

# **Is 20,000 copy sales of a picture book considered “good” lifetime sales?**

Q: What's the range of “good” lifetime sales of a picture book? I have a picture book that was published by a small press in softcover and it has sold 20,000 copies. Where does this fit in the range of lifetime sales?

According to Linda Magram, Marketing Director at Little Brown & Company, sales of 20,000 for a softcover picture book published by a small press, seems quite good, although it would be helpful to know how long the book has been out and how it's been selling year-to-year. Marjorie Naughton, Marketing Director at Clarion Books, gave a range saying that for one year 20,000 would be considered excellent, over five years, it might be considered average. Your publisher should be able to give you an idea of how your book has done compared with other books they've published. You may also want to check back issues of Publishers Weekly to see how your sales have compared with other books on the same subject. 10:11/95