

Tips on Becoming a New York Times Best-Seller Lists Reporting Store



American Booksellers Association member stores who are not already reporting their sales to The New York Times Best-Seller Lists should consider doing so. Consistent, weekly reports from independent booksellers are of great importance to The New York Times's lists.

Publishers are more likely to send authors your way for signing events if your store consistently reports to us. This, in turn, may increase traffic to your store.

The main consideration we have when deciding if we will accept a store into our reporting squad is whether they will be able to send us sales data each and every week they are doing business. For that reason, we strongly prefer stores to have been open at least six months before applying. We want your business to be running smoothly before adding this weekly task to your duties.

Reporting works best if there are at least two people who are trained to report to us and have dedicated time each week to do so. Ideally, you would simply pull a Sunday-to-Saturday sales report from your POS and upload it to our reporting site between Saturday evening and our deadline on Tuesday at noon Eastern. We also appreciate receiving anecdotal data regarding anomalous sales.

Reporting is 100% confidential. We never reveal your sales data to anyone.

If accepted into our reporting squad, you will receive free access to The New York Times Books coverage in several formats: the Best-Seller Lists via email hours before they are posted online, an advance list of titles to be covered in the Sunday Book Review so you can stock up before the weekend and a poster with some of our main lists. Stores with consistent reporting records over several months become eligible for one complimentary digital subscription to www.nytimes.com. This gives you access to our entire award-winning journalism in addition to all of our Books coverage.

Some stores see reporting sales as being akin to performing their civic duty by voting and we have developed great relationships with those stores. If this sounds like something you would like to do, please contact us at <https://bestsellers.nytimes.com/newstoreapp>. If we are interested, we will send you a more complete application.