

Innovation Leads Sourcebooks to an Industry-Defying Record Year

Largest Women-Led Publisher Looks to Create More Success in 2023

(NAPERVILLE, IL – FEBRUARY 21, 2023) – Sourcebooks closed 2022 with +35% POS growth, another record year-end number over 2021, according to NPD Bookscan. At 42 points ahead of the industry (which was down 6% in 2022), the **8th largest book publisher** in the U.S. saw **double-digit growth in all categories**: frontlist (+34%), backlist (+38%), imprints, and accounts. The publisher also **added 32 new positions** over the course of the year, including strategic hires like Paula Amendolara as senior VP of sales and Jess Johns as director of analytics. In a challenging year for the industry, Sourcebooks looked to its entrepreneurial roots to find creative solutions.

Growth in Adult Fiction

Fiction readership continues to grow, and in Q1 2023, Sourcebooks now ranks as the #6 publisher of Adult Fiction in the U.S. **Collectively, its adult fiction imprints saw +86% growth** (+77 points above the industry). This includes Bloom Books (Sourcebooks's newest entrepreneurial imprint that creates a unique relationship between publisher and author), Sourcebooks Landmark, Poisoned Pen Press, and Sourcebooks Casablanca.

"Focusing on continued success for key backlist authors, and bringing in new authors, has given the fiction side a robust list of voices and stories to appeal to even more readers," says **Shana Drehs, senior editorial director for Sourcebooks Landmark**.

"After another record year, we're well-positioned as we kick off 2023," says **Dominique Raccah, publisher and CEO of Sourcebooks**. "We're a data-driven company, and we lead with our mission: that books change lives. In uncertain times, we've found creative ways to support our authors, employees, industry partners, and readers. This approach allows us to make confident, informed decisions that drive us forward."

Bloom authors had another record year, with Scarlett St. Clair selling more than 400,000 units and Elle Kennedy and Lucy Score each selling more than 300,000 units. Headliner authors like E L James, Ana Huang, and Lauren Asher also saw significant sales, a testament to the fact that readers are hungry for romance.

Growth in Juvenile and Young Adult Fiction

Sourcebooks's Juvenile Fiction imprints grew +23% in 2022, finishing the year 32 points above the industry. Key brands like the How to Catch series and Punderland were up 17% and 130%, respectively. Key authors of books for kids, like Marianne Richmond, Sandra Magsamen, and Gregory Lang, experienced solid gains over the previous year. Sourcebooks's innovative children's programs including Personalized-at-Retail and Hometown World, the bestselling regional books brand, saw big increases across retail channels.

"The incredible growth of our kids business—up double digits both of the last two years—is about collaboration, innovation, and agility," says **Heather Moore, senior director of marketing for Sourcebooks Kids**. "Our commitment to growing our biggest brands and authors, and a focus on marketing levers that drive awareness and sales, has created huge opportunities across all retailers and sales channels."

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In Young Adult (+37%), **Sourcebooks Fire titles held 12 spots in the Top 200 Young Adult Fiction bestsellers for the year.** With strong BookTok buzz and retail placement, Laura Nowlin’s *If He Had Been with Me* surpassed 100,000 units for the year. The imprint’s thriller line, Midnight Reads, saw gains of 45% in POS, with top sellers like *Lock the Doors* by Vincent Ralph and *She’s Gone* by David Bell (also a *New York Times* bestseller). **Currently, one quarter of YA thriller titles sold in the U.S. are from Sourcebooks Fire.**

Manufacturing Takes On Supply Chain Challenges

2022 was a year of unprecedented supply chain challenges like sky-high freight costs, shipping delays, and shorter-than-ever turnaround times. To ensure customers and readers got their books on time—and in the perfect condition expected—Sourcebooks’s manufacturing, shipping, and fulfillment departments focused on *increasing* communication with their most trusted manufacturing partners. They kept in constant contact with every printer, prioritizing every purchase order and discussing what materials were available or in tight demand. Amid supply chain disruptions, shipping delays, rapidly changing consumer expectations, and other big challenges, Sourcebooks leaned into its greatest asset: its people and partners.

Sarah Cardillo, VP of publishing operations, and her team planned *with* the manufacturing partners, always making sure that Sourcebooks held up its end of the process, ensuring the team delivered usable files as soon as needed and listening to partners’ concerns early so they could be addressed before press time.

Looking Ahead

Dominique Raccah and her team are confident that 2023 will be just as impactful as 2022, working on behalf of authors, retail partners, and vendors to create the agile engine that 21st century publishing demands. Committing to ongoing support for Sourcebooks’s robust data culture and continuing investments in its authors, customers, employees, and expanding readership, the publisher will open new doors and find even more creative opportunities throughout this year.

Sourcebooks is a thriving entrepreneurial company that brings extraordinary authors to readers in dynamic, data-driven ways. We create books that transcend categories and defy odds, and we have been honored with hundreds of national bestsellers and awards. We are a company of enthusiastic booklovers passionate about connecting books to readers in new and innovative ways. Story by story, book by book, we have changed more than 100 million lives. Join us as we change 100 million more. Visit sourcebooks.com for more information.

“The key to our success in 2022 was constant communication with our publishing partners,” says **Sarah Cardillo, VP of publishing operations.** “And changing our mindset to *partnership* instead of customer service. We’re partners with our vendors. Their struggles are our struggles; their opportunities are our opportunities. Approaching conversations with this mindset opens discussions that allow us to grow...and grow together.”

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