

Gray Matter

A New Day?

BY DICK DONAHUE

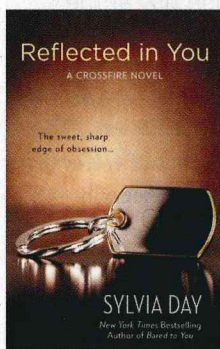


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Sylvia Day

Back on April 3, author Sylvia Day offered her self-published novel, *Bared to You*, as an e-book and a print-on-demand title. The buzz for the erotically charged novel began within days, with reviewers across the Internet comparing the book to *Fifty Shades* of you-know-what.

And why not? According to Berkley executive editor Cindy Hwang, *Bared to You* “is erotic romance at its best—compelling characters, deeply emotional relationships, and, of course, hot sex.” Day’s book jumped onto the list of top 40 bestselling e-books at both Amazon and Barnes & Noble, and lands today in fifth place in its second week. Berkley took over the publication of the e-book on May 24, releasing a slightly revised edition with a new cover, and has since sold 150,000+ e-books. A trade paperback edition of the book went on sale June 12, with a reported 650,000 copies in print. According to sales tracked by Nielsen BookScan, 44,595 copies have sold year-to-date. On June 29 Berkley released the cover of *Reflected in You*, the second book in the Crossfire Trilogy, which is slated for an October 2 publication.



No Business Like Wicked Business

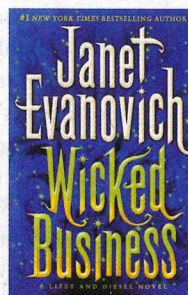
Plum Terrific

Snagging today’s top Fiction spot is Janet Evanovich’s second installment in her Lizzy and Diesel series, which follows on the heels of her wildly successful Stephanie Plum series—the antic adventures of the eponymous New Jersey bail bondswoman. With more than 460,000 copies in print after one week on sale, this *Business* is Evanovich’s third novel—after *Smokin’ Seventeen* and *Explosive Eighteen*—with Random House,



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Janet Evanovich



which has seen robust growth with each new Evanovich title. (Nielsen BookScan reports *Seventeen*’s combined hardcover and mass market sales figures of 531,614, and 468,796 for *Eighteen*—just over a cool million for both titles.) Not surprising that RH just signed up four more Plum novels, along with a new series to be coauthored with Lee Goldberg. Beating the *Wicked* drum, Evanovich was on CBS-TV’s *The Talk* on June 26, followed by a June 28 *Today* gig and several other radio/TV appearances. She’s also done five events around the country in support of her latest bestseller. Fans better get to business reading the new one, as the next Stephanie Plum adventure, *Notorious Nineteen*, is due out from Bantam Hardcover on Nov. 20.

—D.D.

TOP 10 OVERALL

RANK	TITLE	AUTHOR	IMPRINT	YEAR-TO-DATE UNITS
1	Fifty Shades of Grey	E. L. James	Vintage	3,624,736
2	Fifty Shades Darker	E. L. James	Vintage	1,945,297
3	Fifty Shades Freed	E. L. James	Vintage	1,676,876
4	Fifty Shades Trilogy	E. L. James	Vintage	133,563
5	Mockingjay	Suzanne Collins	Scholastic	1,838,540
6	Wicked Business	Janet Evanovich	Bantam	36,417
7	Catching Fire	Suzanne Collins	Scholastic	2,144,767
8	The Hunger Games	Suzanne Collins	Scholastic	2,411,317
9	Bared to You: A Crossfire Novel	Sylvia Day	Berkley	44,595
10	Tales from a Not-So-Graceful...	Rachel Renée Russell	Aladdin Paperbacks	73,463



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Screen Gems



Maybe it’s a coincidence—but we doubt it. This week’s two longest-running mass market titles are movie adaptations—and neither is in first-run engagements. With year-to-date sales of 259,525, *The Lucky One* has enjoyed a 17-week run on our list, with gross box-office sales of \$60,218,205. With 18 weeks on our list to date, *The Girl Who Kicked the Hornet’s Nest* has a year-to-date figure of 198,150; total copies in print in all formats, 4,560,000.

—D.D.