

NIELSEN BOOKSCAN CALENDAR 2018

JANUARY							
Week:	S	M	T	W	T	F	S
201801		1	2	3	4	5	6
201802	7	8	9	10	11	12	13
201803	14	15	16	17	18	19	20
201804	21	22	23	24	25	26	27
201805	28	29	30	31			

FEBRUARY							
Week:	S	M	T	W	T	F	S
201805					1	2	3
201806	4	5	6	7	8	9	10
201807	11	12	13	14	15	16	17
201808	18	19	20	21	22	23	24
201809	25	26	27	28			

MARCH							
Week:	S	M	T	W	T	F	S
201809					1	2	3
201810	4	5	6	7	8	9	10
201811	11	12	13	14	15	16	17
201812	18	19	20	21	22	23	24
201813	25	26	27	28	29	30	31

APRIL							
Week:	S	M	T	W	T	F	S
201814	1	2	3	4	5	6	7
201815	8	9	10	11	12	13	14
201816	15	16	17	18	19	20	21
201817	22	23	24	25	26	27	28
201818	29	30					

MAY							
Week:	S	M	T	W	T	F	S
201818			1	2	3	4	5
201819	6	7	8	9	10	11	12
201820	13	14	15	16	17	18	19
201821	20	21	22	23	24	25	26
201822	27	28	29	30	31		

JUNE							
Week:	S	M	T	W	T	F	S
201822						1	2
201823	3	4	5	6	7	8	9
201824	10	11	12	13	14	15	16
201825	17	18	19	20	21	22	23
201826	24	25	26	27	28	29	30

JULY							
Week:	S	M	T	W	T	F	S
201827	1	2	3	4	5	6	7
201828	8	9	10	11	12	13	14
201829	15	16	17	18	19	20	21
201830	22	23	24	25	26	27	28
201831	29	30	31				

AUGUST							
Week:	S	M	T	W	T	F	S
201831				1	2	3	4
201832	5	6	7	8	9	10	11
201833	12	13	14	15	16	17	18
201834	19	20	21	22	23	24	25
201835	26	27	28	29	30	31	

SEPTEMBER							
Week:	S	M	T	W	T	F	S
201835							1
201836	2	3	4	5	6	7	8
201837	9	10	11	12	13	14	15
201838	16	17	18	19	20	21	22
201839	23	24	25	26	27	28	29
201840	30						

OCTOBER							
Week:	S	M	T	W	T	F	S
201840		1	2	3	4	5	6
201841	7	8	9	10	11	12	13
201842	14	15	16	17	18	19	20
201843	21	22	23	24	25	26	27
201844	28	29	30	31			

NOVEMBER							
Week:	S	M	T	W	T	F	S
201844					1	2	3
201845	4	5	6	7	8	9	10
201846	11	12	13	14	15	16	17
201847	18	19	20	21	22	23	24
201848	25	26	27	28	29	30	

DECEMBER							
Week:	S	M	T	W	T	F	S
201848							1
201849	2	3	4	5	6	7	8
201850	9	10	11	12	13	14	15
201851	16	17	18	19	20	21	22
201852	23	24	25	26	27	28	29
201901	30	31					

BANK HOLIDAYS / KEY DATES	
New Year's Day	1 Jan
Good Friday	30 Mar
Easter Monday	2 Apr
Early May Day Bank Holiday	7 May
Spring Bank Holiday	28 May
Summer Bank Holiday	27 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	

2018 Nielsen BookScan Calendar		
4-Weekly Data	Quarterly Data	Date for Online Scheduler*
Period 201801 (31/12-27/01)	Qtr 201801 (31/12 - 24/03)	2 Feb
Period 201802 (28/01-24/02)		2 Mar
Period 201803 (25/02-24/03)		30 Mar
Period 201804 (25/03-21/04)		27 Apr
Period 201805 (22/04-19/05)	Qtr 201802 (25/03 - 16/06)	25 May
Period 201806 (20/05-16/06)		22 Jun
Period 201807 (17/06-14/07)		20 Jul
Period 201808 (15/07-11/08)		17 Aug
Period 201809 (12/08-08/09)	Qtr 201803 (17/06 - 08/09)	14 Sep
Period 201810 (09/09-06/10)		12 Oct
Period 201811 (07/10-03/11)		9 Nov
Period 201812 (04/11-01/12)		7 Dec
Period 201813 (02/12-29/12)	Qtr 201805 (02/12 - 29/12)	4 Jan (2019)

*Online data is normally available on the Tuesday evening after the period/quarter 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).

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NIELSEN BOOKSCAN CALENDAR 2018

Sun Start Date	Sat End Date	Week No.	Period Range	Quarter Range
31-Dec-17 07-Jan-18 14-Jan-18 21-Jan-18	06-Jan-18 13-Jan-18 20-Jan-18 27-Jan-18	201801 201802 201803 201804	201801 <i>02-Feb-18</i>	201801
28-Jan-18 04-Feb-18 11-Feb-18 18-Feb-18	03-Feb-18 10-Feb-18 17-Feb-18 24-Feb-18	201805 201806 201807 201808	201802 <i>02-Mar-18</i>	
25-Feb-18 04-Mar-18 11-Mar-18 18-Mar-18	03-Mar-18 10-Mar-18 17-Mar-18 24-Mar-18	201809 201810 201811 201812	201803 <i>30-Mar-18</i>	<i>30-Mar-18</i>
25-Mar-18 01-Apr-18 08-Apr-18 15-Apr-18	31-Mar-18 07-Apr-18 14-Apr-18 21-Apr-18	201813 201814 201815 201816	201804 <i>27-Apr-18</i>	201802
22-Apr-18 29-Apr-18 06-May-18 13-May-18	28-Apr-18 05-May-18 12-May-18 19-May-18	201817 201818 201819 201820	201805 <i>25-May-18</i>	
20-May-18 27-May-18 03-Jun-18 10-Jun-18	26-May-18 02-Jun-18 09-Jun-18 16-Jun-18	201821 201822 201823 201824	201806 <i>22-Jun-18</i>	<i>22-Jun-18</i>
17-Jun-18 24-Jun-18 01-Jul-18 08-Jul-18	23-Jun-18 30-Jun-18 07-Jul-18 14-Jul-18	201825 201826 201827 201828	201807 <i>20-Jul-18</i>	201803
15-Jul-18 22-Jul-18 29-Jul-18 05-Aug-18	21-Jul-18 28-Jul-18 04-Aug-18 11-Aug-18	201829 201830 201831 201832	201808 <i>17-Aug-18</i>	
12-Aug-18 19-Aug-18 26-Aug-18 02-Sep-18	18-Aug-18 25-Aug-18 01-Sep-18 08-Sep-18	201833 201834 201835 201836	201809 <i>14-Sep-18</i>	<i>14-Sep-18</i>
09-Sep-18 16-Sep-18 23-Sep-18 30-Sep-18	15-Sep-18 22-Sep-18 29-Sep-18 06-Oct-18	201837 201838 201839 201840	201810 <i>12-Oct-18</i>	201804
07-Oct-18 14-Oct-18 21-Oct-18 28-Oct-18	13-Oct-18 20-Oct-18 27-Oct-18 03-Nov-18	201841 201842 201843 201844	201811 <i>09-Nov-18</i>	
04-Nov-18 11-Nov-18 18-Nov-18 25-Nov-18	10-Nov-18 17-Nov-18 24-Nov-18 01-Dec-18	201845 201846 201847 201848	201812 <i>07-Dec-18</i>	<i>07-Dec-18</i>
02-Dec-18 09-Dec-18 16-Dec-18 23-Dec-18	08-Dec-18 15-Dec-18 22-Dec-18 29-Dec-18	201849 201850 201851 201852	201813 <i>04-Jan-19</i>	201805

Nielsen BookScan is the world's largest continuous book sales tracking service operating in the UK, Ireland, Australia, 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 print 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
Asda	Royal Academy of Arts
Asda Online	Royal Botanic Garden
BBC Retail	Kew
Blackwell's	Royal Horticultural Society
British Museum	Sainsbury's
CLC Bookshops	SSG (formerly SPCK)
Daunt Books	St. Andrew's
Early Learning Centre	Stanfords
Eason & Son (NI)	Tate Gallery
Eden Project	Tesco
English Heritage	Tesco Online
Forbidden Planet	The Book Depository
Foyles	The Book People
Games Workshop	(excluding Core range)
HMV Music	The Science Museum
Imperial War Museum	Group
Independents (General & Specialist)	The Stationery Office
Institute of Contemporary Arts	V&A Museum
John Smith & Son	Waitrose
Morrisons	Waterstones
Mothercare	Waterstones Online
National Gallery	WH Smith Online
National Portrait Gallery	WH Smith Retail
Natural History Museum	WH Smith Travel
	Wordery

Plus sales from:

Daily Mail
Daily Telegraph
Guardian Media

Historically included:

Alpha Retail
B&Q
Books Etc
Books Etc Travel
Borders
British Bookshops
Computer Manuals
Fopp Music & Books
Hughes & Hughes Travel
Martins (inc. Forbuays & McColls)
PC World
Play.com
Somerfield
Wesley Owen
Woolworths (via EUK)
zawi (formerly Virgin Retail)

Nielsen's Books & Consumers provides publishers and booksellers with valuable insights into the book purchasing behaviour of consumers in the UK, helping inform their marketing, sales and editorial strategies. Each year, Nielsen's Books & Consumers survey 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.

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 2017/early 2018

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