



Selling Graphic Novels to Kids

ComicsPRO SDCC 2019



Barnes & Noble knows...

- In June 2018, announced plans to add dedicated sections for kids graphic novels into each store, with approximately 250 titles in this category
- “Readership of graphic novels continues to grow and expand, with kids flocking to this popular genre. Graphic novels are a way for kids to appreciate both reading and art, and the breadth of talent for both authors and illustrators in this category is amazing.”
 - Stephanie Fryling, B&N VP Merchandising, Children’s books



Libraries know...

- “Building a graphic novel collection can pull up the circulation of an entire section.”
 - Christian Zabriskie, assistant coordinator of young adult services at the Queens Library in New York
- “...graphic novels are among the most circulated categories, right up there with teen paranormal romance and DVDs.”
 - “How Graphic Novels Became the Hottest Section in the Library”: Publishers Weekly, May 3, 2013
- The mere presence of comic books in a collection increased library use 82%, with a 30% increase in the circulation of non-comic book material
 - “Spider-Man at the library”: School Library Journal, August 1981



Publishers know...

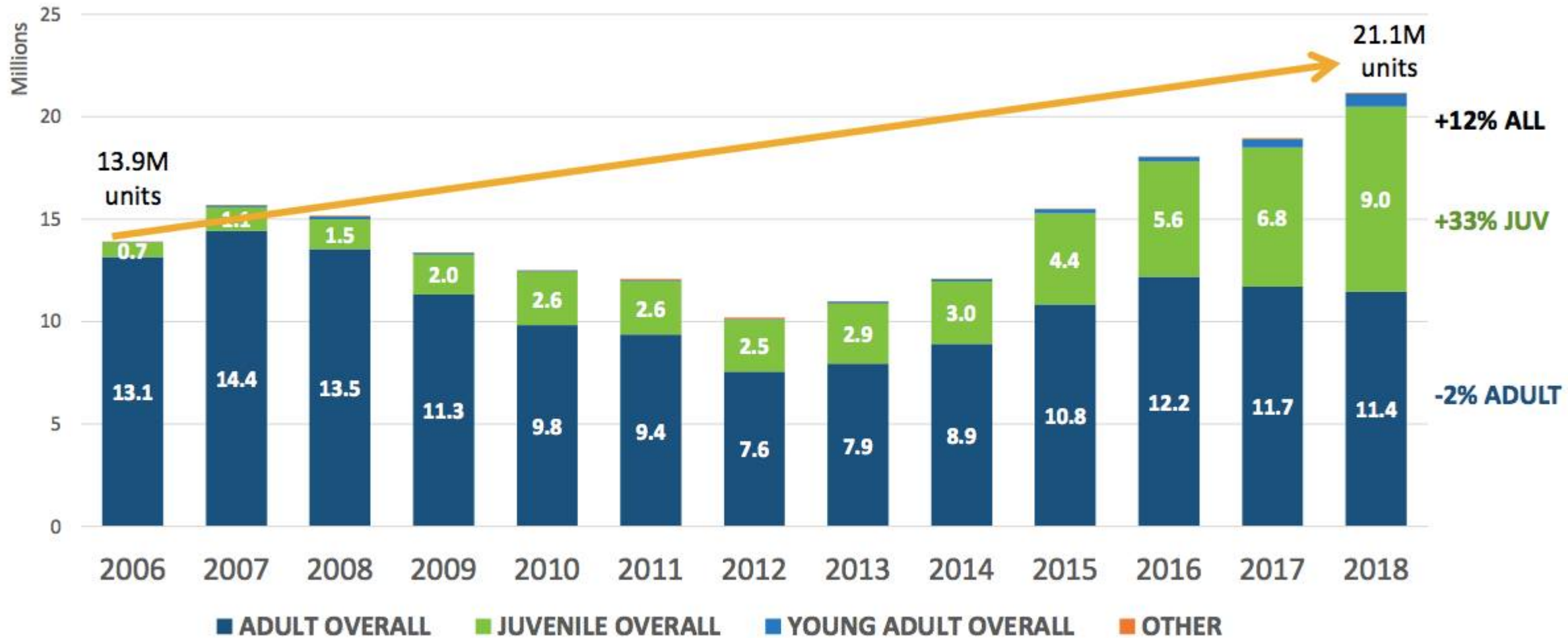
- In 2018, DC Comics announced they were adding Zoom and Ink imprints to address the needs of middle-grade and YA markets
- In 2019, Penguin Random House announced RH Graphic, which will begin publishing middle-grade and YA books in January 2020
- In 2018, Marvel Comics moved into partnership with IDW to publish kids single-issue comics based on Marvel properties, but with the intention to reach more markets
- Boom!, Lion Forge, and Vault all have dedicated YA imprints

Data from ICV2-Comichron Sales 2018

Sales Channel	Market Share	Change from 2017
Comic Stores	46.6%	-1.0%
Book Channels	42.5%	+16.3%
Digital Download	9.1%	+11.1%
Other	1.8%	N/A

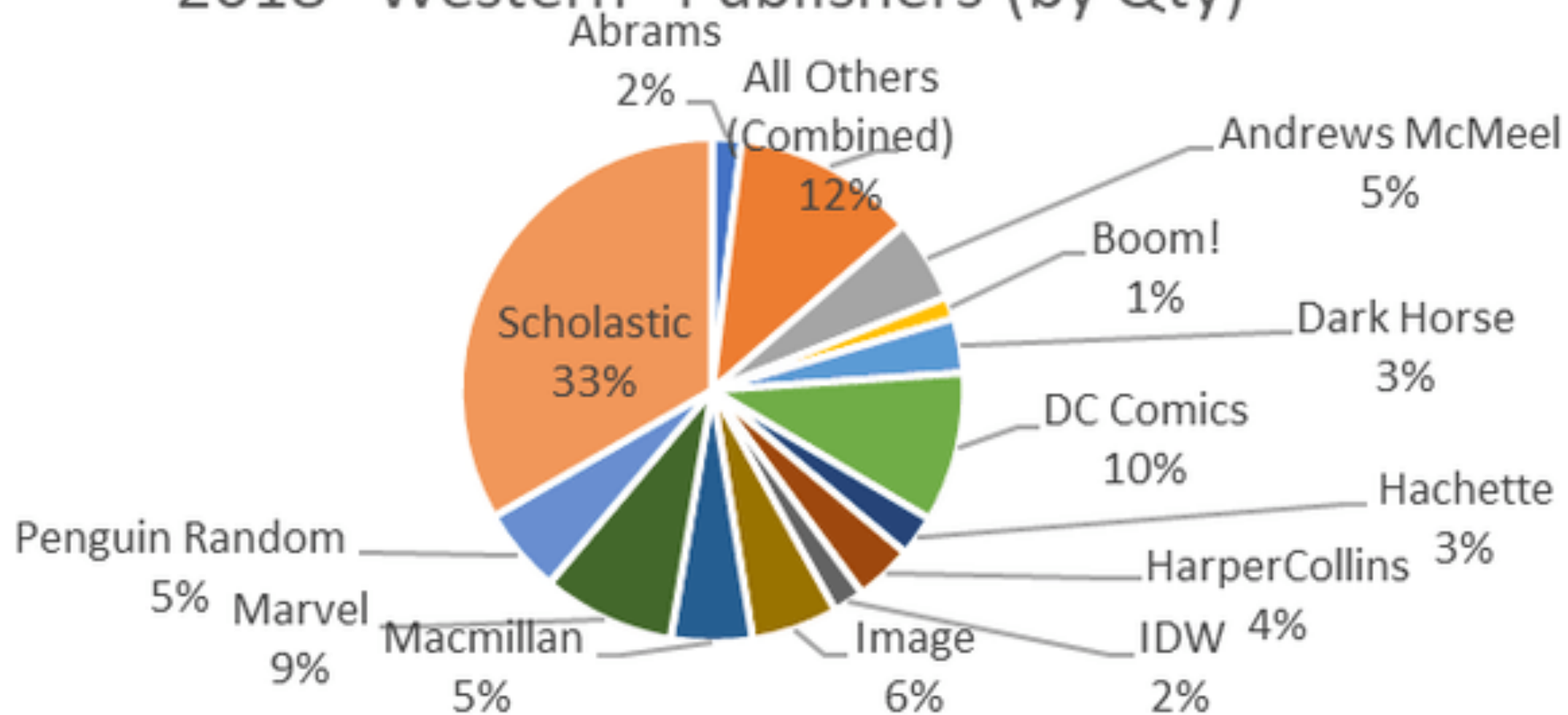
Format	Share of Sales	Change from 2017
Graphic Novels	58.0%	+11.4%
Comic Books	32.9%	+1.4%
Digital Comics	9.1%	+11.1%

US Print sales of C/GN in the Trade market



Source: The NPD Group | NPD BookScan

2018 "Western" Publishers (by Qty)



Bestselling Graphic Novels, acc. to Bookscan

1. DOG MAN AND CAT KID	PILKEY, DAV	716,647
2. DOG MAN: LORD OF THE FLEAS	PILKEY, DAV	692,576
3. DOG MAN	PILKEY, DAV	317,157
4. DOG MAN UNLEASHED	PILKEY, DAV	317,093
5. DOG MAN: A TALE OF TWO KITTIES	PILKEY, DAV	314,950
6. DOG MAN: BRAWL OF THE WILD	PILKEY, DAV	199,755
7. DRAMA	TELGEMEIER, RAINA	174,550
8. SMILE	TELGEMEIER, RAINA	149,751
9. SISTERS	TELGEMEIER, RAINA	132,812
10. THE BABY-SITTERS CLUB: DAWN AND THE IMPOSSIBLE THREE	MARTIN, ANN M.	112,054

11. GHOSTS	TELGEMEIER, RAINA	108,797
12. KRISTY'S BIG DAY	MARTIN, ANN M.	108,164
13. KRISTY'S GREAT IDEA: FULL-COLOR EDITION (THE BABY-SITTERS CLUB GRAPHIX #1)	MARTIN, ANN M.	101,250
14. THE ADVENTURE ZONE: HERE THERE BE GERBLINS	MCELROY, CLINT	94,434
15. POPULARMMOS PRESENTS: A HOLE NEW WORLD	POPULARMMOS	93,332
16. POSITIVELY IZZY	LIBENSON, TERRI	90,587
17. SUPERNOVA	KIBUISHI, KAZU	87,628
18. BIG NATE: SILENT BUT DEADLY	PEIRCE, LINCOLN	84,005
19. PHOEBE AND HER UNICORN (PHOEBE AND HER UNICORN SERIES BOOK 1)	SIMPSON, DANA	82,225
20. THE DRAGONET PROPHECY	SUTHERLAND, TUI T.	80,681

Available at Diamond? AS OF 7/13/19

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GREEN TEXT - IN STOCK

ORANGE TEXT - NOT IN STOCK. BACK ORDERED

PURPLE TEXT - NOT STOCKED. ANYMORE



Other Sources

- Consistent stock levels
- Discount not based on quantity purchase
- Possible returnability
- Freight-free
- 30 day terms



SCHOLASTIC

CONTACT:

1-888-724-1872

TradeCustomerService@scholastic.com

SALES TERMS: 30 days, 50% off

SHIPPING TERMS: freight-free

ORDERING: catalogues shipped to your store, online ordering portal for preorders, excel spreadsheets for backlist

BONUS: signed copies of several titles available; cardboard displays available with quantity-based purchases

PRODUCTS:

- 15 of the top 20 books for 2018
- Dog Man, Raina Telgemeier, Bone, Amulet, Baby-Sitters Club, Wings of Fire, Witch Boy, Jedi Academy, Secret Hero Society, and much more
- Klutz line of craft items, including DC How-to-Draw, and Star Wars paper planes
- Phonics books for Pokemon, Star Wars, and DC
- Lego DC books
- Pokemon levelled readers and handbooks
- Prose books for DC Super Hero Girls, She-Ra, and more

Penguin Random House

CONTACT:

866-761-6685

newaccount@penguinrandomhouse.com

SALES TERMS: 30 days, 45% off

SHIPPING TERMS: freight-free

ORDERING: extremely easy online ordering portal

BONUS: discounts available through gift shows; Little Golden Books racks available

PRODUCTS:

- Graphic novels:
 - DC Comics
 - Kodansha
 - Legendary
 - Dark Horse Comics
 - McLelland and Stewart
 - Pantheon
 - IDW
 - Top Shelf
 - Archie
 - Vertical
- Little Golden Books
- DK Publishing
- Quirk Books
- Upcoming graphic novel imprint: RH Graphic which will have Middle-Grade and YA imprints, starting in January 2020



CONTACT:

800-759-0190

customer.service@hbgusa.com

SALES TERMS: 30 days, 50% off

SHIPPING TERMS: freight-free

ORDERING: through sales reps

BONUS: racks available from Running Press and
Unemployed Philosopher's Guild

PRODUCTS:

- Graphic Novels:
 - Marvel Comics
 - Disney/Hyperion
 - Harry N. Abrams
 - Kids Can Press
 - Yen Press
 - Little Brown
- Running Press kits for Harry Potter, DC, Dr. Who, Star Trek
- Unemployed Philosopher's Guild – humorous products for DC, Dr. Who, Star Trek, philosophy



SIMON &
SCHUSTER

CONTACT:

(800) 223-2336

download sales application at

<https://www.simonandschuster.biz/c/biz-new-accounts>

SALES TERMS: 30 days, 40-45% off, depending on publisher

SHIPPING TERMS: freight-free

PRODUCTS:

- Graphic Novels from:
 - Andrews McMeel
 - AMP! Kids
 - Viz Media
 - Boom! Studios
 - Oni Press



CONTACT:

(800) 937-0152

newaccounts@ingramcontent.com

SALES TERMS: discount varies based on publisher

SHIPPING TERMS: Freight-free at \$350 retail

ORDERING: online ordering interface

BONUS: signed copies available, rebate program,
dedicated sales reps who know product

PRODUCTS:

- Graphic novels from a wide range of smaller publishers
 - Conundrum Press
 - Humanoids
 - Koyama Press
 - Toon Books
 - Greenwood
 - Much more...