

BDSM Romance at #RT17

Panelists: Tara Sue Me, Annabel Joseph, Shelly Bell, Tiffany Reisz

Moderator: Cecilia Tan

The panelists shared some sales figures among ourselves while we were planning the panel to show that the "50 Shades" boom is over. Because some publishers are uncomfortable with raw numbers being talked about too much, here are some of those numbers but without the books being identified.

One self-pub author's income numbers:

(releasing several new titles per year should lead to greater income each year, as backlist sales should grow with every new release, instead they have leveled off)

2009: \$8,000

2010: \$28,300

2011: \$70,500

2012: \$110,000

2013: \$182,000 (peak)

2014: \$96,700

2015: \$126,300

2016: \$103,000

One "Big 5" publisher series book numbers:

Release:	Units Sold	Income Earned
6/9/14	8,747	\$1,693.46
3/25/15	4,871	\$1,251.96
10/1/15	979	\$367.46
3/31/16	1,747	\$633.09

Another "Big 5" publisher book numbers:
for a single author:

(ebook/print/audio combined)

Year:	Units Sold
2013	209,647
2014	155,353
2015	86,136
2016	33,126 through June

Another "Big 5" publisher:

Release	Units sold
June 2013	33,287
Jan 2014	15,856
June 2014	11,107
Jan 2016	4,539
June 2016	3,960
Jan 2017	~2,000 print (returns not in yet) (only sold 281 in ebook)

Here's where to find your panelists! :-)

Cecilia Tan:

Twitter: @ceciliatan

Instagram: ctan_writer

Website: <http://ceciliatan.com>

Newsletter: <http://bit.ly/ctannews>

Tara Sue Me:

Twitter: @tarasueme

www.tarasueme.com

Mailing list: <http://tarasueme.com/contact/>

Shelly Bell:

Facebook: [ShellyBellBooks](https://www.facebook.com/ShellyBellBooks)

Twitter: [ShellyBell1987](https://twitter.com/ShellyBell1987)

<http://www.ShellyBellBooks.com>

Mailing list: <http://www.shellybellbooks.com/join-mailing-list.html>

Tiffany Reisz

Twitter @tiffanyreisz

Read free stories at <http://www.tiffanyreisz.com/free-stories/>

Annabel Joseph:

Twitter: @annabeljoseph

Facebook: AnnabelJosephNovels

Newsletter: <http://eepurl.com/E0pyb>

<http://annabeljoseph.com>