

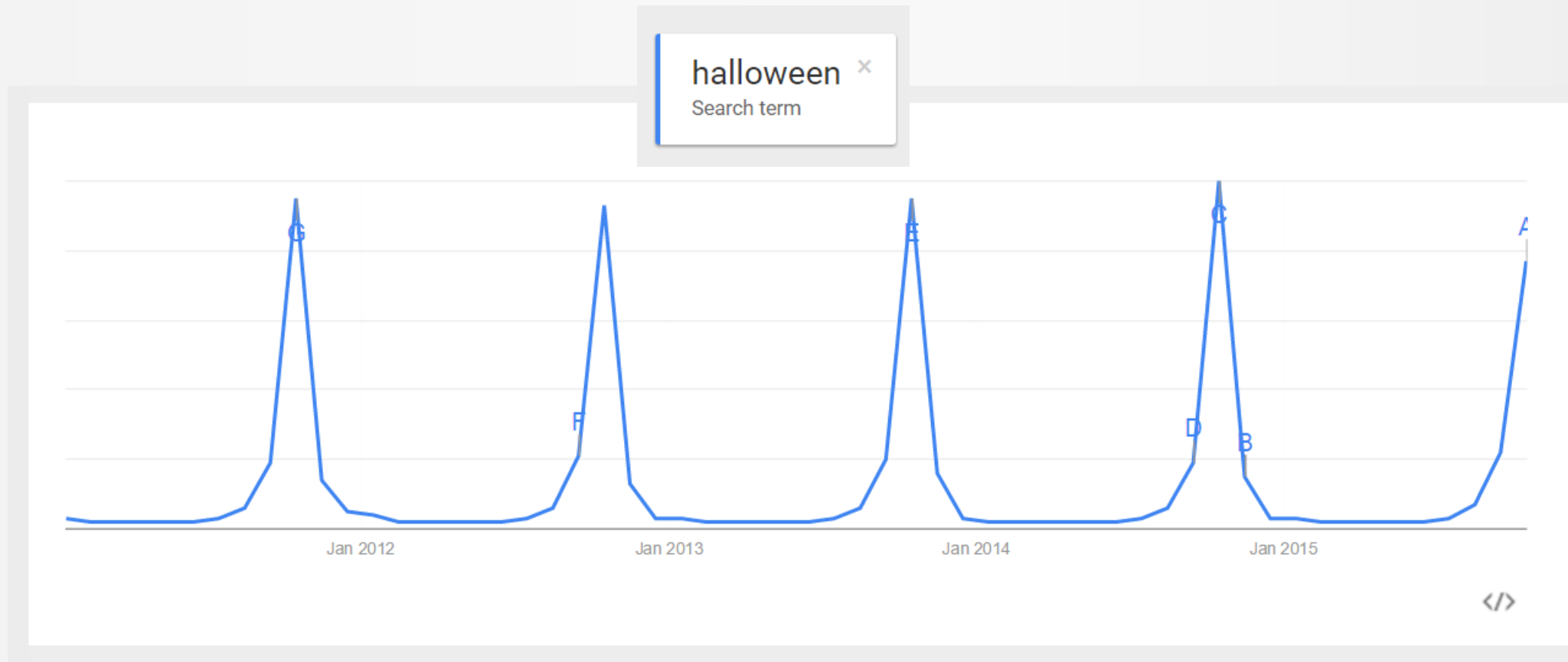
SPECIAL REPORT

Halloween E-Books



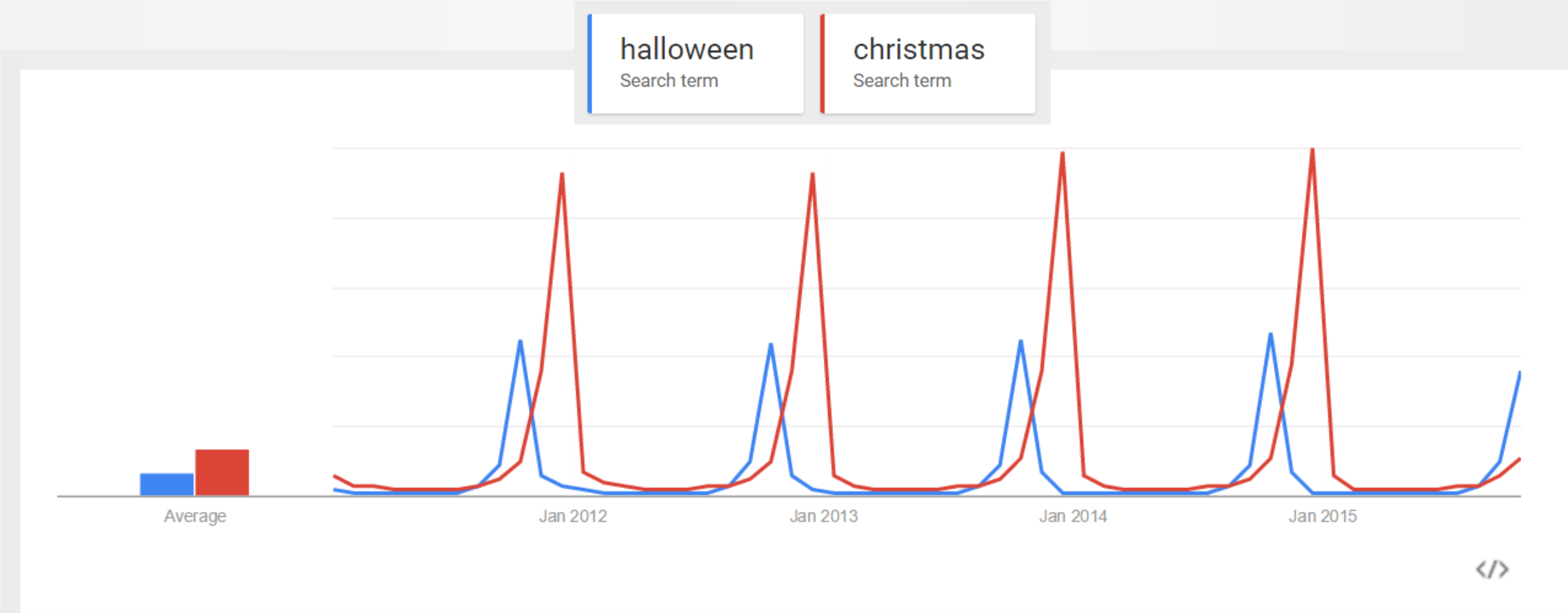
“Halloween” is a seasonal business...

The search term “Halloween” on Google Trends



... with about half the popularity of Christmas on Google

The search term "Halloween" vs. "Christmas" on Google Trends



There is an ample supply of Kindle books related to Halloween



Kindle shows 7,500 English titles on the subject

The screenshot shows the Amazon Kindle Store search results for the keyword "halloween". The search bar at the top indicates "Kindle eBooks" and "halloween". Below the search bar, there are navigation links for "Shop by Department", "Gifting & Registry", "Your Amazon.com", "Today's Deals", "Sell", and "Help". A secondary navigation bar includes "Buy a Kindle", "Kindle eBooks", "Kindle Unlimited", "Advanced Search", "Daily Deals", "Free Reading Apps", "Kindle Singles", "Newsstand", "Accessories", "Discussions", "Manage Your Content and Devices", and "Kindle Support". The main content area displays "1-60 of 7,581 results for Kindle Store : Kindle eBooks : 'halloween'". On the left, there is a sidebar with "Show results for" and "Kindle Unlimited" options. Below that, a list of categories is shown, including "Holidays (133)", "Halloween (1,227)", "Humorous (335)", "Literature & Fiction (3,101)", "Horror (1,238)", "Horror Anthologies (52)", "Children's eBooks (2,850)", "Horror Short Stories (346)", "Arts & Photography (284)", "Biographies & Memoirs (25)", "Business & Money (15)", "Comics & Graphic Novels (194)", "Cookbooks, Food & Wine (268)", "Crafts, Hobbies & Home (385)", "Education & Teaching (79)", "Foreign Languages (519)", "Health, Fitness & Dieting (47)", "History (39)", "Humor & Entertainment (331)", "Lesbian, Gay, Bisexual & Transgender eBooks (301)", "Mystery, Thriller & Suspense (397)", and "Nonfiction (1,405)". The main grid shows several book covers with their titles and prices. The first row includes "HALLOWEEN Scary Halloween Stories for Kids" by Arnie Lightning for \$0.00, "Halloween Magic & Mayhem" by Stella Wilkinson for \$0.00, "TRUE HISTORY OF HALLOWEEN - The Truth Revealed About The Origin of Our American Halloween" for \$0.99, and "FOREVER HALLOWEEN" for \$0.00. The second row includes "The Night Before HALLOWEEN", "Halloween Paper Crafts II: Homemade Halloween Paper Crafts and More", a book with a blue bird cover, and "HALLOWEEN A SCARY ADULT COLORING BOOK".

7,581 English titles as of October 28, 2015

Categorized in ca. 30 book categories/sub-categories:

These Halloween related titles can be found in many genres

Category	No. of Halloween titles
Literature & Fiction	2,851
Children's eBooks	2,670
Nonfiction	1,255
Halloween	1,172
Horror	1,134
Romance	730
Science Fiction & Fantasy	587
Teen & Young Adult	473
Mystery, Thriller & Suspense	362
Crafts, Hobbies & Home	359
Horror Short Stories	334
Humorous	318
Humor & Entertainment	313
Religion & Spirituality	307
Lesbian, Gay, Bisexual & Transgender eBooks	289
Arts & Photography	251
Cookbooks, Food & Wine	216
Comics & Graphic Novels	180
Holidays	125
Education & Teaching	70
Parenting & Relationships	61
Horror Anthologies	50
Health, Fitness & Dieting	47
Reference	45
History	35
Politics & Social Sciences	34
Science & Math	28
Biographies & Memoirs	24
Self-Help	20
Travel	15
Business & Money	12

The big questions #1

How well do Halloween related Kindle titles sell?

We looked at ca. 7,500 relevant search results to find out

APPROACH

1. Use Amazon advanced search to filter out English book titles that are highly relevant to the topic in question
2. Analysed all search hits
3. Sorted the results by ascending Sales Rank (i.e. descending sales per day) to create a “topical best seller list”
4. Filtered out all “Free Promo” \$0.00 titles that distort the picture
5. Estimated sales per day for each title based on sales rank using the proprietary K-lytics estimation formula
6. Analysed average sales for Top #1, Top #20, Top #100 to assess overall sales performance of the target topic

“Halloween” on Kindle: Sales Performance Summary

Data as of October 29

Book #1 to #6,500

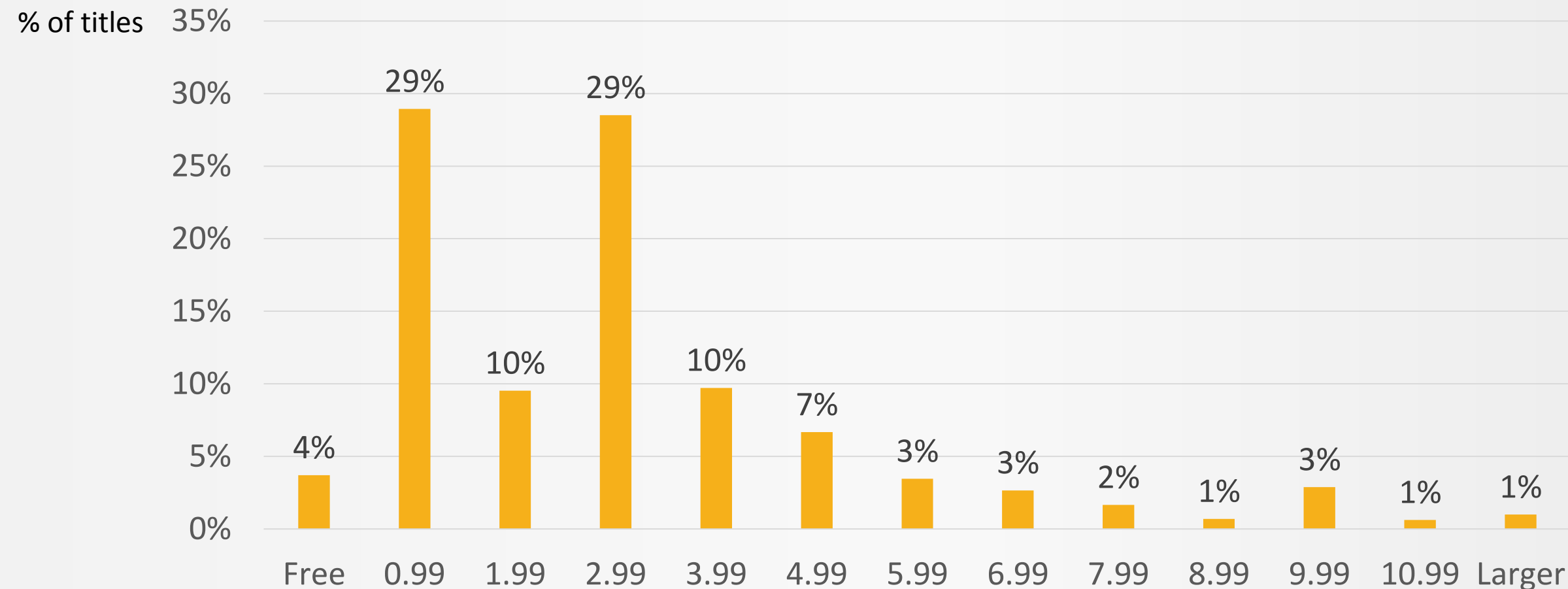


Logarithmic scale for improved legibility


■ Top 1 ■ Top 2-20 ■ Top 21-100 ■ Top 101-500 ■ Another 6,000

Halloween e-book prices are \$3.30 on average – the price points \$0.99 and \$2.99 occur most often

Price Distribution – Titles related to “Halloween”



The big questions #2



If you were to publish a book on “Halloween” – what would be the best genre category to go for? (from a sales vs. competition point of view)

We looked at some 14,000 book data points to find out

APPROACH

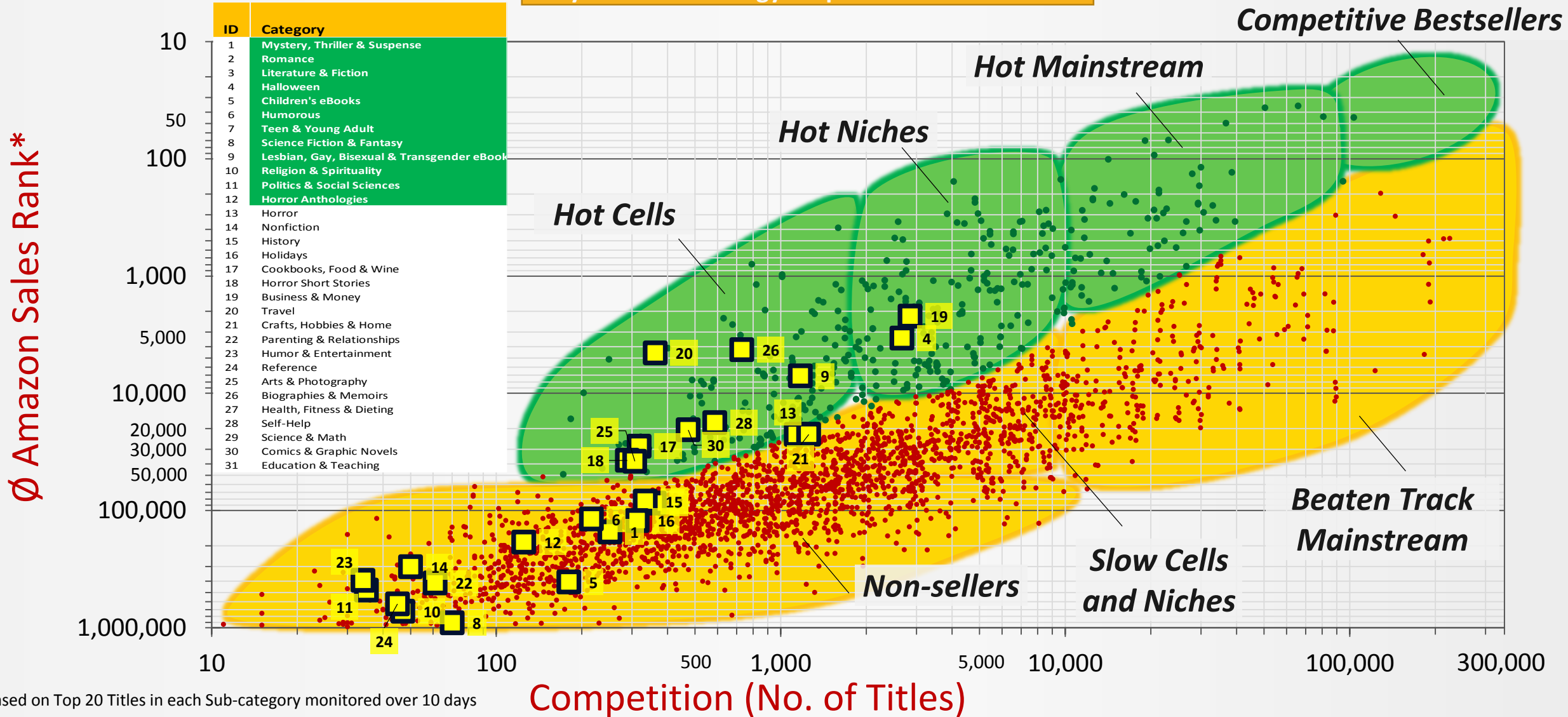
1. We looked up the average sales rank and number of Top 20 Halloween related titles for each of the book genres in question
2. We measured the degree of competition by looking at the number of such titles available in each genre
3. We plotted the results in the K-lytics Strategy Map

How Halloween Related Titles Perform by Category

ID	Category	Sales Per Day (average of Top 20 titles)	No. of Halloween titles	Sales to Competition Ratio
1	Mystery, Thriller & Suspense	28.6	362	79.1
2	Romance	30.2	730	41.3
3	Literature & Fiction	51.3	2,851	18.0
4	Halloween	20.0	1,172	17.0
5	Children's eBooks	36.2	2,670	13.6
6	Humorous	3.4	318	10.6
7	Teen & Young Adult	4.9	473	10.4
8	Science Fiction & Fantasy	5.8	587	9.9
9	Lesbian, Gay, Bisexual & Transgender eBook	2.4	289	8.4
10	Religion & Spirituality	2.4	307	7.7
11	Politics & Social Sciences	0.1	34	4.3
12	Horror Anthologies	0.2	50	4.0
13	Horror	4.4	1,134	3.9
14	Nonfiction	4.4	1,255	3.5
15	History	0.1	35	3.3
16	Holidays	0.4	125	2.9
17	Cookbooks, Food & Wine	0.6	216	2.8
18	Horror Short Stories	0.9	334	2.8
19	Business & Money	0.0	12	2.6
20	Travel	0.0	15	2.5
21	Crafts, Hobbies & Home	0.9	359	2.5
22	Parenting & Relationships	0.1	61	2.3
23	Humor & Entertainment	0.6	313	1.9
24	Reference	0.1	45	1.9
25	Arts & Photography	0.5	251	1.8
26	Biographies & Memoirs	0.0	24	1.7
27	Health, Fitness & Dieting	0.1	47	1.5
28	Self-Help	0.0	20	1.4
29	Science & Math	0.0	28	1.1
30	Comics & Graphic Novels	0.1	180	0.8
31	Education & Teaching	0.1	70	0.8

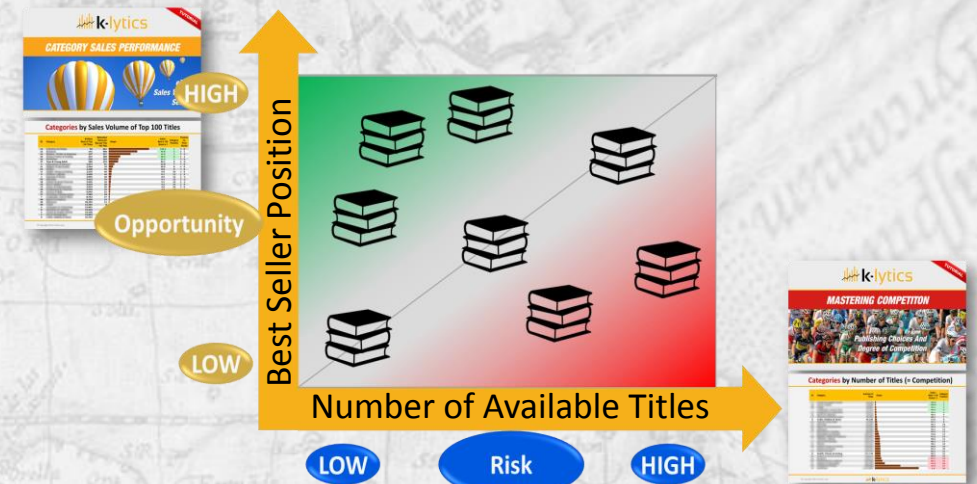
Some genres show Halloween titles with a good sales-to-competition ratio

K-lytics Book Strategy Map - Issue October 2015



How the Book strategy map works

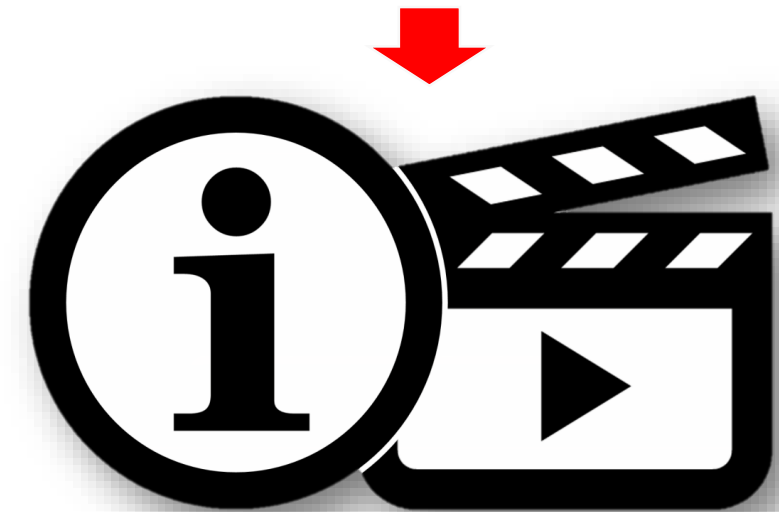
- The following map plots each of 419 Amazon Kindle sub-categories; this database can be expanded to 2,445 sub-sub-categories
- The vertical position on the map represents OPPORTUNITY in terms of SALES PERFORMANCE
 - **Top** of the map = a high-selling sales rank = GOOD
 - **Bottom** of the map = lower levels of sales = BAD
- The horizontal position on the map represents RISK in terms of DEGREE OF COMPETITION
 - **Left** on the map = lower number of titles = less competition in the genre
 - **Right** on the map = higher number of titles = more competition in the genre
- Small book categories (i.e. “cells” or “niches”) can be found more to the left of the map; bigger mainstream book genres more to the right of the map.
- The green shaded areas represent book categories where the opportunity to risk ratio is the most favourable. Please find a list of names of the book genres that fall into these green zones in the back of document.
- The sales performance is based on the hourly sales rank of the top 20 titles in each of the sub- and sub-sub-categories on several days of observation - until average rankings stabilized. The complete graph is based on ca. 100,000 book observations.



Do you want a brief tutorial video illustrating the K-lytics “Book Strategy Map” concept?



Click Here To Access Video:



Short Stories, Kids, Mystery, Cozy and Romance are the frequent keywords (next to “Halloween”) in the top-ranking titles

Top 50 Words in Top 100 Halloween Titles across Categories
(excluding the word “Halloween”; “book”, “books”)



Book descriptions of the top titles focus on stories and kids

(excluding the word “Halloween”; “book”, “books”)

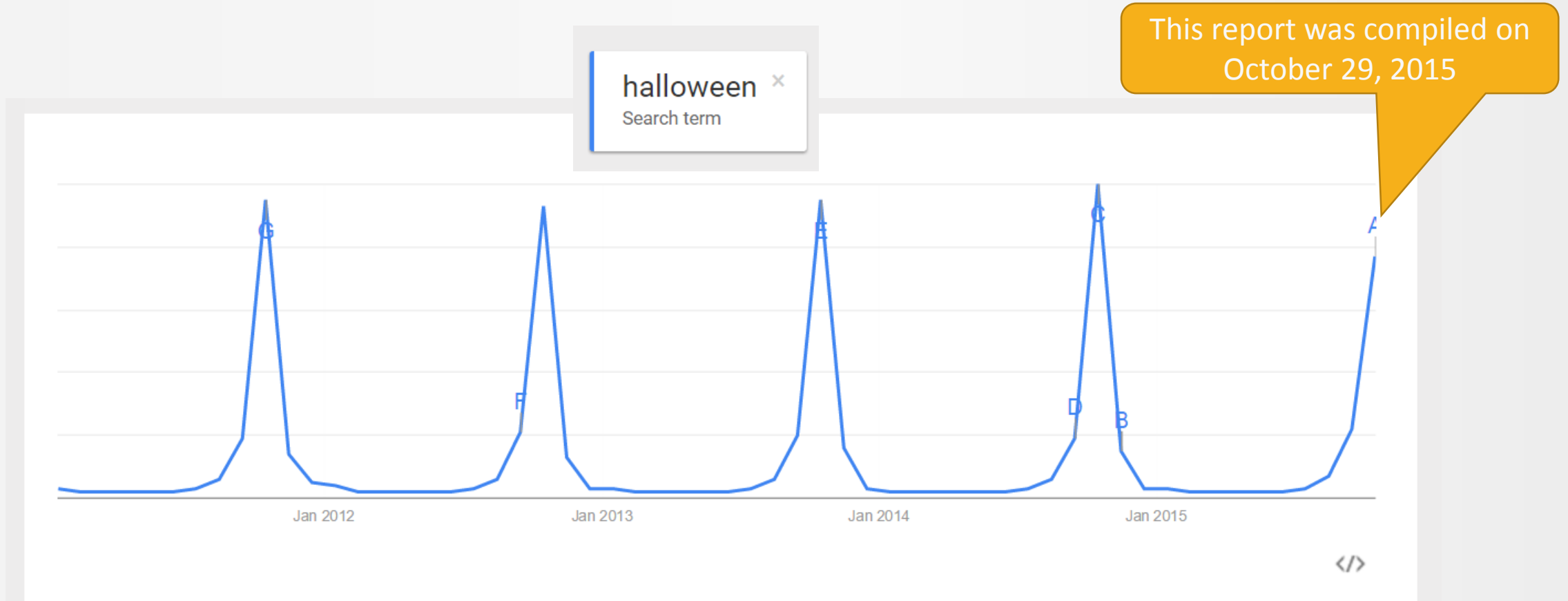


Our evaluation

Topic: “Halloween”

- The market is very crowded for a narrow “single topic”: 7,500 titles
- The top 7,500 books found on the topic on aggregate only sell 5,600 copies a day
 - The No 1 title is doing great with approx. 823 sales per day
 - If you make it into the Top 2-20 you sell only about 89 copies a day
 - If you make it into the Top 100, you can sell about 15 copies per day on average
 - In the Top 500, the average sales per day drops to 1.2 copies a day
 - The tail end – book number 500 and below – does hardly sell any copy at all
- Yet, all titles are scattered across many different categories
- This provides some opportunity, where some Halloween titles constitute “niches” with fairly high sales relative to the number of Halloween titles in the categories
- These type of Halloween books are Mystery, Thriller & Suspense, Romance, Literature & Fiction and Holiday specific titles in “Children's eBooks : Holidays & Celebrations : Halloween”

Mind you, this report reflects the peak in demand



Thus, sales levels during the year will be significantly lower than shown in this report.

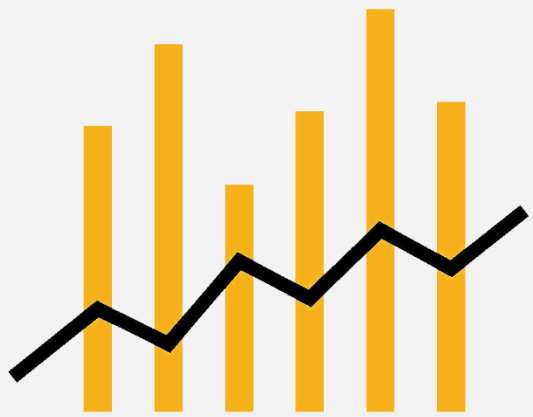
Happy Halloween!



DISCLAIMER, LIABILITY RESTRICTION

This report is intended to provide an indicative and approximate snap shot picture of the book market on the Amazon Kindle platform. However, in a time of rapid change, it is difficult to ensure that all information provided is entirely accurate and up-to-date. Nothing on in this report, or any report contained on the K-lytics.com web site, constitutes individual business, legal or tax advice. The opinions and information contained on this site and the reports have been obtained or derived from sources believed to be reliable, but K-lytics.com and its directors, officers, agents, or employees makes no representation as to their timeliness, accuracy or completeness, or assume any legal liability or responsibility for the accuracy, completeness, or usefulness of any information contained therein. K-lytics does not warrant that the information or services of K-lytics will meet any specific requirements; nor will it be error-free or uninterrupted; nor shall K-lytics be liable for any indirect, incidental or consequential damages (including lost data, information or profits) sustained or incurred in connection with the use, operation, or inability to use of the information in this report or on the K-lytics web site. Under no circumstances will K-lytics, it affiliates, successors or assigns be liable for any loss or damage caused by anyone's reliance on information contained in this report or on the K-lytics web site. Submission of information on our web discussion forum (such as on Facebook or Google+ and alike) does not in any way assure employment or use as a consultant by K-lytics and/or any of its clients. Further, the inclusion of information contained therein on this website does not in any way imply that the persons' submitting same are employed by or utilized as consultants by K-lytics, and such persons are explicitly prohibited from representing so in any media. The information contained in our web discussion forums is self-submitted and has not been reviewed or verified in any way by K-lytics. The employment or use as a consultant of any person contained therein is strictly at the discretion of our clients and as stated above, K-lytics will not be liable in any way with regard thereto.

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