Categories (Left In Place For Purposes of Historic Comparison)								
Hardcover Fiction (See Above)					\$ 26.80	\$ 26.58	\$ 27.03	\$ 26.32
Nonfiction (not including single volume reference titles) See Above					\$ 29.95	\$ 29.92	\$ 29.99	\$ 29.96
Nonfiction (Retired Category: incl single volume reference titles except 2007) (Not a category in 2009)								
Trade Paperback (excluding mass market) SEE ABOVE								
Fiction					\$ 16.23	\$ 16.19	\$ 16.28	\$ 16.16
Nonfiction (including single volume reference titles except 2007)					\$ 20.32	\$ 20.81	\$ 19.83	\$ 20.20
Mass Market Paperback SEE ABOVE								
(SJ did not treat as separate category prior to 2007)					\$ 8.21	\$ 9.00	\$ 7.43	\$ 9.48

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Category

Children's Titles

Hardcover (all titles) Now Broken Out As Per Below

Hardcover Fiction
Library Bind Nonfiction
Nonfiction

Trade Paperback

Fiction
Non-Fiction
Mass Market

Preschool to Grade 4 (Retired Category: No category beyond 2009)

Grade 5 and up (fiction) (Retired Category: No category beyond 2009)

Grade 5 and up (nonfiction) (Retired Category: No category beyond 2009)

Trade Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)

Mass Market Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)

Young Adult Titles

Hardcover (all titles) Now Broken Out As Per Below

Hardcover Fiction
Hardcover Nonfiction (Excludes Reference Titles)

Trade Paperback

Fiction
Non-Fiction
Mass Market

Trade Paperback (See Above For Current Data)

Mass Market Paper (See Above For Current Data)

Adult Titles

Trade Hardcover

Fiction
Nonfiction (Excludes Reference Titles)

Trade Paperback

Fiction
Non-Fiction
Mass Market

Graphic Novels: Brand New Category For 2019

(Combines Hardcover and Trade Paperback)

Non Current Categories (Left In Place For Purposes of Historic Comparison)

Hardcover Fiction (See Above)

Nonfiction (not including single volume reference titles) See Above

Nonfiction (Retired Category: incl single volume reference titles except 2007) (Not a category in 2009)

Trade Paperback (excluding mass market) SEE ABOVE

Fiction

Nonfiction (including single volume reference titles except 2007)

Mass Market Paperback SEE ABOVE

(SLJ did not treat as separate category prior to 2007)

	2017 Public	2017 School	2016 Total	2016 Public	2016 School	2015 Total	2015 Public	2015 School	2014 Public	2014 School	2013 Public
Children's Titles											
Hardcover (all titles) Now Broken Out As Per Below	\$ 18.51	\$ 18.54	\$ 18.21	\$ 18.41	\$ 18.01	\$ 17.92	\$17.77	\$18.95	\$17.74	\$19.00	\$17.77
Hardcover Fiction											
Library Bind Nonfiction											
Nonfiction											
Trade Paperback											
Fiction											
Non-Fiction											
Mass Market											
Preschool to Grade 4 (Retired Category: No category beyond 2009)											
Grade 5 and up (fiction) (Retired Category: No category beyond 2009)											
Grade 5 and up (nonfiction) (Retired Category: No category beyond 2009)											
Trade Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)	\$ 9.56	\$ 9.45	\$ 9.20	\$ 9.18	\$ 9.22	\$ 7.51	\$7.29	\$8.44	\$7.29	\$8.20	\$7.12
Mass Market Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)	\$ 6.99	\$ 6.89	\$ 6.70	\$ 6.64	\$ 6.77	\$ 6.44	\$6.38	\$6.89	\$6.28	\$6.71	\$6.38
Young Adult Titles											
Hardcover (all titles) Now Broken Out As Per Below	\$ 23.37	\$ 23.57	\$ 21.09	\$ 20.59	\$ 22.74	\$ 19.38	\$19.12	\$20.53	\$19.16	\$20.51	\$19.09
Hardcover Fiction											
Hardcover Nonfiction (Excludes Reference Titles)											
Trade Paperback											
Fiction											
Non-Fiction											
Mass Market											
Trade Paperback (See Above For Current Data)	\$ 16.86	\$ 16.86	\$ 15.97	\$ 15.99	\$ 15.96	\$ 12.03	\$12.09	\$11.57	\$12.48	\$11.46	\$13.17
Mass Market Paper (See Above For Current Data)	\$ 8.49	\$ 8.49	\$ 7.94	\$ 7.93	\$ 7.95	\$ 8.14	\$8.10	\$8.19	\$7.73	\$7.57	\$7.55
Adult Titles											
Trade Hardcover											
Fiction											
Nonfiction (Excludes Reference Titles)											
Trade Paperback											
Fiction											
Non-Fiction											
Mass Market											
Graphic Novels: Brand New Category For 2019											
(Combines Hardcover and Trade Paperback)											
Non Current Categories (Left In Place For Purposes of Historic Comparison)											
Hardcover Fiction (See Above)	\$ 26.00	\$ 26.64	\$ 25.84	\$ 25.75	\$ 25.94	\$ 26.98	\$26.98	\$26.29	\$26.82	\$26.16	\$26.69
Nonfiction (not including single volume reference titles) See Above	\$ 29.42	\$ 30.51	\$ 29.16	\$ 28.83	\$ 29.50	\$ 28.09	\$28.09	\$28.29	\$28.00	\$27.86	\$27.74
Nonfiction (Retired Category: incl single volume reference titles except 2007) (Not a category in 2009)											
Trade Paperback (excluding mass market) SEE ABOVE											
Fiction	\$ 16.14	\$ 16.18	\$ 15.48	\$ 15.85	\$ 15.10	\$ 16.00	\$16.06	\$14.61	\$15.63	\$14.18	\$15.73
Nonfiction (including single volume reference titles except 2007)	\$ 20.75	\$ 19.66	\$ 19.72	\$ 20.72	\$ 18.72	\$ 20.61	\$20.79	\$16.12	\$20.75	\$15.48	\$20.59
Mass Market Paperback SEE ABOVE											
(SLJ did not treat as separate category prior to 2007)	\$ 9.32	\$ 9.64	\$ 9.51	\$ 9.18	\$ 9.84	\$ 7.70	\$7.69	\$8.16	\$7.66	\$7.62	\$7.66

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Note: Prices for 2007 Adult Nonfiction Do Not Include Reference Titles
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Category

Children's Titles

Hardcover (all titles) Now Broken Out As Per Below

Hardcover Fiction

Library Bind Nonfiction

Nonfiction

Trade Paperback

Fiction

Non-Fiction

Mass Market

Preschool to Grade 4 (Retired Category: No category beyond 2009)

Grade 5 and up (fiction) (Retired Category: No category beyond 2009)

Grade 5 and up (nonfiction) (Retired Category: No category beyond 2009)

Trade Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)

Mass Market Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)

	2013 School	2012 Public	2012 Schoo	2011*	2010	2009	2002	2003	2004	2005	2006	2007	2008
Hardcover (all titles) Now Broken Out As Per Below	\$19.43	\$17.82	\$19.67	\$19.45	\$19.50	\$21.25	\$18.78	\$19.18	\$19.31	\$20.52	\$21.60	\$20.82	\$21.10
Hardcover Fiction													
Library Bind Nonfiction													
Nonfiction													
Trade Paperback													
Fiction													
Non-Fiction													
Mass Market													
Preschool to Grade 4 (Retired Category: No category beyond 2009)							\$16.04	\$17.45	\$17.51	\$18.92	\$21.60	\$18.70	\$18.97
Grade 5 and up (fiction) (Retired Category: No category beyond 2009)							\$16.83	\$16.77	\$16.84	\$16.85	\$16.87	\$17.24	\$17.63
Grade 5 and up (nonfiction) (Retired Category: No category beyond 2009)							\$21.49	\$22.99	\$23.25	\$24.92	\$26.81	\$26.68	\$27.04
Trade Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)	\$7.96	\$7.15	\$7.73	\$11.84	\$11.68	\$11.50						\$11.05	\$11.36
Mass Market Paper (See Above: New category for 2009, but includes prices for 2007 & 2008)	\$6.75	\$6.17	\$6.53	\$7.21	\$7.15	\$7.10						\$6.86	\$7.07

Young Adult Titles

Hardcover (all titles) Now Broken Out As Per Below

Hardcover Fiction

Hardcover Nonfiction (Excludes Reference Titles)

Trade Paperback

Fiction

Non-Fiction

Mass Market

Trade Paperback (See Above For Current Data)

Mass Market Paper (See Above For Current Data)

Hardcover (all titles) Now Broken Out As Per Below	\$21.83	\$19.23	\$21.88	\$27.56	\$28.20								
Hardcover Fiction													
Hardcover Nonfiction (Excludes Reference Titles)													
Trade Paperback													
Fiction													
Non-Fiction													
Mass Market													
Trade Paperback (See Above For Current Data)	\$11.40	\$11.97	\$11.16	\$14.20	\$14.05								
Mass Market Paper (See Above For Current Data)	\$7.30	\$7.56	\$7.32	\$8.30	\$8.06								

Adult Titles

Trade Hardcover

Fiction

Nonfiction (Excludes Reference Titles)

Trade Paperback

Fiction

Non-Fiction

Mass Market

Graphic Novels: Brand New Category For 2019

(Combines Hardcover and Trade Paperback)

Non Current Categories (Left In Place For Purposes of Historic Comparison)

Hardcover Fiction (See Above)

Nonfiction (not including single volume reference titles) See Above

Nonfiction (Retired Category: incl single volume reference titles except 2007) (Not a category in 2009)

Hardcover Fiction (See Above)	\$26.45	\$26.51	\$26.12	\$28.42	\$28.14	\$27.99	\$26.86	\$26.02	\$24.81	\$24.95	\$26.83	\$27.47	\$27.95
Nonfiction (not including single volume reference titles) See Above	\$28.11	\$27.78	\$28.36	\$26.34	\$26.13	\$26.05	\$41.01	\$40.64	\$41.07	\$36.86	\$42.32	\$25.38	\$25.98
Nonfiction (Retired Category: incl single volume reference titles except 2007) (Not a category in 2009)							\$74.35	\$74.48	\$73.64	\$70.72	\$85.91	n/a	n/a

Trade Paperback (excluding mass market) SEE ABOVE

Fiction

Nonfiction (including single volume reference titles except 2007)

Fiction	\$14.34	\$15.63	\$14.32	\$16.70	\$16.50	\$16.07	\$18.10	\$17.23	\$14.95	\$18.63	\$17.05	\$15.64	\$15.98
Nonfiction (including single volume reference titles except 2007)	\$16.16	\$20.17	\$16.56	\$21.22	\$20.99	\$20.95	\$34.13	\$32.82	\$27.38	\$33.81	\$44.54	\$20.40	\$20.91

Mass Market Paperback SEE ABOVE

(SLJ did not treat as separate category prior to 2007)

Mass Market Paperback SEE ABOVE	\$7.55	\$7.62	\$7.82	\$8.70	\$8.67	\$8.65						\$8.30	\$8.65
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