



*The UNIVERSITY of  
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# **The University of Chicago Press**

**April 2005**



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# The Press

- ❖ Books Division
  - 250 new titles a year
  - Over 5,000 titles in print
  - 13 editors covering range of scholarly and professional fields
- ❖ Journals Division
  - 43 journals and 5 annuals
  - University and society owned titles
  - Full range of disciplines, particular strength in astronomy
- ❖ Chicago Distribution Services
  - Chicago Distribution Center
  - Chicago Digital Distribution Center
  - BiblioVault repository
  - Chicago Subscription Fulfillment Services



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# Chicago Distribution Center

- ❖ 273,000 square feet
- ❖ 38 clients
- ❖ 30,000+ ISBNs
- ❖ 14 MN+ book units
- ❖ Activity in 2005
  - Nearly \$100 MN gross in books & journals
  - 2,000 new ISBNs
  - 1,000 book reprints



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# CDC Clients

- University of Chicago Press Books & Journals
- University of Tennessee Press
- Ohio University Press
- Northwestern University Press
- University of Notre Dame Press
- University of Minnesota Press
- Gallaudet University Press
- University of Alabama Press
- Templeton Foundation Press
- University of Wisconsin Press
- University of Iowa Press
- St. Augustine's Press
- Ohio State University Press
- Swan Isle Press
- ISI Books
- CSLI
- Temple University Press
- Amsterdam University Press
- University of Michigan Press
- Stanford University Press
- Prickly Paradigm Press
- University of Pittsburgh Press
- Minnesota Historical Society Press
- National Journal Group
- Dana Press
- Royal Netherlands Academy Press
- Eburon Press, Netherlands
- Westholme Publishing
- Brigham Young University (Ispart)
- Island Press
- Parmenides Publishing
- University of Utah Press
- Liverpool University Press, UK
- Reaktion, UK
- Bodleian Library, Oxford University, UK
- Academy Chicago Publishers
- University of Scranton Press



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# CDC Services

- ❖ Warehousing and receiving
- ❖ Order entry and customer service
- ❖ Picking, packing, billing, and shipping
- ❖ Credit and collection
- ❖ Inventory management
- ❖ Electronic order processing (EDI, Pubnet, and Easylink)
- ❖ 800 number and Internet shopping cart
- ❖ Order consolidation across distributed clients
- ❖ Sales, royalty, and inventory reporting
- ❖ Digital printing center adjacent to warehouse (Chicago Digital Distribution Center)



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## Summary CDC Sales Channel Data 12 Months Ending Jan 2005

	<u>Gross</u>	<u>Avg.Disc.</u>	<u>Returns</u>	<u>Avg.Disc.</u>	<u>Returns Rt.</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>Avg.Disc.</u>	<u>% of Total</u>
<b>Library Wholesalers</b>	12,321,328.08	<b>34.0%</b>	-1,176,871.35	<b>33.8%</b>	<b>-9.6%</b>	<b>8.5%</b>	11,144,456.73	<b>34.0%</b>	<b>21.0%</b>
<b>Trade Wholesalers</b>	9,312,049.73	<b>42.9%</b>	-1,718,751.01	<b>44.7%</b>	<b>-18.5%</b>	<b>12.5%</b>	7,593,298.72	<b>42.5%</b>	<b>14.3%</b>
<b>Retail Chain</b>	10,735,061.87	<b>43.2%</b>	-3,606,731.73	<b>43.0%</b>	<b>-33.6%</b>	<b>26.1%</b>	7,128,330.14	<b>43.3%</b>	<b>13.4%</b>
<b>Retail Other</b>	10,371,514.85	<b>40.1%</b>	-1,667,195.81	<b>39.5%</b>	<b>-16.1%</b>	<b>12.1%</b>	8,704,319.04	<b>40.3%</b>	<b>16.4%</b>
<b>Text Sales</b>	14,829,313.65	<b>26.9%</b>	-4,911,913.58	<b>27.8%</b>	<b>-33.1%</b>	<b>35.6%</b>	9,917,400.07	<b>26.4%</b>	<b>18.7%</b>
<b>Euro Sales</b>	2,968,461.66	<b>40.1%</b>	-276,001.31	<b>34.9%</b>	<b>-9.3%</b>	<b>2.0%</b>	2,692,460.35	<b>40.6%</b>	<b>5.1%</b>
<b>Remainder Sales</b>	64,243.93	<b>95.7%</b>	-53.75	<b>95.4%</b>	<b>-0.1%</b>	<b>0.0%</b>	64,190.18	<b>95.7%</b>	<b>0.1%</b>
<b>Individual Sales</b>	2,914,620.02	<b>35.8%</b>	-132,848.23	<b>26.7%</b>	<b>-4.6%</b>	<b>1.0%</b>	2,781,771.79	<b>36.1%</b>	<b>5.2%</b>
<b>All Others</b>	3,418,023.46	<b>39.5%</b>	-304,250.40	<b>39.8%</b>	<b>-8.9%</b>	<b>2.2%</b>	3,113,773.06	<b>39.5%</b>	<b>5.9%</b>
<b>CDC Totals</b>	66,934,617.25	<b>38.1%</b>	-13,794,617.17	<b>37.0%</b>	<b>-20.6%</b>		53,140,000.08	<b>38.4%</b>	



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## Summary CDC Cloth/Paper Sales Breakdown 12 Months Ending Jan 2005

<u>IN DOLLARS</u>	<u>Gross</u>	<u>Avg.Disc.</u>	<u>Returns</u>	<u>Avg.Disc.</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>Avg.Disc.</u>	<u>% of Total</u>
Short Cloth	14,655,292.79	<b>32.4%</b>	-2,122,485.43	<b>30.4%</b>	<b>-14.5%</b>	<b>15.5%</b>	12,532,807.36	<b>32.7%</b>	<b>23.8%</b>
Trade Cloth	11,180,505.17	<b>46.4%</b>	-2,332,785.07	<b>45.7%</b>	<b>-20.9%</b>	<b>17.0%</b>	8,847,720.10	<b>46.6%</b>	<b>16.8%</b>
Short Paper	25,694,075.61	<b>31.9%</b>	-6,057,236.80	<b>29.9%</b>	<b>-23.6%</b>	<b>44.2%</b>	19,636,838.81	<b>32.5%</b>	<b>37.4%</b>
Trade Paper	14,720,202.43	<b>45.3%</b>	-3,182,892.32	<b>44.7%</b>	<b>-21.6%</b>	<b>23.2%</b>	11,537,310.11	<b>45.4%</b>	<b>22.0%</b>
<b>Totals:</b>	<b>66,250,076.00</b>	<b>38.2%</b>	<b>-13,695,399.62</b>	<b>37.0%</b>	<b>-20.7%</b>		<b>52,554,676.38</b>	<b>38.5%</b>	

<u>IN UNITS</u>	<u>Gross</u>	<u>Returns</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>% of Total</u>	<u># of ISBN's</u>
Short Cloth	408,052	-59,982	<b>-14.7%</b>	<b>6.3%</b>	348,070	<b>10.0%</b>	<b>11,438</b>
Trade Cloth	629,806	-141,738	<b>-22.5%</b>	<b>14.9%</b>	488,068	<b>14.1%</b>	<b>1,808</b>
Short Paper	1,797,448	-416,026	<b>-23.1%</b>	<b>43.8%</b>	1,381,422	<b>39.9%</b>	<b>11,065</b>
Trade Paper	1,579,344	-332,099	<b>-21.0%</b>	<b>35.0%</b>	1,247,245	<b>36.0%</b>	<b>4,269</b>
<b>Totals:</b>	<b>4,414,650</b>	<b>-949,845</b>	<b>-21.5%</b>		<b>3,464,805</b>		<b>28,580</b>



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## Summary CDC Cloth/Paper Sales Breakdown 12 Months Ending Jan 2005 (ISBN's selling Less Than 100 Units)

<u>IN DOLLARS</u>	<u>Gross</u>	<u>Avg.Disc.</u>	<u>Returns</u>	<u>Avg.Disc.</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>Avg.Disc.</u>	<u>% of Total</u>
Short Cloth	5,099,300.03	<b>31.3%</b>	-1,035,913.49	<b>29.3%</b>	<b>-20.3%</b>	<b>37.3%</b>	4,063,386.54	<b>31.8%</b>	<b>59.4%</b>
Trade Cloth	471,863.38	<b>46.0%</b>	-284,287.71	<b>47.2%</b>	<b>-60.2%</b>	<b>10.2%</b>	187,575.67	<b>44.0%</b>	<b>2.7%</b>
Short Paper	3,398,258.98	<b>31.7%</b>	-1,090,973.52	<b>31.8%</b>	<b>-32.1%</b>	<b>39.2%</b>	2,307,285.46	<b>31.7%</b>	<b>33.7%</b>
Trade Paper	655,117.67	<b>44.8%</b>	-368,692.06	<b>45.8%</b>	<b>-56.3%</b>	<b>13.3%</b>	286,425.61	<b>43.5%</b>	<b>4.2%</b>
<b>Totals:</b>	<b>9,624,540.06</b>	<b>33.2%</b>	<b>-2,779,866.78</b>	<b>34.3%</b>	<b>-28.9%</b>		<b>6,844,673.28</b>	<b>32.8%</b>	

<u>IN UNITS</u>	<u>Gross</u>	<u>Returns</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>% of Total</u>	<u># of ISBN's</u>
Short Cloth	128,382	-27,563	<b>-21.5%</b>	<b>18.1%</b>	100,819	<b>36.3%</b>	<b>10,434</b>
Trade Cloth	27,562	-17,088	<b>-62.0%</b>	<b>11.2%</b>	10,474	<b>3.8%</b>	<b>1,204</b>
Short Paper	208,587	-69,170	<b>-33.2%</b>	<b>45.4%</b>	139,417	<b>50.2%</b>	<b>7,248</b>
Trade Paper	65,891	-38,661	<b>-58.7%</b>	<b>25.4%</b>	27,230	<b>9.8%</b>	<b>2,286</b>
<b>Totals:</b>	<b>430,422</b>	<b>-152,482</b>	<b>-35.4%</b>		<b>277,940</b>		<b>21,172</b>



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## Summary CDC Cloth/Paper Sales to the Chains 12 Months Ending Jan 2005

<u>IN</u> <u>DOLLARS</u>	<u>Gross</u>	<u>Avg.Disc.</u>	<u>Returns</u>	<u>Avg.Disc.</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>Avg.Disc.</u>	<u>% of Total</u>
Short Cloth	1,028,797.68	<b>32.3%</b>	-445,807.07	<b>34.0%</b>	<b>-43.3%</b>	<b>12.4%</b>	582,990.61	<b>30.8%</b>	<b>8.2%</b>
Trade Cloth	3,270,556.13	<b>45.5%</b>	-1,001,031.72	<b>45.6%</b>	<b>-30.6%</b>	<b>27.8%</b>	2,269,524.41	<b>45.5%</b>	<b>31.8%</b>
Short Paper	2,798,851.75	<b>40.6%</b>	-1,021,311.54	<b>40.2%</b>	<b>-36.5%</b>	<b>28.3%</b>	1,777,540.21	<b>40.9%</b>	<b>24.9%</b>
Trade Paper	3,636,856.31	<b>45.5%</b>	-1,138,581.40	<b>45.9%</b>	<b>-31.3%</b>	<b>31.6%</b>	2,498,274.91	<b>45.2%</b>	<b>35.0%</b>
<b>Totals:</b>	<b>10,735,061.87</b>	<b>43.2%</b>	<b>-3,606,731.73</b>	<b>43.0%</b>	<b>-33.6%</b>		<b>7,128,330.14</b>	<b>43.3%</b>	

<u>IN</u> <u>UNITS</u>	<u>Gross</u>	<u>Returns</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>% of Total</u>	<u># of</u> <u>ISBN's</u>
Short Cloth	30,805	-14,714	<b>-47.8%</b>	<b>5.3%</b>	16,091	<b>3.0%</b>	<b>7,402</b>
Trade Cloth	169,607	-61,216	<b>-36.1%</b>	<b>22.0%</b>	108,391	<b>20.0%</b>	<b>1,410</b>
Short Paper	236,897	-82,354	<b>-34.8%</b>	<b>29.6%</b>	154,543	<b>28.5%</b>	<b>9,364</b>
Trade Paper	383,095	-119,921	<b>-31.3%</b>	<b>43.1%</b>	263,174	<b>48.5%</b>	<b>3,666</b>
<b>Totals:</b>	<b>820,404</b>	<b>-278,205</b>	<b>-33.9%</b>		<b>542,199</b>		<b>21,842</b>



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**Summary CDC Sales to the Chains  
12 Months Ending Jan 2005  
(titles aged 2 years or older)**

<u>IN</u> <u>DOLLARS</u>	<u>Gross</u>	<u>Avg.Disc.</u>	<u>Returns</u>	<u>Avg.Disc.</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>Avg.Disc.</u>	<u>% of Total</u>
100 or More	922,917.38	<b>43.9%</b>	-248,389.34	<b>44.3%</b>	<b>-26.9%</b>	<b>17.4%</b>	674,528.04	<b>43.7%</b>	<b>65.8%</b>
Less Than 100	1,530,563.45	<b>38.8%</b>	-1,180,309.06	<b>40.5%</b>	<b>-77.1%</b>	<b>82.6%</b>	350,254.39	<b>32.3%</b>	<b>34.2%</b>
<b>Totals:</b>	<b>2,453,480.83</b>	<b>39.3%</b>	<b>-1,428,698.40</b>	<b>43.0%</b>	<b>-58.2%</b>		<b>1,024,782.43</b>	<b>33.4%</b>	

  

<u>IN</u> <u>UNITS</u>	<u>Gross</u>	<u>Returns</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>% of Total</u>	<u># of</u> <u>ISBN's</u>
100 or More	86,189	-24,832	<b>-28.8%</b>	<b>23.1%</b>	61,357	<b>77.7%</b>	<b>316</b>
Less Than 100	100,493	-82,892	<b>-82.5%</b>	<b>76.9%</b>	17,601	<b>22.3%</b>	<b>15,613</b>
<b>Totals:</b>	<b>186,682</b>	<b>-107,724</b>	<b>-57.7%</b>		<b>78,958</b>		<b>15,929</b>



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## Summary CDC Cloth/Paper Sales to the Chains 12 Months Ending Jan 2005 (ISBN's selling Less Than 100 Units)

<u>IN</u> <u>DOLLARS</u>	<u>Gross</u>	<u>Avg.Disc.</u>	<u>Returns</u>	<u>Avg.Disc.</u>	<u>Returns Rate</u>	<u>% of Total</u>	<u>Net Sales</u>	<u>Avg.Disc.</u>	<u>% of Total</u>
Short Cloth	757,359.75	<b>30.6%</b>	-376,921.77	<b>33.4%</b>	<b>-49.8%</b>	<b>18.7%</b>	380,437.98	<b>27.5%</b>	<b>42.3%</b>
Trade Cloth	277,086.17	<b>44.2%</b>	-387,990.25	<b>45.6%</b>	<b>-140.0%</b>	<b>19.3%</b>	-110,904.08	<b>48.6%</b>	<b>-12.3%</b>
Short Paper	1,320,248.10	<b>39.7%</b>	-714,660.76	<b>39.6%</b>	<b>-54.1%</b>	<b>35.5%</b>	605,587.34	<b>39.7%</b>	<b>67.3%</b>
Trade Paper	557,610.22	<b>44.6%</b>	-533,086.91	<b>45.8%</b>	<b>-95.6%</b>	<b>26.5%</b>	24,523.31	<b>-2.5%</b>	<b>2.7%</b>
<b>Totals:</b>	<b>2,912,304.24</b>	<b>39.1%</b>	<b>-2,012,659.69</b>	<b>41.6%</b>	<b>-69.1%</b>		<b>899,644.55</b>	<b>32.8%</b>	
<u>IN</u> <u>UNITS</u>	<u>Gross</u>		<u>Returns</u>	<u>Returns Rate</u>	<u>% of Total</u>		<u>Net Sales</u>	<u>% of Total</u>	<u># of ISBN's</u>
Short Cloth	21,674		-12,479	<b>-57.6%</b>	<b>8.5%</b>		9,195	<b>21.9%</b>	<b>7,358</b>
Trade Cloth	15,711		-24,785	<b>-157.8%</b>	<b>16.9%</b>		-9,074	<b>-21.6%</b>	<b>1,191</b>
Short Paper	96,268		-53,495	<b>-55.6%</b>	<b>36.5%</b>		42,773	<b>101.9%</b>	<b>8,933</b>
Trade Paper	54,705		-55,622	<b>-101.7%</b>	<b>38.0%</b>		-917	<b>-2.2%</b>	<b>3,027</b>
<b>Totals:</b>	<b>188,358</b>		<b>-146,381</b>	<b>-77.7%</b>			<b>41,977</b>		<b>20,509</b>



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## Profile of Less Than 100 unit sales inventory at the CDC

<u>As of:</u>	06/2003	02/2005
<u># of ISBN's</u>	17,292	21,602
<u>% of Total ISBN's Serviced</u>	66.4%	74.4%
<u>Average Quantity on Hand</u>	265	205
<u>Average Net Sales Year-To-Date</u>	20	13
<u>Average # of Years Supply</u>	27	16
<u>Total # Units On Hand (for this sales profile)</u>	4,582,045	4,422,779



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**Chicago Distribution Center  
Frontlist – Recent Backlist Analysis  
36 Month's Sales Ending Mar 03 and Mar 04**

Sales for ISBN's printed during these dates:	# of ISBN's	Gross	Returns	Net	QOH	Units Printed	% of Qty Printed Sold	Avg Qty Printed Per ISBN	Ret's %
<b>1st 3 Mth's Sales</b>									
Jan 03 - Mar 03	567	374,076	-62,099	311,977	411,438	723,415	43%	1,276	-17%
Jan 04 - Mar 04	777	771,972	-142,602	629,370	671,838	1,301,208	48%	1,675	-18%
<b>Total</b>	<b>1,344</b>	<b>1,146,048</b>	<b>-204,701</b>	<b>941,347</b>	<b>1,083,276</b>	<b>2,024,623</b>	<b>46%</b>	<b>1,506</b>	<b>-18%</b>
<b>1st 6 Mth's Sales</b>									
Oct 02 - Mar 03	1,170	927,170	-150,092	777,078	848,561	1,625,639	48%	1,389	-16%
Oct 03 - Mar 04	1,473	1,655,855	-285,883	1,369,972	1,346,313	2,716,285	50%	1,844	-17%
<b>Total</b>	<b>2,643</b>	<b>2,583,025</b>	<b>-435,975</b>	<b>2,147,050</b>	<b>2,194,874</b>	<b>4,341,924</b>	<b>49%</b>	<b>1,643</b>	<b>-17%</b>
<b>1st 12 Mth's Sales</b>									
Apr 02 - Mar 03	2,298	2,320,853	-420,919	1,899,934	1,806,830	3,706,764	51%	1,643	-18%
Apr 03 - Mar 04	2,741	3,230,657	-582,497	2,648,160	2,516,731	5,164,891	51%	1,884	-18%
<b>Total</b>	<b>5,039</b>	<b>5,551,510</b>	<b>-1,003,416</b>	<b>4,548,094</b>	<b>4,323,561</b>	<b>8,871,655</b>	<b>51%</b>	<b>1,761</b>	<b>-18%</b>
<b>1st 24 Mth's Sales</b>									
Apr 01 - Mar 02	2,295	2,208,322	-501,840	1,706,482	1,461,058	3,167,540	54%	1,375	-23%
Apr 02 - Mar 03	2,298	2,574,830	-570,315	2,004,515	1,816,321	3,820,836	52%	1,643	-22%
<b>Total</b>	<b>4,593</b>	<b>4,783,152</b>	<b>-1,072,155</b>	<b>3,710,997</b>	<b>3,277,379</b>	<b>6,988,376</b>	<b>53%</b>	<b>1,522</b>	<b>-22%</b>
<b>1st 36 Mth's Sales</b>									
Apr 00 - Mar 01	2,003	1,935,848	-527,662	1,408,186	1,148,957	2,557,143	55%	1,277	-27%
Apr 01 - Mar 02	2,295	2,230,708	-561,235	1,669,473	1,458,438	3,127,911	53%	1,375	-25%
<b>Total</b>	<b>4,298</b>	<b>4,166,556</b>	<b>-1,088,897</b>	<b>3,077,659</b>	<b>2,607,395</b>	<b>5,685,054</b>	<b>54%</b>	<b>1,323</b>	<b>-26%</b>

**10% of the total number of ISBN's account for 80% of the sales  
50% of the total number of ISBN's account for 1% of the sales**