

JANUARY							
Week:	S	M	T	W	T	F	S
201701	1	2	3	4	5	6	7
201702	8	9	10	11	12	13	14
201703	15	16	17	18	19	20	21
201704	22	23	24	25	26	27	28
201705	29	30	31				

FEBRUARY							
Week:	S	M	T	W	T	F	S
201705				1	2	3	4
201706	5	6	7	8	9	10	11
201707	12	13	14	15	16	17	18
201708	19	20	21	22	23	24	25
201709	26	27	28				

MARCH							
Week:	S	M	T	W	T	F	S
201709				1	2	3	4
201710	5	6	7	8	9	10	11
201711	12	13	14	15	16	17	18
201712	19	20	21	22	23	24	25
201713	26	27	28	29	30	31	

APRIL							
Week:	S	M	T	W	T	F	S
201713							1
201714	2	3	4	5	6	7	8
201715	9	10	11	12	13	14	15
201716	16	17	18	19	20	21	22
201717	23	24	25	26	27	28	29
201718	30						

MAY							
Week:	S	M	T	W	T	F	S
201718		1	2	3	4	5	6
201719	7	8	9	10	11	12	13
201720	14	15	16	17	18	19	20
201721	21	22	23	24	25	26	27
201722	28	29	30	31			

JUNE							
Week:	S	M	T	W	T	F	S
201722					1	2	3
201723	4	5	6	7	8	9	10
201724	11	12	13	14	15	16	17
201725	18	19	20	21	22	23	24
201726	25	26	27	28	29	30	

JULY							
Week:	S	M	T	W	T	F	S
201726							1
201727	2	3	4	5	6	7	8
201728	9	10	11	12	13	14	15
201729	16	17	18	19	20	21	22
201730	23	24	25	26	27	28	29
201731	30	31					

AUGUST							
Week:	S	M	T	W	T	F	S
201731			1	2	3	4	5
201732	6	7	8	9	10	11	12
201733	13	14	15	16	17	18	19
201734	20	21	22	23	24	25	26
201735	27	28	29	30	31		

SEPTEMBER							
Week:	S	M	T	W	T	F	S
201735						1	2
201736	3	4	5	6	7	8	9
201737	10	11	12	13	14	15	16
201738	17	18	19	20	21	22	23
201739	24	25	26	27	28	29	30

OCTOBER							
Week:	S	M	T	W	T	F	S
201740	1	2	3	4	5	6	7
201741	8	9	10	11	12	13	14
201742	15	16	17	18	19	20	21
201743	22	23	24	25	26	27	28
201744	29	30	31				

NOVEMBER							
Week:	S	M	T	W	T	F	S
201744				1	2	3	4
201745	5	6	7	8	9	10	11
201746	12	13	14	15	16	17	18
201747	19	20	21	22	23	24	25
201748	26	27	28	29	30		

DECEMBER							
Week:	S	M	T	W	T	F	S
201748						1	2
201749	3	4	5	6	7	8	9
201750	10	11	12	13	14	15	16
201751	17	18	19	20	21	22	23
201752	24	25	26	27	28	29	30
201801	31						

BANK HOLIDAYS / KEY DATES	
New Year's Day	2 Jan
Good Friday	14 Apr
Easter Monday	17 Apr
May Day Bank Holiday	1 May
Late May Bank Holiday	29 May
Late August Bank Holiday	28 Aug
Christmas Day Bank Holiday	25 Dec
Boxing Day Bank Holiday	26 Dec

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

2017 Nielsen Book Research		
4-Weekly Data	Quarterly Data	Date for Online Scheduler*
Period 201701 (01/01-28/01)		3 Feb
Period 201702 (29/01-25/02)	Qtr 201701 (01/01 - 25/03)	3 Mar
Period 201703 (26/02-25/03)		31 Mar
Period 201704 (26/03-22/04)		28 Apr
Period 201705 (23/04-20/05)	Qtr 201702 (26/03 - 17/06)	26 May
Period 201706 (21/05-17/06)		23 Jun
Period 201707 (18/06-15/07)		21 Jul
Period 201708 (16/07-12/08)	Qtr 201703 (18/06 - 09/09)	18 Aug
Period 201709 (13/08-09/09)		15 Sep
Period 201710 (10/09-07/10)		13 Oct
Period 201711 (08/10-04/11)	Qtr 201704 (10/09 - 02/12)	10 Nov
Period 201712 (05/11-02/12)		8 Dec
Period 201713 (03/12-30/12)	Qtr 201705 (03/12 - 30/12)	5 Jan (2018)

*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 Book Research

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Sun Start Date	Sat End Date	Week No.	4 Week Range	Quarter Range
01-Jan-17	07-Jan-17	201701	201701	201701
08-Jan-17	14-Jan-17	201702		
15-Jan-17	21-Jan-17	201703		
22-Jan-17	28-Jan-17	201704	03-Feb-17	
29-Jan-17	04-Feb-17	201705	201702	
05-Feb-17	11-Feb-17	201706		
12-Feb-17	18-Feb-17	201707		
19-Feb-17	25-Feb-17	201708	03-Mar-17	
26-Feb-17	04-Mar-17	201709	201703	
05-Mar-17	11-Mar-17	201710		
12-Mar-17	18-Mar-17	201711		
19-Mar-17	25-Mar-17	201712	31-Mar-17	31-Mar-17
26-Mar-17	01-Apr-17	201713	201704	201702
02-Apr-17	08-Apr-17	201714		
09-Apr-17	15-Apr-17	201715		
16-Apr-17	22-Apr-17	201716	28-Apr-17	
23-Apr-17	29-Apr-17	201717	201705	
30-Apr-17	06-May-17	201718		
07-May-17	13-May-17	201719		
14-May-17	20-May-17	201720	26-May-17	
21-May-17	27-May-17	201721	201706	
28-May-17	03-Jun-17	201722		
04-Jun-17	10-Jun-17	201723		
11-Jun-17	17-Jun-17	201724	23-Jun-17	23-Jun-17
18-Jun-17	24-Jun-17	201725	201707	201703
25-Jun-17	01-Jul-17	201726		
02-Jul-17	08-Jul-17	201727		
09-Jul-17	15-Jul-17	201728	21-Jul-17	
16-Jul-17	22-Jul-17	201729	201708	
23-Jul-17	29-Jul-17	201730		
30-Jul-17	05-Aug-17	201731		
06-Aug-17	12-Aug-17	201732	18-Aug-17	
13-Aug-17	19-Aug-17	201733	201709	
20-Aug-17	26-Aug-17	201734		
27-Aug-17	02-Sep-17	201735		
03-Sep-17	09-Sep-17	201736	15-Sep-17	15-Sep-17
10-Sep-17	16-Sep-17	201737	201710	201704
17-Sep-17	23-Sep-17	201738		
24-Sep-17	30-Sep-17	201739		
01-Oct-17	07-Oct-17	201740	13-Oct-17	
08-Oct-17	14-Oct-17	201741	201711	
15-Oct-17	21-Oct-17	201742		
22-Oct-17	28-Oct-17	201743		
29-Oct-17	04-Nov-17	201744	10-Nov-17	
05-Nov-17	11-Nov-17	201745	201712	
12-Nov-17	18-Nov-17	201746		
19-Nov-17	25-Nov-17	201747		
26-Nov-17	02-Dec-17	201748	08-Dec-17	08-Dec-17
03-Dec-17	09-Dec-17	201749	201713	201705
10-Dec-17	16-Dec-17	201750		
17-Dec-17	23-Dec-17	201751		
24-Dec-17	30-Dec-17	201752	05-Jan-18	05-Jan-18

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

Nielsen Book Research is the world's largest continuous book sales tracking service operating in the UK, Ireland, Australia, US, South Africa, Italy, Spain, New Zealand, India, Brazil and Mexico*. Nielsen Book also collects public library borrowing data in the UK.

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)

Amazon.co.uk	QVC	Plus sales from:
Asda	Royal Academy of Arts	Guardian Media
Asda Online	Royal Horticultural Society	Daily Mail
BBC Retail	Society	Daily Telegraph
Blackwell	Royal Botanic Garden	
British Museum	Kew	Historically included:
CLC Bookshops	Sainsbury's	Alpha Retail
Daunt Books	SSG (formerly SPCK)	B&Q
Early Learning Centre	St. Andrew's	Books Etc
Eason & Son (NI)	Stanfords	Books Etc Travel
Eden Project	Tate Gallery	Borders
English Heritage	The Science Museum	British Bookshops
Forbidden Planet	Group	Computer Manuals
Foyles	The Stationery Office	Fopp Music & Books
Games Workshop	Tesco	Hughes & Hughes Travel
HMV Music	Tesco Online	Martins (inc. Forbuys & McColls)
Independents (General & Specialist)	The Book Depository	PC World
Imperial War Museum	The Book People	Play.com
Institute of	(excluding Core range)	Somerfield
Contemporary Arts	V&A Museum	Wesley Owen
John Smith & Son	Waitrose	Woolworths
Morrisons	Waterstones	(via EUK)
Mothercare	Waterstones Online	zavvi
National Gallery	WH Smith Online	(formerly Virgin Retail)
National Portrait Gallery	WH Smith Retail	
Natural History Museum	WH Smith Travel	
	Wordery	

Did you know that Nielsen Book Research also produces consumer reports on book purchasing behaviour?

Nielsen's Books & Consumers provides publishers and booksellers with valuable insights into the book purchasing behaviour of consumers in the UK and US, helping inform their marketing, sales and editorial strategies. Each year, Nielsen's Books & Consumers tracker collects information on consumer book purchasing of both print and e-books through all sources from 36,000 book consumers aged 13-84 in the UK and 72,000 in the US.

With detailed information subscribers gain a deep understanding of book consumers' demographics, purchase preferences, book buying behaviours and book shopping occasions. Nielsen's Books & Consumers provides accurate and reliable data, delivered to clients in a variety of formats.

* launching late 2016/early 2017

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