



eBOUND
C A N A D A

Standards in Ebook Pricing in the International Marketplace

eBOUND Canada

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TABLE OF CONTENTS

Executive Summary	3
Objective	3
Methodology	4
Findings	5
A) Literature Scan	5
B) Interviews	9
C) Pricing Research	11
D) Comparative Pricing Summary Charts	12
Conclusions	19
Appendix A (Detailed Pricing Charts)	21



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EXECUTIVE SUMMARY

The objective of the research was to look for insights, including average prices and minimum and maximum ranges across nine genres and eight countries, to help Canadian publishers maximize ebook revenues in the international marketplace. The methodology included a literature scan, six interviews and the development of comparative pricing charts for each genre and country.

The results show a picture of an international market that is experiencing on-going change and experimentation. Although there was little evidence found of hard and fast standards, the research did identify a number of practical suggestions for best practices and provides comparative data on pricing that publishers can use as a check and balance when pricing their own lists.

Suggested best practices include:

- on-going price experimentation
- a focus on promotional pricing strategy for backlist, particularly to coincide with the release of related frontlist titles
- working closely, wherever possible with ebook vendors, to strategize on price experimentation
- conducting thorough research, when pricing new ebook titles, on the pricing of comparative titles to ensure consideration of the full range of promotional prices being offered (i.e. not just the list price)

The Comparative Pricing Summary Charts (pages 12-17) provide insights on averages and minimum and maximum price ranges by genre and by country, benchmarked against the Canadian average price.

OBJECTIVE

eBOUND hired Castledale to explore and report on standard pricing policies for English language ebooks in seven major markets (United States (US), United Kingdom (UK), Australia, France, Germany, Spain and Mexico). This list includes the top four export markets for Canadian publishers in 2014 (the United States, the United Kingdom, Australia and Mexico) as identified by Livres Canada Books¹.

The objective was to provide the over 70 independent Canadian publishers who distribute their ebooks through eBOUND with insights that might help them refine their pricing to maximize revenues in various markets. The desired end result was to provide average prices across the countries and genres studied as well as minimum and maximum price ranges. The research will be shared across the wider industry.

The research focused on nine genres produced by Canadian publishers and included literary fiction, mystery, young adult, children's, biography, history, pop culture, business/economics and scholarly. Approximately 10 titles were chosen from each genre. The focus was on English language bestsellers from available lists.

¹ Global Digital Book Marketing, Advanced Strategies and Tactics for Building International Book Campaigns, Livres Canada Books, 2016

In addition to looking at the price of ebooks, the consultant undertook to include comparative print prices for the titles studied.

METHODOLOGY

The consultant conducted a literature scan to explore standard domestic pricing strategies (if any) and factors impacting pricing in and across the targeted countries. In addition, she interviewed six Canadian publishing professionals, including a representative from an ebook vendor, to get insight into current practices amongst Canadian publishers and to validate findings.

She then developed comparative pricing spreadsheets for each genre and selected appropriate titles from various bestseller lists. Bestsellers were chosen because most are published by larger international publishers who have the resources to monitor price and because bestsellers were more likely to be available on all the various country sites. The price research was conducted from March through May 2016 and the prices are from that period. Prices were captured in the currency of the specific country.

As each genre list was completed, the consultant converted the lowest ebook price found for each of the titles in each of the countries to Canadian dollars (the exchange rate reflects that in place on June 12/2016) and calculated the average as well as the lowest and highest prices found in each country and then averaged across all the countries included to arrive at an average for each genre along with average minimum and maximum price ranges. She then benchmarked each countries average as a % variance against the Canadian price.

Because sales tax is included in most of the countries in the study and is reflected, where applicable, in the prices in this research, it was agreed that the final comparison would be made against the Canadian price inclusive of the HST applicable in Ontario (13%) in order to get as close to an 'apples to apples' comparison as possible.

In consultation with eBOUND it was determined to focus on Amazon as a source of pricing data as it is the major global ebook vendor and has country specific sites in all the countries in the study. Amazon embraces a number of pricing models, dependent on the jurisdiction within which it is operating. This is discussed later in this report.

Other decisions made during the research included:

- Unless the site indicated an e-price as discounted or 'special', the consultant put it in as the 'list' price.
- If there was no available e-version in a specific country, the field was left blank.

FINDINGS

A) LITERATURE SCAN

Overview

The research shows that international ebook pricing is complex, varies from country to country and ebook vendor to ebook vendor, and aggregated data is hard to come by. The history has been one of dominant players fighting for market share, on-going experimentation with deep discounting (including free) and reactive legislation in some major jurisdictions that has brought a degree of calm to the marketplace at least for the moment. The Context for Pricing Practices section on page 7 goes into greater detail.

External Factors Impacting Price

There are many factors outside the influence of individual publishers and/or ebook vendors that impact the price of ebooks to the end consumer. These include:

- sales tax and how it is applied
- fixed book price systems or laws² that apply in some countries (e.g. , Germany, Spain, France, etc.) ,
- legislation such as rulings, in the US, by the Department of Justice and, in Canada, challenges by the Competition Bureau against collusion on setting prices (price fixing).

Sales Tax/VAT

All the countries included in this study, with the exception of Mexico and some US states, apply some form of sales tax on ebooks either at a national or more local (e.g. state, province) level. Rates applied on ebooks at the time of this report were as follows: Australia 10% (same as print); France 5.5% (same as print although this is in contravention of EU rules which are under review); Germany 19%; Spain 21%; Mexico (no tax); United Kingdom 20%³. In Canada and the US, tax rates vary widely depending on the province (ranges from 5% to 15%) or state/jurisdiction (range from under 1% to over 10%)⁴.

In terms of sales tax, print and ebooks are treated differently in many jurisdictions with ebooks bearing a higher burden. For example, in Ontario a consumer is not required to pay the Ontario portion of the HST⁵ (8% of the total 13%) on a print book. However, they are required to pay the full 13% on ebooks.

The same treatment pertains in most European countries.

² <http://www.internationalpublishers.org/images/reports/2014/fixed-book-price-report-2014.pdf>

³ <http://www.internationalpublishers.org/images/VAT2015.pdf>

⁴ <http://www.salestaxinstitute.com/resources/rates>

⁵ www.fin.gov.on.ca/en/tax/hst/

According to a recent report by the European Parliamentary Research Service "..., e-books cannot enjoy reduced VAT rates, since they are classified as 'electronically supplied services'. While the average VAT rate for print books across the EU is 7.6%, the corresponding rate for e-books stands at 19.9%, thus placing them at a disadvantage."⁶ There are proposals under consideration to change this and a recent article reports that "The EU is currently doing their due diligence on whether or not lowering the VAT on e-books makes sense. They are aiming for September 9th [2016] to have all of the public and business input completed. The way the document is worded it looks like there might be a policy change soon thereafter."⁷

Fixed Book Price Regimes (FBP)

Under a Fixed Book Price system the price of books is set by the publisher for a period of time and backed by law or based on contractual agreements.⁸ The underlying intent of FBP systems is to ensure that the consumer pays the same price for a book regardless of whether they buy it at a large chain or a local indie bookseller.

The following countries that are included in this report have such systems for their print books: France, Germany, Israel, Mexico and Spain. In 2011, France extended its FBP system to include ebooks and Germany is in the process of doing so⁹.

However, not all FBP systems are created equal. For example, Mexico has no provisions for enforcement and so the law is often flouted creating tension between booksellers who honour it and those who do not¹⁰. In France there is clout behind the FBP and both bricks and mortar and online booksellers are prohibited from discounting by more than 5%¹¹.

The details of the various FBP regimes vary substantively depending on the country including how long FBP applies after a book is published, whether or not the FBP applies to ebooks as well as print, whether it applies to textbooks and what discounts can be offered to institutional customers or for special events like book fairs¹².

⁶ E-Books: Evolving markets and new challenges, European Parliamentary Research Service, February 2016

⁷ <http://goodereader.com/blog/e-book-news/the-eu-wants-to-lower-the-vat-of-ebooks> 2016

⁸ <http://www.internationalpublishers.org/images/reports/2014/fixed-book-price-report-2014.pdf>

⁹ <http://publishingperspectives.com/2016/02/fixed-price-for-ebooks-in-germany/#.V4KqKKJ0mec>

¹⁰ Mexico: Publishers and booksellers have complained that the 2008 Law on the Promotion of Reading and Books, which dictates that bookshops must sell books at a price fixed by the publisher, has produced chaos due to it lacking any enforcement clause. No fines are imposed on bookstores who flout the law by undercutting those competitors who respect it. Source: <http://www.internationalpublishers.org/images/reports/2014/fixed-book-price-report-2014.pdf>

¹¹ <http://publishingtrendsetter.com/industryinsight/worth-fixed-book-price-foreign-book-markets/>

¹² <http://www.internationalpublishers.org/images/reports/2014/fixed-book-price-report-2014.pdf>

Pricing Models

Agency vs. Wholesale Models

There are two predominant forms of pricing models used in publisher/ebook vendor relationships. In the agency pricing model the publisher sets the list price of the book and ebook vendors (e.g. Apple) get a fee from the publishers on every book sold (a standard split is 70% to the publisher and 30% to the vendor). Under this arrangement, retailers price the book within a certain range (which may allow for limited discounting, generally up to 30%) and maintain that price for a period of time.

In a wholesale model, the retailer buys a title at a discount off the digital list price, as set by the publisher and sells at whatever price it chooses - even (as Amazon and others have done to build market share) at a price that is less than it paid the publisher.

Regardless of the model being employed, the onus is on publishers, if they actively offer or participate in a promotional offering with one vendor, to offer a similar option to the others. If they do not, the other vendors may choose to offer the lower price unilaterally.

On the other hand, there is no such onus on the ebook vendors, particularly under a wholesale model, to do the same. Thus, there can be quite dramatic differences in price across the various ebook vendors with Amazon usually being the least expensive. For example, recently the ebook edition of *Caught* by Lisa Moore (House of Anansi) was priced at \$4.99 on Amazon Canada and \$14.99 on Kobo.

Context for Pricing Practices

There are five major ebook retailers that dominate the market and exert significant influence on international pricing standards within the framework of existing legislation. These are Amazon, iBooks (Apple), Barnes and Noble, Kobo and Google Play Books with Amazon being the largest by far (estimated in 2015 at 65% of the US ebook market for books with ISBNs and up to 74% if you add in indie books without ISBNs¹³). The consultant could not find comparable Canadian numbers but, in Canada in 2013, Amazon was estimated by BMO Nesbitt Burns to have "35 times as much online market share as Canadian competitor Chapters Indigo"¹⁴

The pricing of ebooks and who controls that pricing has been an on-going controversial subject across the industry. Following is a simplified history that sets some context for current pricing practices.

In 2009 Amazon had nearly 90% of the ebooks industry. Its practice of deeply discounting popular new books, even below the price it had paid the publisher, helped make it the market leader.¹⁵ In 2010, Apple, seeking to gain market share for ebooks for its iTunes store, proposed to publishers that, with

¹³ <http://authorearnings.com/report/october-2015-apple-bn-kobo-and-google-a-look-at-the-rest-of-the-ebook-market/>

¹⁴ http://www.huffingtonpost.ca/2014/10/15/amazon-chapters-indigo-canada-online-retail_n_5991718.html

¹⁵ <http://www.justice.gov/atr/cases/f299200/299275.pdf>

Apple, they would be able to set prices themselves (an 'agency model'). This would have threatened Amazon's aggressive discounting practice¹⁶ and possibly caused ebook prices to rise. In 2013, the US Supreme Court found that Apple had colluded with five major US publishers to drive up the prices of ebooks¹⁷.

As all of this was going through the courts, Amazon itself moved away from its wholesale model and negotiated separate agency pricing deals with each of the big publishers. Many others followed suit and now a form of evolved agency pricing, with a degree of discounting allowed, is one of the prevalent models used, particularly in the US, although not for self-published books.

There is some speculation that Amazon¹⁸ is actually one of the big winners to emerge from adoption of the new form of agency model as it increases margins on ebooks and still allows Amazon to offer deep discounts on the print books it sells. This can lead to situations where the print (paperback or hardcover) is about the same price, or even less, than the ebook.

For example, at the time of the research, the bestseller thriller, *The Widow* by Fiona Barton was priced as follows on the Canadian, French, German, Spanish, UK and US Amazon sites. The currency provided is that of the country. The lowest price is bolded and in only one case, the UK, is it the ebook.

Format	Canada	France	Germany	Spain	UK	US
hc/list	24.00	16.98	17.23	16.74	12.99	26.00
hc/special	13.09				6.49	16.36
pb/list	13.99	9.11	9.24	8.01	7.99	10.84
pb/special						
e/list	13.99	10.99	10.99	15.26	5.99	12.31
e/special				10.99		

Meanwhile, in the Canadian market, the Canadian Competition Bureau moved in 2014 to end agency pricing for ebooks and to allow retailer discounting to ensure consumers had access to competitive prices. Kobo filed an objection and was joined by Indigo, both of which alleged that unfettered discounting would allow Amazon to gain a monopoly on the market in Canada¹⁹.

In March of 2014, the Bureau responded by suspending the implementation of the ruling to end agency pricing. The publishers involved in the controversy (Hachette Book Group Canada, HarperCollins Canada, Simon and Schuster Canada and Macmillan Canada) agreed to amend any clauses in their

¹⁶ <http://www.wsj.com/articles/SB10001424127887324425204578597453053469898>

¹⁷ <http://www.wsj.com/articles/SB10001424127887324425204578597453053469898>

¹⁸ <http://www.idealogue.com/blog/if-amazon-pricing-of-ebooks-is-the-problem-is-agency-actually-the-right-solution/>

¹⁹ <http://www.thelitigator.ca/2014/04/the-ebooks-saga-kobos-challenge-explained/>

individual distribution agreements with ebook vendors that would "restrict, limit or impede an e-book retailer's ability to set, alter, or reduce the retail price of any e-book for sale to consumers in Canada"²⁰.

In June 2016, Kobo won its federal court appeal and publishers are now free to set their own prices but the general consensus is that the issue is not firmly resolved and that the Competitions Bureau will continue to monitor the industry closely.²¹

Canadian publishers currently operate under both agency and wholesaler agreements depending on the specific ebook vendor.

BookNet Canada's The State of Digital Publishing in Canada 2015 found that in response to the question "What type of ebook pricing does your company use?", 45% of participants included agency as one of the models they used and 67% included direct/wholesale.²²

Established Publishers vs. Self-Publishing

Although self-published books were outside the scope of this report, a significant factor in the consumer's perception of ebook pricing is the continued practice of setting very low prices for self-published titles which are not governed by the legislative framework that impacts established publishers but which are sold by the same ebook vendors. For example, a recent (July 7, 2016) Amazon Best Sellers for Kindle list includes *The Nest* by Cynthia D'Aprix Sweeney (Harper Collins) at \$13.99 along with Kindle Unlimited titles priced as low as \$1.27 (e.g. *Hard Core* by Tess Oliver).

Overall conditions in the marketplace are nicely summed up by Rudiger Wischenbart, Director of International Affairs for BookExpo America and author of the annual Global Ebook Report who had this to say at a recent BEA interview:

"Without any formal violation of (local) regulations, ebooks have systematically begun to undercut the practices of books having, for each format and edition, a price that is easy to anticipate by the consumer.

It is a "strikingly confused picture," Wischenbart concludes, when in Europe we see bestsellers priced "anywhere between 0.99 and 25.00 euros."²³

²⁰ <http://www.publishersweekly.com/pw/by-topic/digital/retailing/article/61553-canadian-e-book-consent-agreements-suspended.html>

²¹ <http://www.quillandquire.com/omni/kobos-ebook-pricing-appeal-win-upholds-status-quo-now/>

²² https://issuu.com/booknetcanada/docs/the_state_of_digital_publishing_in_/23?e=19249060/35627045

²³ <http://publishingperspectives.com/2016/05/as-bea-opens-a-new-global-ebook-report-on-a-mercurial-world-market/#.V4URJzXJLcw>

B) INTERVIEWS

The consultant talked to six publishing professionals, including one representative from an ebook vendor, to get insights into what their current practices or standards were for pricing their ebooks internationally, what factors influenced that pricing and how this report might be helpful to them.

The responses, even with this relatively small sampling, covered a broad range of approaches.

Pricing Models/Processes

The publishers interviewed have various forms of agreement, wholesale or agency, depending on the ebook vendors that they deal with. One interviewee said that “Apple only does agency. Amazon does wholesale. Kobo offers a choice.”

In terms of standards practices, two of the publishers simply converted from the Canadian list price, one from the US price and one had a more detailed approach that kept the Canadian, US and Australian prices the same and used specific formulas, adapted from standard conversion rates, for converting from the Canadian to the UK and Euro prices. Another spoke of pegging the ebook price to a percentage of the print price but also experimenting with frequent promotions. This last publisher did all its own ebook distribution and worked more intensively with ebook vendors through its network of international sales representatives.

The ebook vendor said that, as ebooks first gained ground in the marketplace, the 'rule of thumb' was to set the ebook price at 20%-30% lower than the cheapest print price particularly for popular genres. He now feels that publishers are more comfortable with experimenting and suggests that is the right way to go. Popular genre fiction (e.g. mystery, romance, fantasy) is, in his experience, in a constant state of flux and publishers need to experiment to see what gains traction. He has found, for example, that it can be a very good practice to lower the price of backlist books, at least for awhile, particularly to coincide with the release of a new book by the same author. He characterized ebooks as the new 'mass market' format in consumers' eyes - inexpensive and even disposable.

He was seeing, from his data, that the average price for a mainstream Canadian ebook, including self-published titles, was around \$7 to \$8. Other countries, such as the UK, can be very price conscious and their average would be lower than that.

Where a publisher has a direct relationship with an ebook vendor (i.e. not through a distributor) there seemed to be a more proactive relationship. Publishers comments included: “we do have a direct relationship with Apple which means we can manage things better” and “we work fairly closely with Kobo and Apple who influence our prices on their sites. We have a more personal relationship with them that is more like a relationship with a bricks and mortar bookseller”.

One publisher said that they “try and keep the price the same for all vendors but they (the vendors) do their own thing.”

Another observed that "many prominent writers that are published by the multi-nationals are priced around the \$16.99 (US) point so we need to price so that our books come out around the same. But Amazon might sell at \$9.99."

The ebook vendor cautioned that Canadian publishers should do additional research when comparing their titles to others in the market. He felt that, when pitching to vendors, many positioned their frontlist titles against what he called 'aspirational comps' [comparatives]. For example, a publisher might say a new author's book was like that of an established author and thus the price should be similar. He strongly suggested they needed to take a broader look at the range of pricing, including looking at self-published titles. These last he felt were gaining in quality and many were, to consumers, indistinguishable from traditionally published books but at a lower price.

In terms of useful information from this research, several publishers said that it would be helpful to know price ranges particularly for popular fiction genres. One publisher said "It would be great to know the best top price for mystery." Collectively, they expressed interest in "knowing what others are doing".

Resources/Challenges

Most of the publishers interviewed said that they had limited resources to devote to intensive scrutiny of the various international ebook markets. One commented "We are only publishing directly into Canada and the US and our focus is on print so we don't pay that much attention to what is happening in other markets. We just don't have the resources." Another echoed "Our focus is on North America." A third said "we don't have a real process to monitor except when we do a price promotion for a limited time – those we monitor".

In comparison, large international publishers devote substantial resources to data analysis. According to the Wall Street Journal "To figure out how to set prices, a team of data specialists at Macmillan's Manhattan offices in the Flat Iron building sifts through a database of 74 million transactions looking for trends."²⁴

The results from the literature scan and interviews, as summarized, provide some insight into the complexity and changeability of international ebook pricing, offer a background for interpretation of the detailed pricing data and provide some suggestions for best practices.

C) PRICING RESEARCH (Detailed results are included as Appendix A).

As previously described, the pricing research was conducted between March and May of 2016 and the prices shown for each book represent a snapshot of the price, as shown on the country specific Amazon site, at the time of the research. The prices were collected in the currency of each country and then the

²⁴ http://www.wsj.com/article_email/e-book-sales-weaken-amid-higher-prices-1441307826-IMyQjAxMTE1MzAxNDUwMjQ2Wj

lowest ebook price for each book was converted into a Canadian price using the conversion rates as of June 12, 2016.

As the majority of the countries researched include sales tax/VAT in the price on the Amazon site, HST (at Ontario's rate of 13%) was added to the lowest Canadian ebook price found to provide a fairer comparison. In the same way that sales tax is under provincial jurisdiction in Canada, in the US it is a state prerogative, varies by state and is not included in the Amazon price until a sale is concluded.

Chart A below provides an example to show how the numbers were arrived at.

Looking at the example, the lowest ebook price for each of the two titles in each country is bolded. The lowest Canadian ebook price, with HST, and the lowest price for each of the other countries, converted to Canadian dollars, are enlarged for emphasis.

Chart A

Genre: Mystery									
Title		Country							
	Format	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
The Girl on the Train (Hawkins)	hc/list			16.12	13.95	467.14	23.97	12.99	26.95
	hc/special	15.99				373.71		6.00	16.17
	pb/list	24.95		10.45	7.92	295.71	8.01	5.59	7.38
	pb/special	14.49							
	e/list	13.99	27.52	9.10	9.81	229.00	15.26	6.99	12.50
	e/special		13.49				10.99		
Converted to Cdn\$	e/lowest	13.99	12.68	13.10	14.13	15.80	15.83	12.72	16.00
	Cdn w HST 13%	15.81							
Rogue Lawyer (Grisham)	hc/list	35.99		17.38	17.95	402.83	22.62	9.00	28.95
	hc/special	19.07							18.78
	pb/list	12.99		7.99	7.70	142.26	6.89	7.99	9.99
	pb/special				7.60			5.59	
	e/list	15.99	16.99		7.22	508.45	9.97	4.99	14.71
	e/special					249.00			
Converted to Cdn\$	e/lowest	15.99	15.97		10.40	17.18	14.36	9.08	18.83
	Cdn w HST 13%	18.07							

D) COMPARATIVE PRICING SUMMARY CHARTS

Following are the summary charts of ebook prices across all the genres included in the study. Each chart is based on the more detailed charts provided in Appendix A. These charts respond to the objective of the research which was to *provide average prices across the countries and genres studied as well as minimum and maximum price ranges*.

To arrive at an average price across a country, the lowest price, in Canadian dollars for each individual title in a genre in that country was added up and divided by the total number of ebook titles in that genre in that country.

For clarity, if we look at Chart A above as a 'mini-example', in order to calculate the Canadian average we would add \$15.81 plus \$18.07 and divide by 2 for an average of \$16.94. For France, where there is no ebook edition for Rogue Lawyer, the average would be based on only one title and would thus be \$13.10.

To arrive at the genre average, the averages of each country were added together and divided by eight (the number of countries included in the study). Returning to our mini-example above, we would add the Canadian average of \$16.94 to the French \$13.10 and so forth across all the countries and divide by eight (the number of countries in the study).

The minimums and maximums found in each country were noted and then averaged across the countries to arrive at a genre minimum and maximum price range.

As a final step, the average prices in each country were benchmarked as a % variance against the Canadian price.

Fiction

Literary Fiction titles included:

All the Light We Cannot See (Doer); Big Little Lies (Moriarty); The Fault in Our Stars (Green); Fifteen Dogs (Alexis); The Goldfinch (Tartt); The High Mountains of Portugal (Martel); The Invention of Wings (Kidd); Me Before You (Moyes); The Nightingale (Hannah); Orphan Train (Kline)

Chart B

Genre: Literary Fiction									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	14.51	11.36	11.90	9.80	10.57	11.15	9.30	13.60	11.52
% variance against Cdn price	100%	-22	-18	-32	-27	-23	-36	-6	-21
Minimum	10.72	8.27	7.57	1.43	3.80	1.43	1.80	5.70	5.09
Maximum	18.07	14.09	19.93	18.09	17.18	20.15	15.54	17.89	17.62

Countries pricing at 15% or more **below** the average: **Germany, UK**

Countries pricing at 15% or more **above** the average: **Canada, US**

Country with the **lowest** minimum: **Germany, Spain**

Country with the **highest** maximum: **Spain**

Mystery titles included:

As Time Goes By (Clark); Brush Back (Peretsky); Caught (Moore); Dark Corners (Rendall); Deliver Her (Donovan); Fool Me Once (Coben); The Girl in the Ice (Hammer); The Girl on the Train (Hawkins); Rogue Lawyer (Grisham); Still Mine (Stuart); The Widow (Barton)

Chart C

Genre: Mystery									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	14.10	12.34	11.13	9.84	13.36	14.79	11.16	14.86	12.68
% variance against Cdn price	100%	-12	-21	-30	-5	5	-21	5	-10
Minimum	4.99	1.87	8.12	1.44	4.48	8.63	1.80	4.93	4.53
Maximum	21.46	15.97	15.83	18.71	17.2	18.71	18.18	19.97	18.25

Countries pricing at 15% or more **below** the average: **Germany**

Countries pricing at 15% or more **above** the average: **Spain, US**

Country with the **lowest** minimum: **Germany**

Country with the **highest** maximum: **Canada**

Young Adult titles included:

The Book Thief (Zusak); Eleanor and Park (Rowell); Glass Sword (Aveyard); The Giver (Lowry); Lady Midnight (Clare); Miss Peregrine's Home for Peculiar Children (Riggs); The Outsiders (Hinton); Salt to the Sea (Sepetys); The Siren (Cass); Six of Crows (Bardugo)

Chart D

Genre: Young Adult (YA)									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	12.63	9.10	11.87	11.95	9.63	9.39	8.47	11.40	10.55
% variance against Cdn price	100%	-28	-6	-5	-24	-26	-33	-10	-16
Minimum	8.28	6.70	9.75	7.19	6.84	7.91	3.62	7.42	7.21
Maximum	19.20	14.09	17.27	18.71	12.11	12.24	12.72	20.12	15.81

Countries pricing at 15% or more **below** the average: **UK**

Countries pricing at 15% or more **above** the average: **Canada**

Country with the **lowest** minimum: **UK**

Country with the **highest** maximum: **US**

Children's

Children's titles included:

Boy (Dahl); Charlotte's Web (White); The Day the Crayons Quit (Daywait); Dragons Love Tacos (Rubin); The Jungle Book (Kipling); Percy Jackson & the Lightning Thief (Riordan); What if Everybody Did That? (Javernick); Wonder (Palacio); The Wonderful Things You Will Be (Martin); You Are Not Small (Kang)

Chart E

Genre: Children's									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	10.22	9.61	8.04	9.89	6.51	9.21	8.24	10.09	8.98
% variance against Cdn price	100%	-6	-21	-3	-36	-10	-19	-1	-12
Minimum	1.12	1.28	0.17	4.25	1.04	1.50	0.89	1.00	1.47
Maximum	18.07	20.67	17.05	19.22	12.10	15.83	19.67	18.61	17.65

Countries pricing at 15% or more **below** the average: **Mexico**

Countries pricing at 15% or more **above** the average: **None**

Country with the **lowest** minimum: **France**

Country with the **highest** maximum: **UK**

Non- Fiction

Biography titles included:

Bare Bones (Bobby Bones); Digging Up Mother (Stanhope); Elon Musk (Vance); Killing Pablo (Bowden); My Mother Was Nuts (Marshall); The Rainbow Comes and Goes (Cooper); The Red Leather Diary (Koppel); Shoe Dog (Knight); When Breath Becomes Air (Kalanithi); Wonderful Tonight (Boyd)

Chart F

Genre: Biography									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	14.02	12.57	11.88	11.13	9.20	13.54	11.17	11.87	11.92
% variance against Cdn price	100%	-10	-15	-21	-34	-3	-20	-15	-15
Minimum	2.25	5.35	6.06	6.47	1.76	6.96	5.44	2.27	4.57
Maximum	20.33	20.67	21.59	23.03	20.03	21.59	21.82	20.30	21.17

Countries pricing at 15% or more **below** the average: **Mexico**

Countries pricing at 15% or more **above** the average: **Canada**

Country with the **lowest** minimum: **Mexico**

Country with the **highest** maximum: **UK**

Business and Economic titles included:

Badass (Sierra); Blink (Gladwell); Capital in the 21st Century (Piketty); Cold Hard Truth (O'Leary); Creativity, Inc. (Catmull); Flash Boys (Lewis); Freakonomics (Levitt); Girlboss (Amoruso); The Intelligent Investor (Graham); Success and Luck (Frank)

Chart G

Genre: Business and Economics									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	20.46	15.96	16.75	18.87	14.43	17.10	16.34	19.56	17.45
% variance against Cdn price	100%	-22	-18	-8	-29	-16	-20	-4	-15
Minimum	11.29	5.88	3.74	7.19	3.26	7.19	3.62	9.92	6.51
Maximum	39.54	26.14	35.86	37.74	35.53	28.67	34.56	41.95	35.00

Countries pricing at approximately 15% or more **below** the average: **Mexico**

Countries pricing at approximately 15% or more **above** the average: **Canada**

Country with the **lowest** minimum: **Mexico**

Country with the **highest** maximum: **US**

History titles included:

Alexander Hamilton (Chernow); The Best and the Brightest (Halberstram); The Boys in the Boat (Brown); Flight to Heaven (Black); Lincoln & Whitman (Epstein); The New York Nobody Knows (Helmreich); 100 Deadly Skills (Emerson); A Rage for Order (Worth); Red Platoon (Romesha); Scotland: A History from Earliest Times (Moffat)

Chart H

Genre: History									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	16.06	10.54	12.43	13.40	9.14	13.14	14.95	12.08	12.72
% variance against Cdn price	100%	-34	-23	-17	-43	-18	-7	-25	-21
Minimum	11.29	7.66	11.38	9.06	4.49	12.18	8.63	9.87	9.32
Maximum	22.59	15.57	20.15	22.72	15.11	21.64	12.18	22.76	19.09

Countries pricing at 15% or more **below** the average: **Australia, Mexico**

Countries pricing at 15% or more **above** the average: **Canada, UK**

Country with the **lowest** minimum: **Mexico**

Country with the **highest** maximum: **US**

Pop Culture titles included:

Disaster (Sestero); Down the Rabbit Hole (Madison); Furiously Happy (Lawson); Girls & Sex (Orenstein); Hamilton: The Revolution (Miranda); Kill 'em and Leave (McBride); Let's Go Crazy (Light); The Secret History of Wonder Woman (Lepore); Wildflower (Barrymore); You're Never Weird on the Internet (Day)

Chart I

Genre: Pop Culture									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	12.19	12.81	12.22	11.04	10.10	12.17	12.68	12.08	11.91
% variance against Cdn price	100%	5	0	-9	-17	0	4	-1	-2
Minimum	4.51	4.69	7.43	8.38	6.86	8.52	3.62	4.65	6.08
Maximum	20.33	18.79	23.14	18.09	18.65	24.47	25.46	20.40	21.17

Countries pricing at 15% or more **below** the average: **Mexico**

Countries pricing at 15% or more **above** the average: **None**

Country with the **lowest** minimum: **UK**

Country with the **highest** maximum: **UK**

Scholarly

Scholarly titles included:

Exposed: Desire and Disobedience in the Digital Age (Harcourt); The Expressive Powers of Law (McAdams); Inequality (Atkinson); London Fog: The Biography (Corton); The Long Emancipation (Berlin); Philosophy's Artful Conversation (Rodowick); The Prime of Life: A History of Modern Adulthood (Mintz); Reading Lucretius in the Renaissance (Palmer); The Story of Alice: Lewis Carroll and the Secret History of Wonderland (Douglas-Fairhurst); What Works: Gender Equality by Design (Bohnet); Why Torture Doesn't Work (O'Mara)

Chart J

Genre: Scholarly									
Country	Canada	Australia	France	Germany	Mexico	Spain	UK	US	Genre Average
Average	32.98	26.17	29.04	31.15	25.88	31.15	36.75	29.44	30.32
% variance against Cdn price	100%	-21	-12	-6	-22	-6	11	-11	-8
Minimum	18.01	14.09	14.39	12.80	18.58	13.02	14.54	15.86	15.16
Maximum	46.17	42.09	37.86	40.72	38.45	42.55	51.78	40.90	42.56

Countries pricing at 15% or more **below** the average: **None**

Countries pricing at 15% or more **above** the average: **UK**

Country with the **lowest** minimum: **Germany**

Country with the **highest** maximum: **UK**

Chart K

Blended Genre Averages with Comparison as a % variance against Canadian								
	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Blended Genre Averages with Comparison as a % of Canadian								
	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Mystery	14.10	12.34	11.13	9.84	13.36	14.79	11.16	14.68
Young Adult	12.63	9.10	11.87	11.95	9.63	9.39	8.47	11.40
Childrens	10.22	9.61	8.04	9.89	6.51	9.21	8.24	10.09
Biography	14.02	12.57	11.88	11.13	9.20	13.54	11.17	11.87
Business/Economics	20.46	15.96	16.75	18.87	14.43	17.20	16.34	19.56
History	16.06	10.54	12.43	13.40	9.14	13.14	14.95	12.08
Pop Culture	12.19	12.81	12.22	11.04	10.10	12.17	12.68	12.08
Scholarly	32.98	26.17	29.04	31.15	25.88	31.15	36.75	29.44
Average of all eight genres	16.58	13.64	14.17	14.66	12.28	15.07	14.97	15.15
% variance against Cdn.	100%	-18	-15	-12	-26	-9	-10	-9

So what additional insights can we draw from this data.

The obvious one is that, as previously observed, pricing is complex, inconsistent and changeable. The substantive fluctuations between minimums and maximums would seem to indicate the kind of experimentation that is going on with promotional pricing.

The lowest average genre price is for children's (\$8.98) and the highest, not surprisingly, is for scholarly (\$30.32) with the second highest being for books in the business and economics genre (\$17.45)

The average price for the popular mystery genre is approximately 10% higher than the average for literary fiction (\$12.68 for mystery vs. \$11.52 for literary fiction) and 20% higher than the average YA (young adult) price (\$12.68 vs. \$10.55).

The average price across Pop Culture, Biography and Literary Fiction is very similar (\$11.91, \$11.92 and \$11.52 respectively).

Countries that appear more than once in the '15% or more **lower**' than average category are Germany, the UK and Mexico while Canada, the US and the UK appear more than once in the '15% or **higher**'.

Mexico has the lowest minimum in three genres (Biography, Business and Economics, History). The US has the highest maximum in three genres (YA, Business and Economics, History) and the UK in four (Children's, Biography, Pop Culture). In one instance (Pop Culture) the UK has both the lowest minimum and the highest maximum.

Overall Canadian prices are at the higher range. This particularly stands out in Chart K where the combined Canadian average is the highest in comparison to all the other countries.

This may validate the observation of the ebook vendor interviewed that Canadian publishers may, when setting prices, be looking at just the list price of popular books in a genre (e.g. mystery) without considering the full range of promotional pricing offered for those titles in the marketplace.

The consultant compared the results of this research to one of the few other recent references to average prices for ebooks that she could find to see if they are comparable.

The following is from the Wall Street Journal (September 2015) "A recent snapshot of e-book prices found that titles in the Kindle bookstore from the five biggest publishers cost, on average, \$10.81, while all other 2015 e-books on the site had an average price of \$4.95, according to industry researcher Codex Group LLC"²⁵.

Converting the US dollars at the same rate as used in this study (\$1.28) makes the comparable numbers \$13.83 (for the five biggest publishers) and \$5.69 (all other ebooks). The first number seems generally a bit higher than the averages emerging from this report but if you consider that it only reflects US pricing, which from this study seems to reflect somewhat higher averages, it is within a comparable range.

The difference between the five biggest publishers and all others does underscore a major pricing issue across the ebook marketplace. Ebook vendors sell a growing number of self-published titles side by side with those of established publishers. As mentioned in the section on Established Publishers vs. Self-Publishing (page 9), these titles are not subject to the rules that govern traditional publishers and are priced much lower starting at around 0.99. Interestingly, the ebook vendor interviewed felt that prices for self-published books were beginning to increase and many were now priced at around the \$2.99 mark. Whether 0.99 or 2.99, these low prices can create a perception, from a consumer point of view, that some books are expensive in comparison to others.

CONCLUSIONS

The research underscores the reality that international ebook pricing is complex and in a state of on-going experimentation and flux. There are many ebook vendors, including individual publishers many of which sell direct, and prices vary considerable depending on the seller and the country. In addition, pricing is not stable, with promotional offers occurring regularly and often fleetingly.

Adding to the difficulty of getting a concrete picture of standards is the difficulty of getting data on sales and what price points are working best.

Despite the challenges some suggestions on best practices do emerge. These include:

²⁵ http://www.wsj.com/article_email/e-book-sales-weaken-amid-higher-prices-1441307826-IMyQjAxMTE1MzAxNDUwMjQ2Wj

- on-going price experimentation which has the virtue of being easy to do, relatively easy to track and analyze and easy to change if the results are not what was hoped for
- developing on-going promotional pricing strategies for backlist, particularly to coincide with the release of related frontlist titles
- working closely, wherever possible with ebook vendors, to strategize on price experimentation
- conducting more thorough research, when pricing new ebook titles, on the pricing of comparative titles to ensure consideration of the full range of promotional prices being offered (i.e. not just the list)

It is hoped that these practical suggestions, along with the comparative pricing data, will help Canadian publishers with their international ebook pricing practices.

APPENDIX A

DETAILED PRICING CHARTS

FICTION

Literary Fiction

<i>Genre: Literary Fiction</i>									
Title		Country							
	Format	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12, 2016			0.94	1.44	1.44	0.07	1.44	1.82	1.28
All the Light We Cannot See (Winner of Pulitzer)	hc/list	29.25		25.45	20.28	469.62	24.01	22.6	27.00
	hc/special					375.70			16.84
	pb/list	19.99		10.49	9.95	235.81	9.68	8.99	
	pb/special	10.99			8.10			6.29	
	e/list	11.99	14.99	8.99	7.32	55.00	14.08	5.49	10.67
	e/special						9.20		
Converted to Cdn\$	<i>e/lowest price</i>	11.99	14.09	12.95	10.54	3.80	13.25	9.99	13.66
	<i>Cdn with HST 13%</i>	13.55							
Fifteen Dogs	hc/list								
	hc/special								
	pb/list	17.95		10.83	9.60	255.70	15.77	5.99	17.95
	pb/special	9.99							11.66
	e/list	9.49	8.80	5.26	4.16	195.29	6.04	3.79	7.24
	e/special		6.47			156.23			
Converted to Cdn\$	<i>e/lowest price</i>	9.49	8.27	7.57	5.99	13.48	8.70	6.90	9.55
	<i>Cdn with HST 13%</i>	10.72							
The High Mountains of Portugal: A Novel	hc/list	32.00		25.66	24.70	382.29	25.19	16.99	27.00
	hc/special	18.79						11.89	18.39
	pb/list	15.22		9.42	14.95		8.01	8.99	14.97
	pb/special				13.95				
	e/list	15.99	27.26	20.21	12.56	249.00	22.68	8.54	13.98
	e/special		13.31	13.84			13.99		
Converted to Cdn\$	<i>e/lowest price</i>	15.99	12.51	19.93	18.09	17.18	20.15	15.54	17.89
	<i>Cdn with HST 13%</i>	18.07							
The Nightingale	hc/list	32.50		20.05	19.40	397.74		13.48	27.99
	hc/special	20.37							16.79
	pb/list	16.46		8.49	19.00	226.40	13.75	7.99	
	pb/special						13.06	5.59	
	e/list	10.99	9.99	N/A	5.59	109.00	4.99	0.99	9.91
	e/special						4.74		
Converted to Cdn\$	<i>e/lowest price</i>	10.99	9.39		8.05	7.52	6.83	1.80	12.68
	<i>Cdn with HST 13%</i>	12.42							

The Fault in Our Stars (Green)	hc/list	16.93		11.27	12.95	284.06		12.08	19.99
	hc/special								10.70
	pb/list	14.99		7.14	8.55	225.94		7.99	12.99
	pb/special	11.63				180.75		3.99	7.92
	e/list	10.99	12.99	6.50	6.66	162.00	10.99	4.99	9.82
	e/special								
Converted to Cdn\$ e/lowest price		10.99	12.21	9.36	9.59	11.18	15.83	9.08	12.57
Cdn w HST 13%		12.42							
The Goldfinch (Tartt) Pulitzer	hc/list	29.70		28.27	26.90	426.30	24.30	23.40	20.52
	hc/special								
	pb/list	11.84		11.49	11.92	353.89	11.35	9.99	20.00
	pb/special				10.90	283.11		6.99	12.21
	e/list	12.99	13.99	8.49	8.49		8.49	6.99	10.33
	e/special								
Converted to Cdn\$ e/lowest price		12.99	13.15	12.23	12.23		12.23	12.72	13.22
Cdn w HST 13%		14.68							
Orphan Train (Kline)	hc/list	23.02		23.14	23.49	353.75	22.78	19.17	20.23
	hc/special								
	pb/list	17.99		7.20	7.40	260.73	10.00	7.99	14.99
	pb/special	14.64				208.58			9.04
	e/list	11.99	12.99	6.51	8.34	161.00	9.00	5.35	4.45
	e/special								
Converted to Cdn\$ e/lowest price		11.99	12.21	9.37	12.01	11.11	12.96	9.74	5.70
Cdn w HST 13%		13.55							
Me Before You (Moyes)	hc/list	23.16		26.01	23.35	387.58	24.86	17.42	19.83
	hc/special								
	pb/list	17.99		7.42	10.45	284.20	8.76	7.99	16.00
	pb/special	11.19				227.36		3.49	9.52
	e/list	13.99	16.49		6.99	99.00	6.99	4.99	12.61
	e/special		9.89						
Converted to Cdn\$ e/lowest price		13.99	9.30		10.07	6.83	10.07	9.08	16.14
Cdn w HST 13%		15.81							
Big Little Lies (Moriarty) (lit + mystery)	hc/list	27.90		25.08	24.40	383.90	23.97	19.97	18.86
	hc/special								
	pb/list	20.75		10.64	10.25	221.94	10.30	7.99	16.00
	pb/special	16.02						3.85	10.11
	e/list	14.99	16.49		6.99	174.17	6.99	4.99	13.52
	e/special		9.89						
Converted to Cdn\$ e/lowest price		14.99	9.30		10.07	12.02	10.07	9.08	17.31
Cdn w HST 13%		16.94							

The Invention of Wings (Kidd)	hc/list	20.78		26.01	26.38	383.90	24.86	26.2	18.12
	hc/special								
	pb/list	20.00		6.24	8.10	277.43	7.78	8.99	17.00
	pb/special	14.75			8.00	221.94		6.29	10.11
	e/list	14.99	13.99		0.99	174.17	9.95	4.99	13.52
	e/special						0.99		
Converted to Cdn\$ e/lowest price		14.99	13.15		1.43	12.02	1.43	9.08	17.31
Cdn w HST 13%		16.94							

Mystery

Genre: Mystery									
Title		Country							
	Format	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
Still Mine (Stuart)	hc/list		N/A						
	hc/special								
	pb/list	24.99		17.58	15.02	334.42	17.34	13.45	15.99
	pb/special	14.11				267.54			
	e/list	13.99							12.61
	e/special								11.99
Converted to Cdn\$ e/lowest		13.99							13.27
Cdn w HST 13%		15.81							
The Widow (Barton)	hc/list	24		16.98	17.23	361.78	16.74	12.99	26.00
	hc/special	13.09						6.49	16.36
	pb/list	13.99		9.11	9.24		8.01	7.99	10.84
	pb/special								
	e/list	13.99	27.33	10.99	10.99	199.00	15.26	5.99	12.31
	e/special		13.14				10.99		
Converted to Cdn\$ e/lowest		13.99	12.35	15.83	15.83	13.73	15.83	10.90	15.76
Cdn w HST 13%		15.81							
Deliver Her (Donovan)	hc/list					434.98			
	hc/special					347.98			
	pb/list	19.57		9.84	9.99	208.51	9.70	8.99	8.75
	pb/special								
	e/list	7.90	6.49	5.64	4.99	64.95	6.47	3.99	5.99
	e/special		1.99					0.99	
Converted to Cdn\$ e/lowest		7.90	1.87	8.12	1.44	4.48	9.32	1.80	7.67
Cdn w HST 13%		8.93							

The Girl in the Ice (Hammer)	hc/list	35.11		25.01	25.64	469.62			27.00
	hc/special					375.70			20.57
	pb/list	16.94		17.11	17.36	523.82	13.30	7.99	12.65
	pb/special								
	e/list	N/A	10.90	6.48	7.31	173.76	10.89	5.99	9.99
	e/special		7.77				8.49		
Converted to Cdn\$	e/lowest		7.30	9.33	10.53	11.99	12.23	10.90	12.79
	Cdn w HST 13%	0.00							
The Girl on the Train (Hawkins)	hc/list			16.12	13.95	467.14	23.97	12.99	26.95
	hc/special	15.99				373.71		6.00	16.17
	pb/list	24.95		10.45	7.92	295.71	8.01	5.59	7.38
	pb/special	14.49							
	e/list	13.99	27.52	9.10	9.81	229.00	15.26	6.99	12.50
	e/special		13.49				10.99		
Converted to Cdn\$	e/lowest	13.99	12.68	13.10	14.13	15.80	15.83	12.72	16.00
	Cdn w HST 13%	15.81							
Rogue Lawyer (Grisham)	hc/list	35.99		17.38	17.95	402.83	22.62	9.00	28.95
	hc/special	19.07							18.78
	pb/list	12.99		7.99	7.70	142.26	6.89	7.99	9.99
	pb/special				7.60			5.59	
	e/list	15.99	16.99		7.22	508.45	9.97	4.99	14.71
	e/special					249.00			
Converted to Cdn\$	e/lowest	15.99	15.97		10.40	17.18	14.36	9.08	18.83
	Cdn w HST 13%	18.07							
Dark Corners (Rendall)	hc/list	32.94		24.28	23.30	360.05	23.81	18.99	26.00
	hc/special							9.00	19.19
	pb/list	22.95		13.10	17.85	278.95	18.00	7.99	16.00
	pb/special	18.29			17.10	223.16	10.69		
	e/list	13.99	16.99		12.99	249.33	22.30	9.99	12.87
	e/special						12.99		
Converted to Cdn\$	e/lowest	13.99	15.97		18.71	17.20	18.71	18.18	16.47
	Cdn w HST 13%	15.81							
Brush Back (Peretsky)	hc/list	35.95		24.42	15.95		24.07	17.99	27.95
	hc/special	26.68							22.91
	pb/list	17.81		9.38	14.95	174.00	12.25	7.99	14.75
	pb/special					139.71	11.64		
	e/list	16.99	16.99		5.99	84.26	5.99	4.99	15.60
	e/special								
	e/lowest	16.99	15.97		8.63	5.81	8.63	9.08	19.97
	Cdn w HST 13%	19.20							

As Time Goes By (Mary Higgins Clark)	hc/list	35.99		24.86	22.95	473.75	35.81	20.00	26.99
	hc/special	28.57				379.00		16.59	14.97
	pb/list	20.31		10.83	16.49		25.49	7.99	8.43
	pb/special						10.67		
	e/list	17.99	12.99		12.99	260.72	12.99	11.99	13.99
	e/special								
	e/lowest	17.99	18.71		#REF!	17.99	23.64	15.35	17.91
	Cdn w HST 13%	20.33							
Fool Me Once (Coben)	hc/list	36.00		25.32	25.10	491.48	24.90	18.99	28.00
	hc/special	26.25				393.18		9.00	14.00
	pb/list	13.39		8.33	14.95	127.60	7.06	5.59	11.03
	pb/special				13.95				
	e/list	18.99	12.99		12.56	249.00	22.30	7.99	17.47
	e/special						12.99		13.99
	e/lowest	18.99	12.21		18.09	17.18	18.71	14.54	17.91
	Cdn w HST 13%	21.46							
Caught (Moore)	hc/list	29.95		22.38	23.01	445.16	22.15	16.99	25.00
	hc/special	22.44				356.13			9.64
	pb/list	19.94		11.84	10.90	213.67	13.34	8.99	15.00
	pb/special								
	e/list	16.95	10.99	6.44	7.27	177.59	10.65	4.99	
	e/special	4.99					7.38		3.85
	e/lowest	4.99	10.33	9.27	10.47	12.25	10.63	9.08	4.93
	Cdn w HST 13%	5.64							

Young Adult (YA)

Genre: YA									
Title		Country							
	Format	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12, 2016			0.94	1.44	1.44	0.07	1.44	1.82	1.28
Miss Peregrine's Home for Peculiar Children (Riggs)	hc/list	17.28			39.99	270.06	16.88	12.08	11.17
	hc/special								
	pb/list	11.99		36.70	12.99	195.36	12.90	8.99	10.99
	pb/special	7.72		16.90		156.29	8.95	5.84	7.82
	e/list	7.33	14.18		9.99	138.00	8.50	5.55	5.80
	e/special		7.13						
	e/lowest price	7.33	6.70		14.39	9.52	12.24	10.10	7.42
	Cdn with HST 13%	8.28							

Glass Sword (Aveyard)	hc/list	13.70		18.50	15.01	355.35	17.77	11.13	19.99
	hc/special					284.28			11.75
	pb/list	10.55		11.22	9.50	172.00	9.12	10.99	8.03
	pb/special							7.69	
	e/list	24.99	11.99	6.77	4.99	99.20	12.00	5.99	10.72
	e/special	11.99					7.49		
	e/lowest price	11.99	11.27	9.75	7.19	6.84	10.79	10.90	13.72
	Cdn with HST 13%	13.55							
Salt to the Sea (Sepetys)	hc/list	24.99		17.89	14.95	338.14	16.88	8.35	18.99
	hc/special	21.39				270.51			11.63
	pb/list	4.45		7.27	10.99	310.30	6.97	7.99	6.22
	pb/special				10.45			5.59	
	e/list	12.99	16.49	6.91	6.99	173.22	14.00	4.99	11.81
	e/special		10.44				6.62		
	e/lowest price	12.99	9.81	9.95	10.07	11.95	9.53	9.08	15.12
	Cdn with HST 13%	14.68							
Eleanor and Park (Rowell)	hc/list	21.99		16.90	16.90			16.94	18.99
	hc/special	14.17							11.20
	pb/list	10.99				259.00	11.66	7.99	5.07
	pb/special					249.00	9.42	5.19	
	e/list	10.99	9.10	11.99	12.99	159.00	6.99	4.99	10.17
	e/special		7.28						
	e/lowest price	10.99	6.84	17.27	18.71	10.97	8.43	9.08	11.45
	Cdn with HST 13%	12.42							
Six of Crows (Bardugo)	hc/list	21.99		17.50	17.51	331.10	16.88		18.99
	hc/special	18.06				264.88			11.36
	pb/list	11.33		9.49	9.49	191.55	9.49	7.99	8.14
	pb/special				9.05	153.24	8.76	5.59	
	e/list	10.99	12.99	8.49	8.49	109.00	8.32	6.99	10.17
	e/special								
	e/lowest price	10.99	12.21	12.23	12.23	7.52	11.98	12.72	13.02
	Cdn w HST 13%	12.42							
Lady Midnight (Clare)	hc/list	32.99		23.35	21.85	431.80	18.95	13.65	24.99
	hc/special	24.54			16.95		18.00		12.24
	pb/list	16.38		10.73	10.94	482.23		12.99	8.50
	pb/special							6.49	
	e/list	16.99	14.99	9.99	9.99	175.46	7.59	6.99	15.72
	e/special								
	e/lowest price	16.99	14.09	14.39	14.39	12.11	10.93	12.72	20.12
	Cdn w HST 13%	19.20							

The Siren (Cass)	hc/list	13.70		17.77	14.26	329.27	16.88	13.45	18.99
	hc/special					263.42			11.31
	pb/list	5.45		7.28	10.95		13.50	7.99	6.23
	pb/special					175.20	10.61	5.99	
	e/list	23.99	9.99				8.08	4.99	10.81
	e/special	11.99							
	e/lowest price	11.99	9.39				11.64	9.08	13.84
	Cdn w HST 13%	13.55							
The Book Thief (Zusak)	hc/list					275.58			18.80
	hc/special								
	pb/list	16.99		10.90	9.50	229.25	10.72	7.99	12.99
	pb/special	9.16		8.07	9.20	183.40	7.94	3.99	7.79
	e/list	9.99	9.99	6.99	6.99	162.00	6.99	4.99	9.99
	e/special								
	e/lowest price	9.99	9.39	10.07	10.07	11.18	10.07	6.81	12.79
	Cdn w HST 13%	11.29							
The Outsiders (Hinton)	hc/list	18.50		12.07	12.25	255.64	9.71	9.75	11.39
	hc/special							7.99	
	pb/list	11.00		7.17	5.80		8.01	6.99	10.00
	pb/special	9.90		5.80					6.09
	e/list	10.99	13.99	6.81	5.95	132.00	10.49	5.31	9.99
	e/special						8.32		
	e/lowest price	10.99	13.15	9.81	8.57	9.11	11.98	9.66	12.79
	Cdn w HST 13%	12.42							
The Giver (Lowry)	hc/list	18.56			11.41	250.85	10.30		12.13
	hc/special								
	pb/list	7.89		8.00	6.20		6.31	6.99	8.99
	pb/special				5.70				6.88
	e/list	8.99	7.99	7.99		158.99	5.49	1.99	5.92
	e/special	7.50				108.13			
	e/lowest price	7.50	7.51	11.51		7.46	7.91	3.62	7.58
	Cdn w HST 13%	8.48							

Children's

Genre:									
Childrens									
Title		Country							
	Format	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
The Wonderful Things You Will Be (Martin)(3-5)	hc/list	21.00		16.66	20.11	319.55	19.22	12.99	17.99
	hc/special	18.15			19.77	255.64			10.87
	pb/list								
	pb/special								
	e/list	10.99	14.99	11.84	13.35	173.22	10.99	8.54	9.99
	e/special								
	e/lowest price	10.99	14.09	17.05	19.22	11.95	15.83	15.54	12.79
	Cdn with HST 13%	12.42							
The Day The Crayons Quit (Daywalt)(3-5)	hc/list	19.00		11.91	14.95	319.80	15.69		17.99
	hc/special	14.25			13.95	255.84			12.97
	pb/list	4.60		6.65	9.34		9.71	6.99	5.31
	pb/special						8.07	3.85	
	e/list	15.99	7.99	6.32	8.54	25.00	7.67	1.99	14.54
	e/special								
	e/lowest price	15.99	7.51	9.10	9.98	1.73	11.04	3.62	18.61
	Cdn with HST 13%	18.07							
Dragons Love Tacos (Rubin)(3-5)	hc/list	19.99		15.88	15.30	298.22	12.25	11.94	16.99
	hc/special	15.38			13.95	238.58		11.38	12.29
	pb/list								7.00
	pb/special								
	e/list	14.99	14.99	11.10	12.51	175.35	11.02	10.81	13.63
	e/special								
	e/lowest price	14.99	14.09	15.98	18.01	12.10	15.87	19.67	17.45
	Cdn with HST 13%	16.94							

What If Everybody Did That?									
(Javernick)(3-5)	hc/list	17.99		17.11	12.21	180.75	11.66	12.99	12.99
	hc/special	15.22			12.20			11.04	7.79
	pb/list							22.18	29.38
	pb/special								
	e/list	5.10	5.29	3.58	3.49	66.79	4.10	3.49	3.99
	e/special								
	e/lowest price	5.10	4.97	5.16	5.03	4.61	5.90	6.35	5.11
	Cdn with HST 13%	5.76							
You Are Not Small (Kang) (3-5)	hc/list	23.99		15.80	16.07	234.22	14.78	11.38	16.99
	hc/special	20.26							10.19
	pb/list			9.46				6.99	6.98
	pb/special								
	e/list	5.19	21.99	4.99	5.99	69.56	4.47	3.99	4.06
	e/special								
	e/lowest price	5.19	20.67	7.19	8.63	4.80	6.44	7.26	5.20
	Cdn w HST 13%	5.86							
Wonder (Palacio) (6-8)	hc/list	21.99		15.84	12.95	294.59	14.76	11.70	16.99
	hc/special	13.22				235.67			9.75
	pb/list			7.45	8.30	239.39	9.45	7.99	5.47
	pb/special				7.90			3.49	
	e/list	11.99	17.61	2.60	6.99	174.57	6.99	1.99	9.75
	e/special		10.44						
	e/lowest price	11.99	9.81	3.74	10.07	12.05	10.07	3.62	12.48
	Cdn w HST 13%	13.55							
Boy (Dahl) (6-8)	hc/list	21.95		13.16	12.11	348.10	12.16	9.75	18.40
	hc/special								
	pb/list	8.50		5.00	7.30	282.94	6.00	6.99	7.99
	pb/special				5.90	226.35	5.67		5.84
	e/list	8.99	14.43	4.75	5.60		5.39	4.99	8.17
	e/special		7.16						
	e/lowest price	8.99	6.73	6.84	8.06		7.76	9.08	10.46
	Cdn w HST 13%	10.16							

The Jungle Book (Kipling) (6-8)	hc/list	4.45				346.03	13.34		39.43
	hc/special					276.82	5.21		7.77
	pb/list	5.50		7.20	5.34	140.54	5.19	5.49	6.99
	pb/special	4.95				112.43			
	e/list	0.99	1.36	0.49	2.95	17.39	1.04	0.49	0.78
	e/special					15.00			
	e/lowest price	0.99	1.28	0.71	4.25	1.04	1.50	0.89	1.00
	Cdn w HST 13%	1.12							
Percy Jackson & The Lightning Thief (Riordan) (9-12)	hc/list	18.99		16.01	15.95	255.64	15.67	12.04	11.08
	hc/special								
	pb/list	8.99		5.44	7.20	138.31	9.50	6.99	7.99
	pb/special	7.69			7.15	110.65	5.87	3.85	6.38
	e/list	7.19	10.99	7.39	5.80	105.12	5.58	4.99	5.73
	e/special			5.17					
	e/lowest price	7.19	10.33	7.44	8.35	7.25	8.04	9.08	7.33
	Cdn w HST 13%	8.12							
Charlotte's Web (White) (9- 12)	hc/list	10.55		5.84	8.54	156.73	7.99	9.99	8.99
	hc/special					125.38			5.16
	pb/list	9.75		5.23	6.60	111.44	7.10	6.99	6.78
	pb/special	8.26						3.85	
	e/list	8.99	6.99	4.97	5.08	45.00	6.74	3.99	8.18
	e/special								
	e/lowest price	8.99	6.57	7.16	7.32	3.11	9.71	7.26	10.47
	Cdn w HST 13%	10.16							

NON-FICTION

Biography

Genre: Bio									
Title	Format	Country							
		Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
The Rainbow Comes and Goes (Cooper) (Vanderbilt)	hc/list	20.99	20.78	25.95	25.20		24.89	19.20	27.99
	hc/special		30.85		24.70			15.86	16.79
	pb/list	32.31		25.97	26.33		25.26	19.32	18.49
	pb/special								
	e/list	34.99	34.99	10.21	9.53	181.84	13.99		15.86
	e/special	17.99	17.99						
	e/lowest price Cdn	17.99	16.91	14.70	13.72	12.55	20.15		20.30
	Cdn with HST 13%	20.33							
Killing Pablo (Bowden)	hc/list				24.32	800.35	19.19	8.99	
	hc/special								
	pb/list	23.95	24.95	9.54	11.99	292.94	13.25		17.00
	pb/special	21.10	21.10			234.35	8.95		12.23
	e/list	2.09	9.99	6.80	9.99	25.51	8.50	5.99	1.61
	e/special								
	e/lowest price Cdn	2.09	9.39	9.79	14.39	1.76	12.24	10.90	2.06
	Cdn with HST 13%	2.36							
Wonderful Tonight (Boyd) (Junor)	hc/list			24.04		368.75		16.99	
	hc/special								
	pb/list	15.26		10.00	14.12	260.75	13.58	1.11	14.95
	pb/special						12.40		10.68
	e/list	16.95	5.69	4.21	4.49	67.10	4.83	2.99	1.77
	e/special	1.99							
	e/lowest price Cdn	1.99	5.35	6.06	6.47	4.63	6.96	5.44	2.27
	Cdn with HST 13%	2.25							
Elon Musk (Vance)	hc/list	18.37		18.62	16.95	504.23	19.10	14.76	28.99
	hc/special					403.38			18.25
	pb/list	18.68		11.99	8.44		6.96	9.99	15.29
	pb/special				8.10			6.99	
	e/list	32.50	14.99	7.10	7.70	155.71	6.61	5.49	14.98
	e/special	16.99							
	e/lowest price Cdn	16.99	14.09	10.22	11.09	10.74	9.52	9.99	19.17
	Cdn with HST 13%	19.20							

Bare Bones (Bobby Bones)	hc/list	30.56		25.03	23.95	485.53	24.29	18.63	26.99
	hc/special					388.42			16.19
	pb/list								
	pb/special								
	e/list	33.50	21.99	7.98	9.00	181.84	9.16	18.51	15.86
	e/special	17.99						11.99	
	e/lowest price Cdn	20.33	20.67	11.49	12.96	12.55	13.19	21.82	20.30
	Cdn w HST 13%	22.97							
The Red Leather Diary (Koppel)	hc/list			22.18	22.51	341.17			
	hc/special								
	pb/list	14.44		13.88	14.09	213.54	11.93	9.99	14.99
	pb/special								12.43
	e/list	18.50	9.99	6.55	7.55	36.22	7.52	4.33	10.57
	e/special	11.99				30.00			
	e/lowest price Cdn	11.99	9.39	9.43	10.87	2.07	10.83	7.88	13.53
	Cdn w HST 13%	13.55							
My Mother Was Nuts (Marshall)	hc/list			24.87	24.68	369.46	23.96	18.42	15.60
	hc/special								
	pb/list	20.42				225.26		5.30	14.43
	pb/special								
	e/list	7.76	7.73	7.33	6.99	136.70	23.96	4.99	15.95
	e/special						8.41		6.00
	e/lowest price Cdn	7.76	7.27	10.56	10.07	9.43	12.11	9.08	7.68
	Cdn w HST 13%	8.77							
Digging Up Mother (Stanhope)	hc/list	33.99		24.25	22.80	472.25	23.32		25.99
	hc/special	28.31				377.80			15.46
	pb/list			11.76	11.94		11.60	10.99	
	pb/special							9.99	
	e/list	15.99		9.99	9.99		9.99	9.99	12.60
	e/special								
	e/lowest price Cdn	15.99		14.39	14.39		14.39	18.18	16.13
	Cdn w HST 13%	18.07							
Shoe Dog (Knight)	hc/list	36.99		26.80	19.99	518.17	26.72	20.00	29.00
	hc/special	19.99				414.54	24.51	13.60	17.40
	pb/list	16.39		16.79			8.45	10.99	11.25
	pb/special								
	e/list	12.99	16.99	14.99	15.99	290.33	14.99	9.99	11.82
	e/special								
	e/lowest price Cdn	12.99	15.97	21.59	23.03	20.03	21.59	18.18	15.13
	Cdn w HST 13%	14.68							

When Breath Becomes Air (Kalanithi)	hc/list	33.00		17.43	13.95	363.41	18.75	12.99	25.00
	hc/special	24.75						9.09	15.00
	pb/list			11.20	11.36		11.88	8.99	
	pb/special								
	e/list	15.99	14.99	7.31	6.07	182.88	10.62	9.49	14.29
	e/special					131.22			
	e/lowest price Cdn	15.99	14.09	10.53	8.74	9.05	15.29	17.27	18.29
	Cdn w HST 13%	18.07							

Business and Economics

Genre: Business Economics									
Title	Format	Country							
		Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
Freakonomics (Levitt)	hc/list	33.28		26.63					29.95
	hc/special								21.16
	pb/list	23.39		6.31	6.06	247.45	9.50	8.99	22.08
	pb/special							6.99	
	e/list	36.99	7.81	5.99	5.76	59.00	10.00		32.77
	e/special	34.99	6.25			47.20	5.22	5.49	
	e/lowest price/Cdn	34.99	5.88	8.63	8.29	3.26	7.52	9.99	41.95
	Cdn with HST 13%	39.54							
Flash Boys (Lewis)	hc/list	32.95		12.16	14.00	385.30	14.00	12.46	15.70
	hc/special	20.82			12.95				
	pb/list	13.88		9.43	10.10	292.08	11.17	9.99	16.95
	pb/special					233.66		6.49	10.73
	e/list	9.99	14.99	7.10	7.99	109.00	7.99	5.49	7.75
	e/special								
	e/lowest price/Cdn	9.99	14.09	10.22	11.51	7.52	11.51	9.99	9.92
	Cdn with HST 13%	11.29							
Cold Hard Truth (O'Leary)	hc/list			24.50	24.91	361.78	23.96	18.4	26.00
	hc/special								
	pb/list	19.95		15.08	13.70	220.57	14.60	11.33	16.00
	pb/special	15.12							8.98
	e/list	12.99	13.89	10.44	11.77	171.88	11.84		11.61
	e/special								
	e/lowest price/Cdn	12.99	13.06	15.03	16.95	11.86	17.05		14.86
	Cdn with HST 13%	14.68							

Capital in the 21st Century (Piketty)	hc/list	37.88		33.20	34.95	730.00	39.35	29.95	39.95
	hc/special					569.09	19.23	19.47	23.33
	pb/list								
	pb/special								
	e/list	51.78	54.96	24.90	26.21	514.96	17.31	18.5	24.47
	e/special	31.56	27.81						
	e/lowest price/Cdn	31.56	26.14	35.86	37.74	35.53	24.93	33.67	31.32
	Cdn with HST 13%	35.66							
Badass (Sierra)	hc/list								
	hc/special								
	pb/list	38.00		28.01	20.95	534.01	24.92	19.99	29.99
	pb/special	29.94			19.95	427.21			28.35
	e/list	16.49	35.75	17.35	17.96	252.66	19.91	18.99	12.74
	e/special		19.66						
	e/lowest price/Cdn	16.49	18.48	24.98	25.86	17.43	28.67	34.56	16.31
	Cdn w HST 13%	18.63							
Girlboss (Amoruso)	hc/list	31.00		25.13	17.95	393.96	23.53		15.14
	hc/special	27.60							
	pb/list	18.49		7.08	8.10	292.36	7.83	9.99	16.00
	pb/special					233.89		6.99	9.60
	e/list	13.99	14.99	2.60	7.74	139.00	7.44	1.99	12.51
	e/special								
	e/lowest price/Cdn	13.99	14.09	3.74	11.15	9.59	10.71	3.62	16.01
	Cdn w HST 13%	15.81							
Creativity, Inc. (Catmull)	hc/list	32.00		24.20	24.30	491.48	24.90	20	28.00
	hc/special	17.82				393.18		13.6	16.66
	pb/list	19.56		14.07	14.95	514.42	17.00	9.99	9.11
	pb/special			12.18	13.95		16.15		
	e/list	14.99	17.99	11.97	14.99	249.00	14.54	9.99	13.40
	e/special								
	e/lowest price/Cdn	14.99	16.91	17.24	21.59	17.18	20.94	18.18	17.15
	Cdn w HST 13%	16.94							
Blink (Gladwell)	hc/list	32.98		18.00	23.25	398.86	17.36		21.63
	hc/special								
	pb/list	20.50		11.32	7.60	243.34	7.77	9.99	17.00
	pb/special	12.65		5.90				6.49	9.47
	e/list	11.99	14.99	4.99	4.99	274.95	7.77	5.49	9.45
	e/special					139.00	4.99		
	e/lowest price/Cdn	11.99	14.09	7.19	7.19	9.59	7.19	9.99	12.10
	Cdn w HST 13%	13.55							

The Intelligent Investor (Graham)	hc/list								
	hc/special								
	pb/list	28.50		17.39	16.95	394.90	23.25	14.99	22.99
	pb/special	18.32			15.95	315.92	19.84	10.49	13.68
	e/list	14.99	18.99	12.97	14.36	178.50	12.78	1.99	13.28
	e/special								
	e/lowest price/Cdn	14.99	17.85	18.68	20.68	12.32	18.40	3.62	17.00
	Cdn w HST 13%	16.94							
Success and Luck (Frank)	hc/list	33.95		21.22	25.71	392.44	26.62	18.95	26.95
	hc/special	25.41					20.53	13.57	17.77
	pb/list								
	pb/special								
	e/list	19.11	36.84	18.04	19.28	290.56	17.45	12.89	14.82
	e/special		20.26						
	e/lowest price/Cdn	19.11	19.04	25.98	27.76	20.05	25.13	23.46	18.97
	Cdn w HST 13%	21.59							

History

Genre: History									
Title	Format	Country							
		Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
Lincoln & Whitman(Epstein)	hc/list	26.43		29.12	23.69	781.31		18.85	7.95
	hc/special								
	pb/list	22.00		16.67	16.91	326.98	16.03	12.81	18.00
	pb/special								
	e/list	22.00	8.15	16.64	10.18	240.31	10.35	12.34	18.00
	e/special	14.99		9.02		171.60		6.89	13.33
	e/lowest price Cdn	14.99	7.66	12.99	14.66	11.84	14.90	12.54	17.06
	Cdn with HST 13%	16.94							
The Best and The Brightest (Halberstam)	hc/list	7.12			25.85	1895.94		5.09	
	hc/special								
	pb/list	22.00		16.96	17.21	251.05	16.01		18.00
	pb/special	16.34							13.69
	e/list	15.99		9.70	13.17	327.64	13.99		14.22
	e/special					181.84			
	e/lowest price Cdn	15.99		13.97	18.96	12.55	20.15		18.20
	Cdn with HST 13%	18.07							

Alexander Hamilton (Chernow)	hc/list	40.50			31.35	501.00	32.06	35	21.72
	hc/special								
	pb/list	26.00		18.00		348.68	17.78	13.72	20.00
	pb/special	18.94				278.94		11.96	11.90
	e/list	15.99	13.66	13.11	14.79	174.57	15.03	6.64	14.22
	e/special								
	e/lowest price Cdn	15.99	12.84	18.88	21.30	12.05	21.64	12.08	18.20
	Cdn with HST 13%	18.07							
A Rage for Order (Worth)	hc/list	37.00		24.05	24.40	372.17	23.32	20	26.00
	hc/special	27.86							15.18
	pb/list	18.50		13.91	14.10	273.04	13.71		
	pb/special					218.43			
	e/list	13.99	14.99	24.04	13.88	171.88	14.11	20	12.66
	e/special			10.99			9.88	9.35	
	e/lowest price Cdn	13.99	14.09	15.83	19.99	11.86	14.23	17.02	16.20
	Cdn with HST 13%	15.81							
Flight to Heaven (Black)	hc/list				26.15			4.11	
	hc/special								
	pb/list	17.53		12.86	13.05	266.92	12.68	9.99	14.99
	pb/special					213.54			11.24
	e/list	14.99	14.99		9.91	65.00	10.08	4.74	7.74
	e/special	9.99	8.60	8.78					
	e/lowest price Cdn	9.99	8.08	12.64	14.27	4.49	14.52	8.63	9.91
	Cdn w HST 13%	11.29							
The Boys in the Boat (Brown)	hc/list	28.21		26.83	27.22	250.33	25.75		17.23
	hc/special								
	pb/list	12.63		9.27	10.95	196.64	8.91	8.99	17.00
	pb/special				10.50	157.31			9.24
	e/list	18.99	11.99	7.90	6.29	171.88	8.46	5.63	11.55
	e/special	12.99							
	e/lowest price Cdn	12.99	11.27	11.38	9.06	11.86	12.18	10.25	14.78
	Cdn w HST 13%	14.68							
The New York Nobody Knows (Helmreich)	hc/list	37.95		27.66	24.95	412.25	29.64	19.95	21.65
	hc/special	35.62			23.95		24.92		
	pb/list	24.95		18.42	17.95	392.60	19.76	13.95	19.95
	pb/special					219.00			17.59
	e/list	14.22	13.66	13.99	15.78	219.00	14.99	13.25	10.97
	e/special								
	e/lowest price Cdn	14.22	12.84	20.15	22.72	15.11	21.59	24.12	14.04
	Cdn w HST 13%	16.07							

100 Deadly Skills (Emerson)	hc/list	26.99							
	hc/special	20.70							
	pb/list			18.49	13.54	357.68	18.23	13.75	19.99
	pb/special					286.14	9.99		12.34
	e/list	13.99	9.99	9.99	9.99	171.88	9.99	8.49	12.66
	e/special								
	e/lowest price Cdn	13.99	9.39	14.39	14.39	11.86	14.39	15.45	16.20
	Cdn w HST 13%	15.81							
Red Platoon (Romesha)	hc/list	37.00		22.67	23.01	407.74	22.34	16.99	28.00
	hc/special	31.21						12	16.80
	pb/list			9.30	9.61		9.19	6.99	
	pb/special								
	e/list	19.99	16.99	12.18	13.73	181.84	19.95	9.99	17.78
	e/special						13.96		
	e/lowest price Cdn	19.99	15.97	17.54	19.77	12.55	20.10	18.18	22.76
	Cdn w HST 13%	22.59							
Scotland: A History from Earliest Times (Moffat)	hc/list	46.48		33.94	36.71	691.86	32.89	25.00	38.95
	hc/special					577.30			
	pb/list								
	pb/special								
	e/list	46.95	27.60	13.49	13.32	171.60	13.54	8.96	7.71
	e/special	9.99	16.56						
	e/lowest price Cdn	9.99	15.57	19.43	19.18	11.84	19.50	16.31	9.87
	Cdn w HST 13%	11.29							

Pop Culture

Genre: Pop Culture									
Title		Country							
	Format	Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12			0.94	1.44	1.44	0.07	1.44	1.82	1.28
Girls & Sex (Orenstein)	hc/list	33.50		25.03	23.75	298.94	24.00		26.99
	hc/special	30.15							16.19
	pb/list			11.99			11.83	8.99	
	pb/special								
	e/list	17.99		11.49	8.84	292.71	12.99		15.94
	e/special					182.88			
	e/lowest price/Cdn	17.99		16.55	12.73	12.62	18.71		20.40
	Cdn with HST 13%	20.33							

You're Never Weird on the Internet (Day)	hc/list	32.00		20.57	18.95	450.50	21.90	14.88	15.46
	hc/special	19.59				360.40	9.71		
	pb/list	19.19		12.06	9.50	221.16		8.99	16.00
	pb/special								9.52
	e/list	11.99	19.99	7.49	7.49	101.54	7.49	5.99	10.91
	e/special								
	e/lowest price/Cdn	11.99	18.79	10.79	10.79	7.01	10.79	10.90	13.96
	Cdn with HST 13%	13.55							
Wildflower (Barrymore)	hc/list	34.95		22.80	22.15	480.96	22.48	16.99	16.66
	hc/special	30.17			19.74	384.77		14.03	
	pb/list	14.85		10.85	9.95	232.58	9.12	7.99	16.00
	pb/special								12.63
	e/list	14.99	16.99	12.18	12.56	181.52	11.64	9.99	13.40
	e/special								
	e/lowest price/Cdn	14.99	15.97	17.54	18.09	12.52	16.76	18.18	17.15
	Cdn with HST 13%	16.94							
Down the Rabbit Hole (Madison)	hc/list	31.99		15.30	18.95	369.33	23.81	16.99	15.47
	hc/special	28.77					22.62	11.89	
	pb/list	17.77		14.91	12.95	233.74	14.57	8.99	15.99
	pb/special								10.05
	e/list	11.99	9.99	8.99	7.62	219.49	10.99	1.99	10.62
	e/special					161.00			
	e/lowest price/Cdn	11.99	9.39	12.95	10.97	11.11	15.83	3.62	13.59
	Cdn with HST 13%	13.55							
Kill 'em and Leave (McBride)	hc/list	37.00		25.97	13.17	395.45	17.09	20	28.00
	hc/special	27.32						16.59	19.01
	pb/list			17.86	10.16		11.67	9.99	
	pb/special			13.39					
	e/list	16.99	19.99	16.07	9.65	491.48	16.99	13.99	15.13
	e/special					270.31			
	e/lowest price/Cdn	16.99	18.79	23.14	13.90	18.65	24.47	25.46	19.37
	Cdn w HST 13%	19.20							
The Secret History of Wonder Woman (Lepore)	hc/list			26.70	26.05	426.64	26.32	16.59	16.95
	hc/special								10.59
	pb/list	15.13		13.54	11.95	247.78	13.11	9.99	
	pb/special						10.18	9.98	
	e/list	13.99	27.26	5.16	5.82	310.29	5.92	4.31	12.51
	e/special		13.10			182.88			
	e/lowest price/Cdn	13.99	12.31	7.43	8.38	12.62	8.52	7.84	16.01
	Cdn w HST 13%	15.81							

Furiously Happy (Lawson)	hc/list	20.00		25.43	25.63	373.09	17.38	18.51	26.99
	hc/special			17.40	16.90			16.11	16.06
	pb/list	16.45		11.96	9.70	286.11	12.14	8.99	14.39
	pb/special					228.89			
	e/list	13.99	11.99	8.99	8.39	139.00	13.99	6.47	12.68
	e/special						9.49		
	e/lowest price/Cdn	13.99	11.27	12.95	12.08	9.59	13.67	11.78	16.23
	Cdn w HST 13%	15.81							
Disaster (Sestero)	hc/list	15.95				370.23			
	hc/special								
	pb/list	18.99		14.83	11.70	275.71	14.60	8.99	16.00
	pb/special	16.66		12.04		220.57	11.87		11.19
	e/list	16.99	11.99	7.49	7.49	99.38	7.49	5.99	15.46
	e/special								
	e/lowest price/Cdn	16.99	11.27	10.79	10.79	6.86	10.79	10.90	19.79
	Cdn w HST 13%	19.20							
Let's Go Crazy (Light)	hc/list	32.00		24.12	19.55	372.17	22.44	14.99	26.00
	hc/special	24.93							19.59
	pb/list	20.78		14.93	15.14	232.58	6.37	9.99	14.08
	pb/special							9.98	
	e/list	3.99	4.99	9.99	9.99	181.52	15.75	6.99	3.63
	e/special						6.05		
	e/lowest price/Cdn	3.99	4.69	14.39	14.39	12.52	8.71	12.72	4.65
	Cdn w HST 13%	4.51							
Hamilton: The Revolution (Miranda)	hc/list	47.50		37.30	35.65	730.91	36.44	47.20	40.00
	hc/special	29.70				584.73			24.00
	pb/list								
	pb/special								
	e/list	16.99							13.39
	e/special								
	e/lowest price/Cdn	16.99							17.14
	Cdn w HST 13%	19.20							

Scholarly

Genre: Scholarly									
Title	Format	Country							
		Canada	Australia	France	Germany	Mexico	Spain	UK	US
Conversion rate as at June 12/16			0.94	1.44	1.44	0.07	1.44	1.82	1.28
What Works: Gender Equality by Design (Bohnet)	hc/list	34.15		20.11	25.65	391.75	26.23	17.76	26.95
	hc/special	30.35					20.02	16.56	17.94
	pb/list								
	pb/special								
	e/list	15.94	36.97	17.09	19.24	489.69	17.02	15.73	12.39
	e/special		20.33			269.33			
	e/lowest price	15.94	19.11	24.61	27.71	18.58	24.51	28.63	15.86
	Cdn with HST 13%	18.01							
The Long Emancipation (Berlin)	hc/list	29.08		21.23	21.53	333.61	22.39	16.95	22.95
	hc/special	27.26							19.77
	pb/list								
	pb/special								
	e/list	29.81	31.48	14.89	16.80	417.01	24.40	16.10	11.49
	e/special	16.40	18.89			250.21	17.08		
	e/lowest price	16.40	17.76	21.44	24.19	17.26	24.60	29.30	14.71
	Cdn with HST 13%	18.53							
Inequality (Atkinson)	hc/list	37.95		23.60	23.95	544.21	26.99	19.95	29.83
	hc/special	29.65				435.37	24.92	16.95	19.83
	pb/list								
	pb/special								
	e/list	18.05	41.20	19.56	20.36	299.84	21.18	16.10	13.98
	e/special		22.86						
	e/lowest price	18.05	21.49	28.17	29.32	20.69	30.50	29.30	17.89
	Cdn with HST 13%	20.40							

The Prime of Life: A History of Modern Adulthood (Mintz)	hc/list	44.35		32.38	33.37	500.30	34.99	25.95	35.00
	hc/special	34.86						22.06	31.50
	pb/list								
	pb/special								
	e/list	30.67	45.31	22.83	25.03	602.20	37.41	20.96	23.66
	e/special		24.92			331.21	26.19		
	e/lowest price	30.67	23.42	32.88	36.04	22.85	37.71	38.15	30.28
	Cdn with HST 13%	34.66							
The Expressive Powers of Law (McAdams)	hc/list	50.62		37.00	37.71	688.41	39.75	29.95	39.95
	hc/special								
	pb/list								
	pb/special								
	e/list	40.86	55.97	25.87	28.28	696.49	42.21	28.45	31.95
	e/special		44.78			557.19	29.55		
	e/lowest price	40.86	42.09	37.25	40.72	38.45	42.55	51.78	40.90
	Cdn w HST 13%	46.17							
Philosophy's Artful Conversation (Rodowick)	hc/list	50.62		37.02	37.55	633.19	39.75	29.95	39.95
	hc/special							25.46	
	pb/list								
	pb/special								
	e/list	40.05	53.50	26.18	28.16	710.10	42.21	24.19	37.95
	e/special		42.80			568.08	29.55		
	e/lowest price	40.05	40.23	37.70	40.55	39.20	42.55	44.03	48.58
	Cdn w HST 13%	45.26							
Why Torture Doesn't Work (O'Mara)	hc/list	37.95		27.95	27.99	454.42	30.12	22.95	29.95
	hc/special	35.19					25.13		27.50
	pb/list								
	pb/special								
	e/list	31.18	41.47		20.99	535.15	18.85	21.80	23.86
	e/special		22.81			294.33			
	e/lowest price	31.18	21.44		30.23	20.31	27.14	39.68	30.54
	Cdn w HST 13%	35.23							

Reading Lucretius in the Renaissance (Palmer)	hc/list	50.62		37.00	37.71	700.67	38.61	29.95	39.95
	hc/special					630.36			
	pb/list								
	pb/special								
	e/list	40.86	52.51	26.29	28.28	556.47	28.96	28.45	31.95
	e/special		42.01						
	e/lowest price	40.86	39.49	37.86	40.72	38.40	41.70	51.78	40.90
	Cdn w HST 13%	46.17							
London Fog: The Biography (Corton)	hc/list	44.35		25.39	26.95	508.78	30.12	22.95	35.00
	hc/special	34.30					25.13	22.50	28.22
	pb/list								
	pb/special								
	e/list	32.58	47.84	19.04	20.21	635.97	37.73	21.38	23.76
	e/special		26.31			349.78	18.85		
	e/lowest price	32.58	24.73	27.42	29.10	24.13	27.14	38.91	30.41
	Cdn w HST 13%	36.82							
The Story of Alice: Lewis Carroll and the Secret History of Wonderland (Douglas- Fairhurst)	hc/list	37.95		27.87	23.95	435.37	26.64	19.99	29.95
	hc/special	36.92							22.83
	pb/list			14.66		271.26	19.25	10.99	18.95
	pb/special				12.95		18.29	10.68	
	e/list	18.05	14.99	9.99	8.89	544.21	9.04	7.99	13.98
	e/special					299.32			
	e/lowest price	18.05	14.09	14.39	12.80	20.65	13.02	14.54	17.89
	Cdn w HST 13%	20.40							
Exposed: Desire and Disobedience in the Digital Age (Harcourt)	hc/list	44.35		26.58	28.95	508.78	34.01	25.95	35.00
	hc/special	41.36					28.87	22.06	
	pb/list								
	pb/special								
	e/list	36.43	46.35	19.94	21.71	635.97	21.65	20.96	28.00
	e/special		25.49			349.78			
	e/lowest price	36.43	23.96	28.71	31.26	24.13	31.18	38.15	35.84
	Cdn w HST 13%	41.17							