

DOES ONE HAVE TO WIN?

BOOKS vs E-BOOKS

We're still in round one, but both formats have advantages. Many readers love the way a hardcover book feels in their hands—and looks on their shelves. Book-club members can pick up used paperbacks and pass along favorite reads. But e-books are also strong contenders, offering big technical advantages, low prices, and featherweight libraries that readers can bring on vacation.

AVERAGE PRODUCTION
COST FOR A
\$26 HARDCOVER

\$4.05 vs \$0.50

AVERAGE PRODUCTION
COST FOR A
\$9.99 DOWNLOAD

AVERAGE AUTHOR ROYALTY

PER BOOK **\$3.90** | **\$2.12** PER DOWNLOAD

THE THIRD BOOK IN THE MILLENNIUM SERIES

WEIGHING
IN AT
2.2 POUNDS



30 MILLION
WORLDWIDE SALES
OF THE SERIES

POSITION
ON THE NEW
YORK TIMES
BESTSELLER
LIST

1

POSITION
ON KINDLE
BESTSELLER
LIST

1 MILLION
KINDLE SALES
OF THE SERIES



WEIGHING
IN AT
8.5 OUNCES

CARBON EMISSIONS REQUIRED
TO MAKE 40 TO 50 BOOKS

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CARBON EMISSIONS REQUIRED
TO MAKE ONE E-READER

WALKING TO THE LIBRARY IS STILL THE MOST ECOFRIENDLY WAY TO READ.

2009 PUBLISHER SALES TOTALS

\$249.2 MILLION vs \$29.3 MILLION

PAPERBACK, \$110.7 MILLION + HARDCOVER, \$138.5 MILLION

KINDLE OWNERS BUY 3.3 TIMES MORE TITLES THAN BEFORE

ONCE THEY OWN AN E-READER, ONLY 15 PERCENT OF CONSUMERS SAY
THEY STOP PURCHASING PRINT BOOKS ALTOGETHER.

POSSIBILITY OF IMPRESSING STRANGERS
WITH YOUR READING MATERIAL

100%

POSSIBILITY OF HIDING EMBARRASSING
READING MATERIAL FROM STRANGERS

100%

QUALITY HARDCOVER
BOOKS (IN DIRECT
LIGHT) ARE STILL
EASIEST ON THE EYES.

E-BOOKS ARE
SEARCHABLE AND
AUTOMATICALLY
SAVE YOUR PLACE.

THE SEVEN NOVELS OF JANE AUSTEN
PAPERBACKS: \$12.99 vs FREE: KINDLE VERSION

BY NUMBER 17, NYC AND NAYELI E. RODRIQUEZ