

Snapshots in time: what's selling and what's circ'ing in the graphic novel format

What's popular in our library (Multnomah County) is similar to what is popular in the bookstore market. We encourage you to look to the familiar bestseller lists to help guide you in learning about what's popular. You should also be pulling statistics to see what your own patrons are checking out because we definitely found some surprises. Keeping track of new single issue comics releases might be fun, but that's not what we have in our libraries. Even graphic novels sold in comic book shops will differ from what's popular in your library or in bookstores.

Below are a few snapshots of stats from the industry and from our library about what is currently popular.¹ How does your library's circulation of graphic novels compare to what's selling in comic book shops vs. bookstores?

What's circ'ing at MCL?

For adults:

1. Can't we talk about something more pleasant? : [a memoir] / Roz Chast.
2. The walking dead. Volume 21, All out war, part two / Robert Kirkman.
3. Saga. Volume three / Brian K. Vaughan.
4. The walking dead. Volume 20, All out war, part one / Robert Kirkman.
5. The walking dead. Volume 19, March to war / Robert Kirkman.
6. Kill my mother : a graphic novel / Jules Feiffer.
7. Bone. Volume 1, Out from Boneville / Jeff Smith.
8. The walking dead. Volume 22, a new beginning / Robert Kirkman.
9. Sex criminals. Volume 1, One weird trick / Matt Fraction, Chip Zdarsky.
10. Guardians of the Galaxy / Dan Abnett & Andy Lanning.
11. The walking dead. Book one : a continuing story of survival horror / Robert Kirkman.
12. Seconds / Bryan Lee O'Malley.
13. The walking dead. Volume 18, What comes after / Robert Kirkman.
14. Bone. Volume 2, The great cow race / Jeff Smith.
15. Saga. Volume two / Brian K. Vaughan.
16. Habibi / Craig Thompson.
17. Blankets : a graphic novel / Craig Thompson.
18. Are you my mother? : a comic drama / Alison Bechdel.
19. Guardians of the galaxy/all-new X-Men. The trial of Jean Grey / Brian Michael Bendis.
20. Fun home : a family tragicomic / Alison Bechdel.

For Teens:

1. Ms. Marvel. 1, No normal / Wilson, G. Willow.
2. Naruto. Vol. 68, Path / Kishimoto, Masashi.

¹ Sorry for the inconsistent formatting from all these different sources.

3. Naruto. Vol. 67, An opening / Kishimoto, Masashir.
4. In real life / Doctorow, Cory.
5. Say I love you. 5 / Hazuki, Kanae.
6. Soul eater not! 2 / Ōkubo, Atsushi.
7. Naruto. Volume 64, Ten tails / Kishimoto, Masashi.
8. Maximum Ride. 8 / Lee, NaRae.
9. Magi : the labyrinth of magic. 9 / Ōtaka, Shinobu.
10. Soul eater not! 3 / Ōkubo, Atsushi.
11. City of fallen angels / Clare, Cassandra.
12. Naruto. Vol. 66, The new three / Kishimoto, Masashi.
13. Say I love you. Volume 1 / Hazuki, Kanae.
14. Say I love you. Volume 4 / Hazuki, Kanae.
15. Soul eater not! 1 / Ōkubo, Atsushi.
16. Soul eater not! 4 / Ōkubo, Atsushi.
17. Say I love you. Volume 3 / Hazuki, Kanae.
18. Wolf children Ame & Yuki / Hosoda, Mamoru.
19. Fairy Tail. 45 / Mashima, Hiro.
20. Black butler. 1 / Toboso, Yana.

For kids:

1. LEGO Ninjago, masters of Spinjitzu. #9, Night of the nindroids / Farshtey, Greg.
2. Happy birthday, Babymouse! / Holm, Jennifer L.
3. The adventures of Tintin. Volume 1 / Hergé, 1907-1983.
4. Big Nate, The crowd goes wild! / Peirce, Lincoln.
5. Babymouse. 14, Mad scientist / Holm, Jennifer L.
6. Babymouse. 13, Cupcake tycoon / Holm, Jennifer L.
7. Big Nate : in the zone / Peirce, Lincoln, author, artist.
8. The adventures of Tintin. Volume 3 / Hergé, 1907-1983.
9. Babymouse. 6, Camp Babymouse / Holm, Jennifer L.
10. Amulet. Book 4, The last council / Kibuishi, Kazu, 1978-
11. Extreme Babymouse / Holm, Jennifer L.
12. LEGO Ninjago, masters of spinjitzu. #11, Comet crisis / Farshtey, Greg.
13. The adventures of Tintin. Volume 7 / Hergé.
14. Destiny of doom [Ninjago] / Farshtey, Greg.
15. Amulet. Book 2, The stonekeeper's curse / Kibuishi, Kazu.
16. Babymouse. 1, Queen of the world! Holm, Jennifer L.
17. LEGO Ninjago, masters of Spinjitzu. #6, Warriors of stone / Farshtey, Greg.
18. Babymouse. 11, Dragonslayer / Holm, Jennifer L.
19. Amulet. Book 5, Prince of the elves / Kibuishi, Kazu.
20. Amulet. Book 1, The stonekeeper / Kibuishi, Kazu.

What's selling in the bookstore market?

Bookscan top 20 for 2014²

1. SISTERS
2. TALES FROM A NOT SO FABULOUS LIFE [Dork Diaries]
3. SMILE
4. HYPERBOLE AND A HALF
5. DRAMA
6. BIG NATE GREAT MINDS THINK ALIKE
7. STAR WARS JEDI ACADEMY
8. STAR WARS JEDI ACADEMY RETURN
9. DORK DIARIES OMG ALL ABOUT ME
10. CAN'T WE TALK ABOUT SOMETHING MORE PLEASANT
11. WALKING DEAD COMPENDIUM 1
12. BIG NATE THE CROWD GOES WILD
13. ATTACK ON TITAN 1
14. PERSEPOLIS 1
15. WALKING DEAD COMPENDIUM V 2 TP
16. BIG NATE I CAN'T TAKE IT
17. WALKING DEAD V 20 ALL OUT WAR
18. BIG NATE GAME ON
19. AMULET 6 ESCAPE FROM LUCIEN
20. SAGA V 3

New York Times bestselling PAPERBACK GRAPHIC BOOKS, April 19, 2015³

1. DRAMA, by Raina Telgemeier. (Scholastic.)
2. SMILE, by Raina Telgemeier. (Scholastic.)
3. SISTERS, by Raina Telgemeier. (Scholastic.)
4. EL DEAF0, by Cece Bell. (Amulet Books.)
5. THE WALKING DEAD COMPENDIUM, VOL. 1, by Robert Kirkman and others. (Image Comics.)
6. THE WALKING DEAD COMPENDIUM, VOL. 2, by Robert Kirkman and Charlie Adlard. (Image Comics.)
7. ROLLER GIRL, by Victoria Jamieson. (Dial Books.)
8. MARCH: BOOK TWO, by John Lewis, Andrew Aydin and Nate Powell. (Top Shelf Productions.)
9. MARCH: BOOK ONE, by John Lewis, Andrew Aydin and Nate Powell. (Top Shelf Productions.)

² TILTING AT WINDMILLS: BookScan Numbers Show Big Book Market Growth for Comics in 2014 176, 197 -- SISTERS, <http://www.comicbookresources.com/article/bookscan-numbers-show-big-book-market-growth-for-comics-in-2014>

³ <http://www.nytimes.com/best-sellers-books/paperback-graphic-books/list.html>

10. MS. MARVEL, VOL. 1. (Marvel.)

New York Times bestselling HARDCOVER GRAPHIC BOOKS, April 19, 2015⁴

1. AVENGERS: RAGE OF ULTRON, by Rick Remender and Jerome Opeña. (Marvel Entertainment.) BATMAN: THE KILLING JOKE, by Alan Moore and Brian Bolland. (DC Comics.) CAN'T WE TALK ABOUT SOMETHING MORE PLEASANT?, by Roz Chast. (Bloomsbury.) THE SCULPTOR, by Scott McCloud. (First Second.)
2. THE AGE OF SELFISHNESS: AYN RAND, MORALITY, AND THE FINANCIAL CRISIS, by Darryl Cunningham. (Abrams ComicArts.)
3. BONE, NO. 1 (TRIBUTE EDITION), by Jeff Smith. (Scholastic.)
4. ROBERT MOSES: THE MASTER BUILDER OF NEW YORK CITY, by Pierre Christin and Olivier Balez. (Nobrow Press.)
5. SECONDS, by Bryan Lee O'Malley. (Ballantine.)
6. HERE, by Richard McGuire. (Pantheon.)
7. SUPERMAN: DOOMED, by Greg Pak, Charles Soule and others. (DC Comics.)

Amazon.com bestsellers, April 10, 2015⁵

1. The Walking Dead Compendium Two
2. The Walking Dead Compendium One
3. March: Book One
4. Batman: The Killing Joke, Deluxe Edition
5. March: Book Two
6. Exploring Calvin and Hobbes: An Exhibition Catalogue
7. The Walking Dead, Vol. 22: A New Beginning
8. The Walking Dead, Vol. 23: Whispers Into Screams *
9. Can't We Talk About Something More Pleasant?: A Memoir
10. Saga Volume 4
11. Ms. Marvel Volume 2: Generation Why
12. Hyperbole and a Half (paperback)
13. Goodnight Darth Vader
14. Coffee Gives Me Superpowers
15. Darth Vader and Son
16. The Walking Dead, Vol. 21: All Out War, Part 2
17. The Walking Dead Book 11
18. Batman: The Dark Knight Returns
19. Marvel Encyclopedia
20. How to Tell If Your Cat Is Plotting to Kill You

⁴ <http://www.nytimes.com/best-sellers-books/paperback-graphic-books/list.html>

⁵ Amazon Top 50 - April 10, 2015,

<http://yetanothercomicsblog.blogspot.com/2015/04/amazon-top-50-april-10-2015.html>

What's selling in comic book shops for adults?

Graphic novels

The following chart⁶ represents people who are visiting their local comic book shop and buying graphic novels: trade paperback collections of several single issues, larger collections, and stand-alone books. When combined with the bookstore market, the graphic novel format is a slightly larger part of the overall comics market than single-issues⁷. This list looks more like a “traditional” idea of comics, with strong superhero presence and comics that have crossover markets in film and television.

Top 300 GNs - March 2015					
Rank	Index	Title	Price	Pub	Est.Qty
1	9.35	NEMO RIVER OF GHOSTS HC (MR)	\$14.95	IDW	6,848
2	7.37	MS MARVEL TP VOL 02 GENERATION WHY	\$15.99	MAR	5,400
3	7.24	LOW TP VOL 01 THE DELIRIUM OF HOPE (MR)	\$9.99	IMA	5,303
4	6.61	HAWKEYE VS DEADPOOL TP	\$16.99	MAR	4,846
5	6.13	SAGA TP VOL 04 (MR)	\$14.99	IMA	4,492
6	6.11	DEADPOOL TP VOL 07 AXIS	\$17.99	MAR	4,475
7	5.96	DEADPOOLS ART OF WAR TP	\$12.99	MAR	4,364
8	5.75	DEADLY CLASS TP VOL 02 KIDS OF THE BLACK HOLE (MR)	\$14.99	IMA	4,216
9	5.53	BIRTHRIGHT TP VOL 01 HOMECOMING (MR)	\$9.99	IMA	4,053
10	5.37	BOBS BURGERS TP VOL 01	\$17.99	DE	3,931
11	5.24	SAGA TP VOL 01 (MR)	\$9.99	IMA	3,841
12	5.15	LAZARUS TP VOL 03 CONCLAVE (MR)	\$14.99	IMA	3,775
13	4.76	COPPERHEAD TP VOL 01 A NEW SHERIFF IN TOWN	\$9.99	IMA	3,486
14	4.45	JUSTICE LEAGUE TP VOL 05 FOREVER HEROES (N52)	\$14.99	DC	3,262
15	4.22	WALKING DEAD TP VOL 01 DAYS GONE BYE	\$14.99	IMA	3,091
16	4.10	CIVIL WAR TP	\$24.99	MAR	3,002
17	4.04	WAYWARD TP VOL 01 STRING THEORY (MR)	\$9.99	IMA	2,963
18	3.95	NAILBITER TP VOL 02 BLOODY HANDS (MR)	\$14.99	IMA	2,894
19	3.71	SUPERMAN WONDER WOMAN TP VOL 01 POWER COUPLE (N52)	\$16.99	DC	2,715
20	3.63	WOLVERINE ORIGIN II TP	\$19.99	MAR	2,656

Single issues

The next chart⁸ represents people who are going into their local comic book shop to buy single issues of comic series. They may be subscribers or they may be buying them one at a time. There are likely many titles on this list that aren't familiar unless you're very into comics. This list represents what is brand new, before being collected into trade paperbacks. Many of the top sellers are in their first or early issues with some notable exceptions.

⁶ TOP 300 GRAPHIC NOVELS ACTUAL--MARCH 2015,
<http://icv2.com/articles/news/view/31329/top-300-graphic-novels-actual-march-2015>

⁷ Comics and graphic novel market reaches \$870 million in 2013,
<http://blog.comichron.com/2014/07/comics-and-graphic-novel-market-reaches.html>

⁸ TOP 300 COMICS ACTUAL--MARCH 2015,
<http://icv2.com/articles/news/view/31330/top-300-comics-actual-march-2015>

Top 300 Comics - March 2015					
Rank	Index	Title	Price	Pub	Est.Qty
1	346.21	PRINCESS LEIA #1	\$3.99	MAR	253,655
2	220.06	STAR WARS #3	\$3.99	MAR	161,226
3	212.09	GUARDIANS TEAM-UP #1	\$3.99	MAR	155,388
4	146.14	SPIDER-GWEN #2	\$3.99	MAR	107,070
5	131.39	PRINCESS LEIA #2	\$3.99	MAR	96,262
6	125.96	AMAZING SPIDER-MAN #16	\$3.99	MAR	92,289
7	117.28	HOWARD THE DUCK #1	\$3.99	MAR	85,929
8	116.23	DARTH VADER #3	\$3.99	MAR	85,156
9	100.00	BATMAN ARKHAM KNIGHT #1	\$3.99	DC	73,266
10	99.87	AMAZING SPIDER-MAN #16.1	\$3.99	MAR	73,170
11	96.32	THOR #6	\$3.99	MAR	70,569
12	94.68	SILK #2	\$3.99	MAR	69,369
13	91.92	WALKING DEAD #139 (MR)	\$2.99	IMA	67,349
14	91.32	HARLEY QUINN #15	\$2.99	DC	66,904
15	91.14	WALKING DEAD #138 (MR)	\$2.99	IMA	66,778
16	90.91	ALL NEW HAWKEYE #1	\$3.99	MAR	66,608
17	84.50	DESCENDER #1 (MR)	\$2.99	IMA	61,910
18	84.35	GUARDIANS OF GALAXY #25	\$4.99	MAR	61,798
19	79.83	ALL NEW X-MEN #39	\$3.99	MAR	58,490
20	76.61	DETECTIVE COMICS #40	\$3.99	DC	56,126