

# PRESS RELEASE

## Sourcebooks Delivers Industry-Defying Q1 Surge Following Record-Breaking Growth in 2021

*Dedication to Mission Continues to Drive Transformative Year at Entrepreneurial Publisher*

(CHICAGO-April 8, 2022) – Sourcebooks reports exponential growth in the first quarter of 2022, with a 36 percent increase in point-of-purchase sales. This is 43 points ahead of the industry, based on data from NPD Bookscan. This follows a year of record growth in 2021, which saw a 33 percent increase in net revenue and 28 percent growth in point-of-purchase sales.

After starting in a spare bedroom of CEO and publisher Dominique Raccah’s suburban Chicago home more than three decades ago, the innovative and entrepreneurial publisher—the largest woman-owned book publisher in America—is currently the eighth largest book publisher in the U.S., according to data from NPD Bookscan.

“2022 continues to be transformative for Sourcebooks, driven as always by our mission that books change lives,” said Raccah. “Last year, we innovated in every part of our business. We rethought every business model, from overcoming supply chain challenges to working with employees to create a best-in-class remote work program. Most importantly, we’ve adapted to how readers discover books. We’re focusing on content that entertains, informs, and helps readers in this unprecedented time in our nation’s history. In the first quarter, we saw how these changes helped our authors and retail partners.”

Sales of front list titles are up 46 percent in the first quarter, led by novelist Katee Robert and the second book in her Dark Olympus series—the *New York Times* bestseller *Electric Idol*—and the paperback release of locked-room thriller *Hostage* by *New York Times* bestselling author Clare Mackintosh.

Adult fiction overall is up 72 percent in the first quarter after growing 47 percent last year, which was 22 points ahead of the industry. Gains are driven by the innovative new boutique imprint, Bloom Books, which launched last summer with the number one bestseller *Freed: Fifty Shades Freed as Told by Christian* by global bestselling author E L James. Bloom Books also welcomed bestselling dark fantasy author Scarlett St. Clair and bestselling romance author Elle Kennedy to its list. In its first six months, Bloom Books shipped nearly 1 million print units. Sourcebooks romance titles saw explosive 170 percent growth at independent bookstores in 2021, serving a growing number of readers looking to redefine the traditional happily ever after.

Perennial book club favorite *Sold on a Monday*, by Kristina McMorris, has also reached an important milestone: as of this quarter, since publication it has sold over 1 million units in print and ebook.

“Our adult fiction imprints—spanning mainstream fiction, a wide range of romance, mystery, horror, and more—are putting up big wins with our authors and tremendous sales every week for our retail partners,” noted Todd Stocke, senior vice president and editorial director. “And that’s all before we publish new 2022 titles by bestselling authors Kristina McMorris, Julie Clark, Ashley Winstead, and Kim Michele Richardson, to name just a few, plus a bunch of remarkable debuts.”

Backlist sales were up 30 percent in the first quarter, led by the number one *New York Times* bestseller *How to Catch a Leprechaun* with more than 100,000 units sold in 2022 and *Welcome Little One* by Sandra Magsamen surpassing 1 million units sold.

“You can see our success in the numbers,” said Cat Onder, who joined Sourcebooks as vice president and publisher of Sourcebooks Kids. “Our picture books one week actually made up half of the *New York Times* bestseller list during the holiday season, and the personalized series of *’Twas the Night Before Christmas* sold more copies than the children’s classic *The Polar Express*. This year, that success continues with seasonal favorites like *How to Catch a Leprechaun* and *How to Catch the Easter Bunny*.”

Sourcebooks Kids reports 34 percent growth for the first quarter, 36 points ahead of the industry, representing the largest growth of any top 20 U.S. publisher in 2021. Its juvenile fiction market share grew to 2.05 percent—two of every 100 children’s books sold in the U.S. last year were from Sourcebooks Kids, the highest ever for the publisher.

(cont.)

Teen readers are looking for ways to find their place in, and make sense of, an increasingly unpredictable world; this shows in the growing popularity of thrillers among teens and young adults. YA imprint Sourcebooks Fire experienced 70 percent growth, 43 points ahead of the YA category in 2021, and reports 57 percent growth in the first quarter, 55 points ahead of the industry. Thrillers like *Five Total Strangers* by Natalie D. Richards, *The Obsession* by Jesse Q. Sutanto, and *The Cellar* by Natasha Preston dominate in the category. Backlist favorite *This Is Where It Ends* by Marieke Nijkamp expanded its audience thanks to TikTok, with sales up 124 percent over 2020 and 64 percent over 2019.

Always seeking ways to change more lives through books, Sourcebooks acquired duopress, a minority-owned independent publisher of innovative, high-quality books and gifts, in the first quarter of 2022. The deal added more than one hundred titles and products for babies and young children. 2021's acquisition of B.E.S. Publishing grew Sourcebooks's offerings for both kids and adults by eight-hundred-plus titles, representing their largest acquisition to date.

On the retail side, Sourcebooks's Booksellers Change Lives program helped 320 stores increase direct-to-indie sales by 126 percent in 2021. Sourcebooks also had its first Indies Introduce Pick with Pura Belpré Honor Book *Barefoot Dreams of Petra Luna* by Alda P. Dobbs; it was also an Indie Next pick. In December 2021, Katee Robert's *Electric Idol* became the publisher's first romance title to make the Indie Next List.

"We're thrilled that our new programs created meaningful impact for our bookseller and librarian friends," said Valerie Pierce, senior director of retail marketing and creative services. "This has truly been a banner year for Sourcebooks, and we are eternally grateful to have the support of our incredible bookseller and librarian partners. They embraced our mission, our authors, and our books and continue to put our titles into the hands of readers who need them."

In December 2021, four titles made the January 2022 LibraryReads List, including one Hall of Fame entry—*Her Hidden Genius* by Marie Benedict—and three books on the top ten list, including *The Department of Rare Books and Special Collections* by Eva Jurczyk, *Must Love Books* by Shauna Robinson, and *Electric Idol* by Katee Robert. The Texas Bluebonnet Committee also selected *Barefoot Dreams of Petra Luna* as one of the 20 Texas Bluebonnet Award Master List 2022–2023 books.

**Sourcebooks** is a thriving entrepreneurial company that brings extraordinary authors to readers in the most 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 touched more than 100 million lives. Join us as we change 100 million more. Visit [sourcebooks.com](http://sourcebooks.com) for more information.

**MEDIA CONTACT:** Liz Kelsch | Director of Marketing – Sourcebooks | [liz.kelsch@sourcebooks.com](mailto:liz.kelsch@sourcebooks.com)