

JANUARY							
Week:	S	M	T	W	T	F	S
201201	1	2	3	4	5	6	7
201202	8	9	10	11	12	13	14
201203	15	16	17	18	19	20	21
201204	22	23	24	25	26	27	28
201205	29	30	31				

FEBRUARY							
Week:	S	M	T	W	T	F	S
201205				1	2	3	4
201206	5	6	7	8	9	10	11
201207	12	13	14	15	16	17	18
201208	19	20	21	22	23	24	25
201209	26	27	28	29			

MARCH							
Week:	S	M	T	W	T	F	S
201209					1	2	3
201210	4	5	6	7	8	9	10
201211	11	12	13	14	15	16	17
201212	18	19	20	21	22	23	24
201213	25	26	27	28	29	30	31

APRIL							
Week:	S	M	T	W	T	F	S
201214	1	2	3	4	5	6	7
201215	8	9	10	11	12	13	14
201216	15	16	17	18	19	20	21
201217	22	23	24	25	26	27	28
201218	29	30					

MAY							
Week:	S	M	T	W	T	F	S
201218			1	2	3	4	5
201219	6	7	8	9	10	11	12
201220	13	14	15	16	17	18	19
201221	20	21	22	23	24	25	26
201222	27	28	29	30	31		

JUNE							
Week:	S	M	T	W	T	F	S
201222						1	2
201223	3	4	5	6	7	8	9
201224	10	11	12	13	14	15	16
201225	17	18	19	20	21	22	23
201226	24	25	26	27	28	29	30

JULY							
Week:	S	M	T	W	T	F	S
201227	1	2	3	4	5	6	7
201228	8	9	10	11	12	13	14
201229	15	16	17	18	19	20	21
201230	22	23	24	25	26	27	28
201231	29	30	31				

AUGUST							
Week:	S	M	T	W	T	F	S
201231				1	2	3	4
201232	5	6	7	8	9	10	11
201233	12	13	14	15	16	17	18
201234	19	20	21	22	23	24	25
201235	26	27	28	29	30	31	

SEPTEMBER							
Week:	S	M	T	W	T	F	S
201235							1
201236	2	3	4	5	6	7	8
201237	9	10	11	12	13	14	15
201238	16	17	18	19	20	21	22
201239	23	24	25	26	27	28	29
201240	30						

OCTOBER							
Week:	S	M	T	W	T	F	S
201240		1	2	3	4	5	6
201241	7	8	9	10	11	12	13
201242	14	15	16	17	18	19	20
201243	21	22	23	24	25	26	27
201244	28	29	30	31			

NOVEMBER							
Week:	S	M	T	W	T	F	S
201244					1	2	3
201245	4	5	6	7	8	9	10
201246	11	12	13	14	15	16	17
201247	18	19	20	21	22	23	24
201248	25	26	27	28	29	30	

DECEMBER							
Week:	S	M	T	W	T	F	S
201248							1
201249	2	3	4	5	6	7	8
201250	9	10	11	12	13	14	15
201251	16	17	18	19	20	21	22
201252	23	24	25	26	27	28	29
201301	30	31					

BANK HOLIDAYS / KEY DATES	
New Year's Day	2 Jan
Good Friday	6 Apr
Easter Monday	9 Apr
May Day Bank Holiday	7 May
The Queen's Diamond Jubilee	4-5 Jun
Olympic Games	27 Jul - 12 Aug
Late August Bank Holiday	27 Aug
Paralympic Games	29 Aug - 9 Sep
Christmas Day Bank Holiday	25 Dec
Boxing Day Bank Holiday	26 Dec
New Year's Day	1 Jan 2013

Online data is normally processed one day later in the event of each Bank Holiday

2012 Nielsen BookScan		
4-Weekly Data	Quarterly Data	Date for Online Scheduler*
Period 201201 (01/01-28/01)	Qtr 201201 (01/01-24/03)	1 Feb
Period 201202 (29/01-25/02)		29 Feb
Period 201203 (26/02-24/03)		28 Mar
Period 201204 (25/03-21/04)		25 Apr
Period 201205 (22/04-19/05)	Qtr 201202 (25/03 -16/06)	23 May
Period 201206 (20/05-16/06)		20 Jun
Period 201207 (17/06-14/07)		18 Jul
Period 201208 (15/07-11/08)		15 Aug
Period 201209 (12/08-08/09)	Qtr 201203 (17/06-08/09)	12 Sep
Period 201210 (09/09-06/10)		10 Oct
Period 201211 (07/10-03/11)		7 Nov
Period 201212 (04/11-01/12)		5 Dec
Period 201213 (02/12-29/12)	Qtr 201204 (09/09-01/12)	3 Jan (2013)

*Online data is normally available on the Tuesday evening after the period / qtr end day. We advise clients to schedule reports to run on the Wed morning (1am – 7am) on the dates noted due to heavy user loads on the Tuesday afternoon.

See note about Bank Holiday processing (far left).

Contact Nielsen BookScan

The definitive retail monitoring service for books
 Tel: +44 (0)1483 712 222
 Fax: +44 (0)1483 712 201
 Email: info.bookscan@nielsen.com
 Web: www.nielsenbookscan.co.uk

Sun Start Date	Sat End Date	Week No.	4 Week Range	Quarter Range
01-Jan-12	07-Jan-12	201201	201201	201201
08-Jan-12	14-Jan-12	201202		
15-Jan-12	21-Jan-12	201203		
22-Jan-12	28-Jan-12	201204	07-Feb-12	
29-Jan-12	04-Feb-12	201205	201202	
05-Feb-12	11-Feb-12	201206		
12-Feb-12	18-Feb-12	201207		
19-Feb-12	25-Feb-12	201208	06-Mar-12	
26-Feb-12	03-Mar-12	201209	201203	
04-Mar-12	10-Mar-12	201210		
11-Mar-12	17-Mar-12	201211		
18-Mar-12	24-Mar-12	201212	03-Apr-12	03-Apr-12
25-Mar-12	31-Mar-12	201213	201204	201202
01-Apr-12	07-Apr-12	201214		
08-Apr-12	14-Apr-12	201215		
15-Apr-12	21-Apr-12	201216	01-May-12	
22-Apr-12	28-Apr-12	201217	201205	
29-Apr-12	05-May-12	201218		
06-May-12	12-May-12	201219		
13-May-12	19-May-12	201220	29-May-12	
20-May-12	26-May-12	201221	201206	
27-May-12	02-Jun-12	201222		
03-Jun-12	09-Jun-12	201223		
10-Jun-12	16-Jun-12	201224	26-Jun-12	26-Jun-12
17-Jun-12	23-Jun-12	201225	201207	201203
24-Jun-12	30-Jun-12	201226		
01-Jul-12	07-Jul-12	201227		
08-Jul-12	14-Jul-12	201228	24-Jul-12	
15-Jul-12	21-Jul-12	201229	201208	
22-Jul-12	28-Jul-12	201230		
29-Jul-12	04-Aug-12	201231		
05-Aug-12	11-Aug-12	201232	21-Aug-12	
12-Aug-12	18-Aug-12	201233	201209	
19-Aug-12	25-Aug-12	201234		
26-Aug-12	01-Sep-12	201235		
02-Sep-12	08-Sep-12	201236	18-Sep-12	18-Sep-12
09-Sep-12	15-Sep-12	201237	201210	201204
16-Sep-12	22-Sep-12	201238		
23-Sep-12	29-Sep-12	201239		
30-Sep-12	06-Oct-12	201240	16-Oct-12	
07-Oct-12	13-Oct-12	201241	201211	
14-Oct-12	20-Oct-12	201242		
21-Oct-12	27-Oct-12	201243		
28-Oct-12	03-Nov-12	201244	13-Nov-12	
04-Nov-12	10-Nov-12	201245	201212	
11-Nov-12	17-Nov-12	201246		
18-Nov-12	24-Nov-12	201247		
25-Nov-12	01-Dec-12	201248	11-Dec-12	11-Dec-12
02-Dec-12	08-Dec-12	201249	201213	Christmas
09-Dec-12	15-Dec-12	201250		
16-Dec-12	22-Dec-12	201251		
23-Dec-12	29-Dec-12	201252	08-Jan-13	08-Jan-13

Note: Italic dates are the latest contractual date for Nielsen BookScan to deliver your data. Data Source: Nielsen BookScan

Nielsen BookScan is the world's largest continuous book sales tracking service operating in the UK, Ireland, Australia, US, South Africa, Italy, Spain, New Zealand and India.

We collect total transaction data at the point of sale directly from the tills and dispatch systems of all major book retailers. This ensures that detailed and highly accurate sales information on which books are selling, and at what price, is available to the book trade.

The UK Total Consumer Market (TCM) data covers over 90% of all retail book purchases in the UK – the remaining being very specialist sites such as gift shops, specialist booksellers and tourist information centres. This represents sales through 6,500 retailers in the UK each week and charts are available within 72 hours of the week end.

Our information is used regularly and effectively by retailers, publishers, wholesalers, distributors and libraries. The Nielsen BookScan bestseller charts appear in the national media including The Sunday Times.

Total Consumer Market (TCM)

Alpha Retail	Hughes & Hughes Travel	Somerfield
Amazon.co.uk	Independents	SSG (formerly SPCK)
Asda	(Gen & Specialist)	St. Andrew's
Asda Online	IWM	Stanfords
BBC Retail	ICA	Tate Gallery
B&Q Retail	John Smith & Son	Tesco
Blackwell's	Martin's	Tesco Online
Books Etc	Morrison's	The Book People
Books Etc Trvl	Mothercare	(excluding core range)
Borders	National Gallery	TSO
British Bkshops	Natural History Museum	V & A Museum
Computer Manuals	National Portrait Gallery	Waitrose
Early Learning Ctr	Off the Page (selected)	Waterstone's
Eason & Son (NI)	PC Books	(incl Online)
Eden Project	PC World	WH Smith
English Heritage	Play.com	WH Smith Online
Forbidden Planet	River Cottage	WH Smith Trvl
Foyles	RHS	Woolworths
Games Workshop	Saatchi Gallery	(via EUK)
HMV (incl Fopp)	Sainsbury's	zavvi

Please note: for data consistency some retailers are listed above, but are no longer in business.

With over ten years of historical sales available, we can provide you with new business insights that can be utilised to make more effective strategic decisions.

Data is available for purchase on an ad-hoc or subscription basis. We are more than happy to discuss your needs further with you.

For more information about the Nielsen BookScan services, purchasing ad-hoc data or a subscription, or to find out how you can participate as a bookseller, please contact us. We look forward to hearing from you.

Nielsen BookScan

3rd Floor, Midas House, 62 Goldsworth Road, Woking, Surrey GU21 6LQ

Tel: +44 (0)1483 712 222

Fax: +44 (0)1483 712 201

Email: info.bookscan@nielsen.com

Website: www.nielsenbookscan.co.uk