Kindle Romance Top 100s Report

2018-02-09

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This report and the datasheets with it are released monthly as a free service to the self-publishing community. Check out the detailed reports and subscriptions at http://www.kdatareports.com

How To Use This Report

This report takes data on the Top 100 ebooks in Romance and subcategories from the Amazon Kindle Store at http://www.amazon.com, summarises it and presents useful information for authors. The accompanying datasheets show the raw data: lists of the Top 100 books for each of the categories featured here, with titles, ASINs, authors, SalesRanks, release dates, page numbers, and prices.

If you're an author involved or interested in self-publishing romance on the Kindle Store, this report will give you a general picture of prices, SalesRanks, publishing activity and Kindle Unlimited enrolments in Romance as a whole, and in each of its major subcategories.

The report has three sections:

- **Category Information**: a summary of publishing activity and prices. This section includes tables of the number of books in each category, the number of preorders, and the number published in the last 30 and last 90 days. It also includes a summary of how many books in the Top 100 are in Kindle Unlimited for each category, and the 'SalesRank of #50' figure for each category. This number is the overall SalesRank in the Amazon Kindle Store for for the 50th-ranked book in the category; it is a basic measure of the popularity of the category. More popular categories will have a lower SalesRank of #50, but will tend to be more crowded. Read this section to get an idea of which categories are popular, which price levels are most common in each category, and what fraction of books in a category are in Kindle Unlimited.
- **Cover Montages**: all the covers collected together, by category. Look at these to get an idea of common visual elements in each category, and the way that top-selling books appear to customers.
- **Common Words in Blurbs**: all the words in all the Top 100 blurbs, counted up and displayed as a 'word cloud'. Bigger words are more frequent. Look at this to get an idea of the key themes that are advertised to customers for top-selling books.

Caveat: The Top 100 isn't always representative of all the books in a category. More detailed category reports go deeper to estimate the Top 1000 books, and all the books published in the last 30 days, giving you more general information

When you find interesting books or categories, you can use the accompanying datasheets to research them in detail. Each book is listed with the ASIN (unique reference) so you can find it on the Kindle Store, and the datasheets can be filtered or sorted to pull out subsets of books. For more information on the columns in the datasheets, see Section 6: Other Resources

Category Information

Activity

Category	Total releases	Last 30 days	Last 90 days	Preorders	SalesRank of #50
Romance	>500000	>10000	>30000	>3000	105
African American	>10000	352	951	56	1964
Clean & Wholesome	>4000	117	356	155	2990
Contemporary	>100000	>3000	>9000	>1000	215
Gothic	>2000	71	155	16	12214
Historical Romance	>50000	874	>2000	331	1386
Gay Romance	>30000	>1000	>2000	146	2947
Bisexual	>5000	493	>1000	31	11769
Lesbian Romance	>8000	315	694	42	14807
Military	>20000	>1000	>2000	245	909
Mystery & Suspense	>50000	>1000	>3000	605	707
New Adult & College	>20000	438	>1000	155	676
Paranormal	>50000	>1000	>3000	469	644
Romantic Comedy	>40000	>1000	>3000	443	362
Science Fiction	>10000	513	>1000	90	2023
Sports	>10000	597	>1000	108	945
Westerns	>10000	492	>1000	167	2510

Price Breakdown of Top 100s

Category	0.99-	1.99-	2.99-	3.99-	4.99-	4.99+
Romance	47	3	13	15	12	10
African American	43	2	27	2	7	19
Clean & Wholesome	40	8	15	21	7	9
Contemporary	47	3	7	20	11	12
Gothic	18	6	28	25	6	17
Historical Romance	44	7	7	17	13	12
Gay Romance	20	0	28	38	12	2
Bisexual	13	5	19	41	14	8
Lesbian Romance	5	5	20	27	17	26
Military	67	2	9	12	9	1
Mystery & Suspense	28	9	6	14	31	12
New Adult & College	56	1	10	21	6	6
Paranormal	41	1	19	22	10	7
Romantic Comedy	61	5	11	14	5	4
Science Fiction	18	3	32	15	22	10
Sports	58	2	10	18	8	4
Westerns	64	1	12	13	5	5

New books are released every day, so these numbers will have changed if you look at this report after the date it was produced.
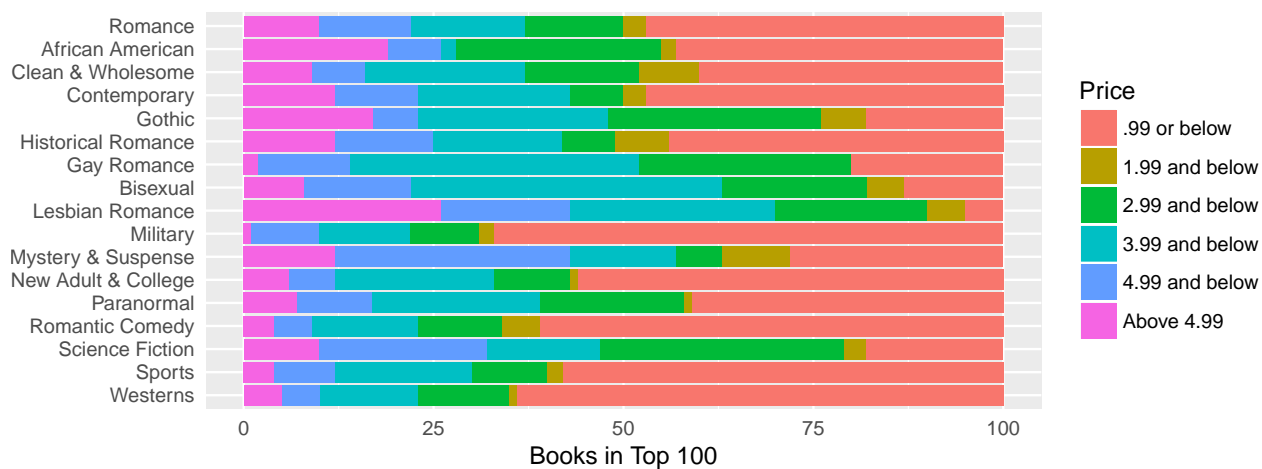
KU Status of Top 100s

Category	Not in KU	In KU
Romance	25	75
African American	3	97
Clean & Wholesome	17	83
Contemporary	29	71
Gothic	30	70
Historical Romance	36	64
Gay Romance	13	87
Bisexual	19	81
Lesbian Romance	23	77
Military	16	84
Mystery & Suspense	27	73
New Adult & College	14	86
Paranormal	12	88
Romantic Comedy	16	84
Science Fiction	18	82
Sports	15	85
Westerns	14	86

Cover Montages
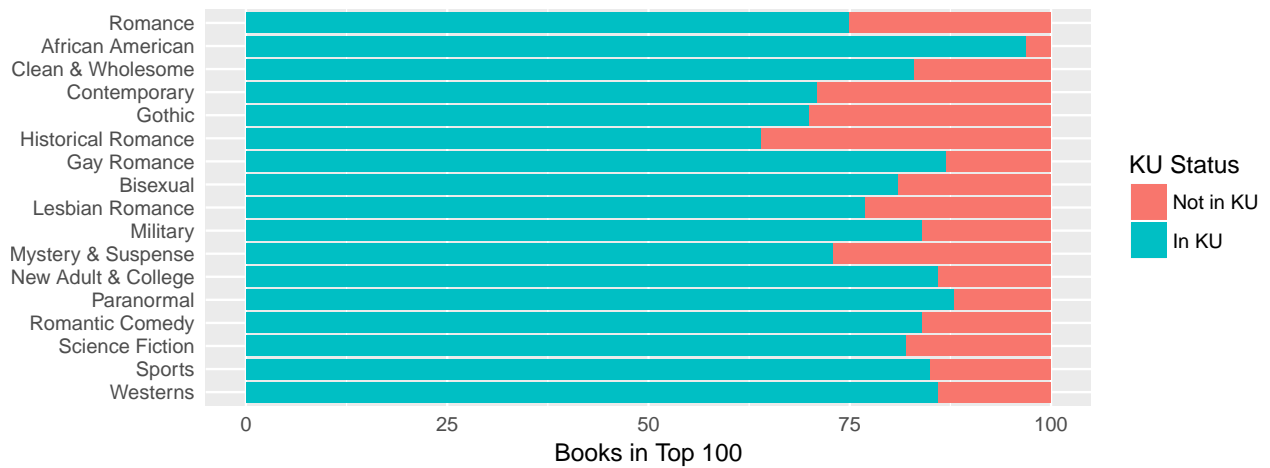
Romance

Common Words in Blurbs

Romance
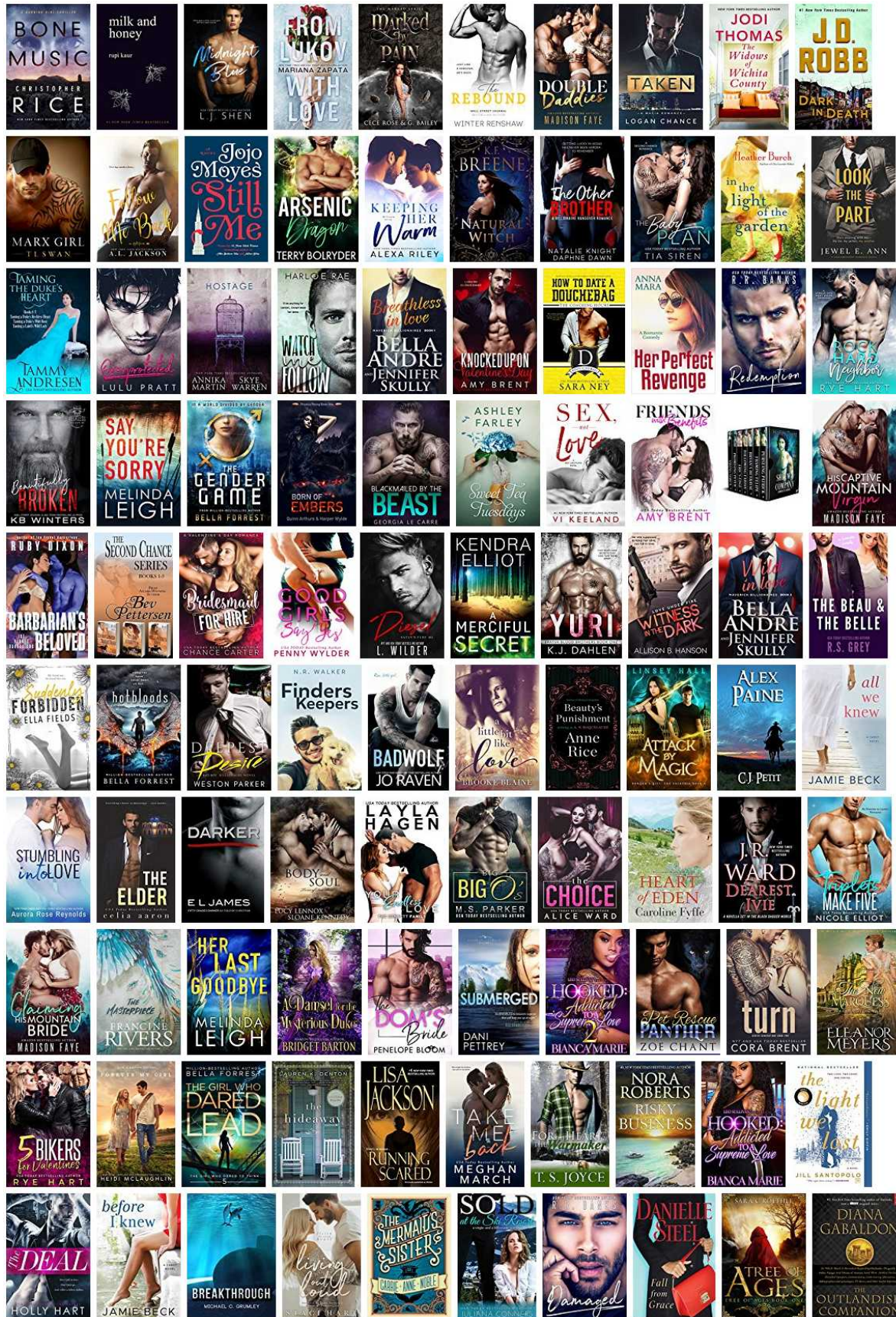
Other Resources

Basic Datasheet

Along with this PDF report, you should find a **basic datasheet**. This is a table in Excel or tab-delimited text form of all the books analysed to produce this report. You can filter, sort and extract subsets of these books to do your own research.

The basic datasheet includes the following information for each book:

Column	Description
ASIN	Unique reference ID for each ebook
ResultRank	Order of the book in the set of results
Title	Title, Subtitle and series name from KDP
Author	All author names separated by commas
SalesRank	SalesRanks of the book at the time the report was run
isInKU	TRUE if the book was in KU at the time the report was run, otherwise FALSE
ReleaseDate	Release date in the format YYYY-MM-DD
nPages	Number of pages quoted by the Amazon Product API.
Price	Standard price at the time the report was run, excluding rentals
averageReview	Average customer review as reported on the book details page
nReviews	Total reviews as reported on the book details page

Extended Datasheet

In the same directory, you'll also find the **extended datasheet**. This has all of the same fields as the basic datasheet, plus the following additional ones:

Column	Description
Publisher	Publisher as listed in the Amazon Product API
CategoryList	All of the categories the book is listed as being in from the Amazon Product API

Category Reports

Also available are detailed category-specific reports for each of the categories in Kindle eBooks. Category-specific reports include all the information in this sample report as well as the following:

Item	Description
Last 30 Days	All books published in the last 30 days for a category
Preorders	All current pre-orders for a category
Estimated Top 1000	In-depth analysis of the first 1000 books returned by searching in a category
Category Frequency	Table of related categories for all books returned

For more information on these reports, visit www.example.com.

Technical Notes

Extracting the Data

Book details, publishing activity and ranks are all taken at the time listed on Page 1 of the report, and are representative of what an anonymous (not-logged-in) user in the continental United States would see on the Amazon.com website. If you're browsing at a different time or location, browsing another Amazon site like Amazon.co.uk, or Amazon.co.in, or logged in with an Amazon account, you may see different results.

Occasionally, a book can appear for sale on Amazon.com, but its details aren't available through the Amazon Product API. This can happen if the book is in the process of being withdrawn from sale, or it's a traditionally-published books restricted by licensing agreements. In this situation, we extract as much information as we can about the book (typically ASIN, title, price, and KU status), and put NAs in the datasheet columns where we can't get information. Books like this without full details are excluded from calculations and plots.

Cover Montages

Cover montages are made up of the cover thumbnails provided through the Amazon Product API. For Top 100 books, they are ordered by SalesRank. Some books may not have covers available, if they are being withdrawn from sale, or are yet to have one uploaded, most commonly for preorder books.

Common Words in Blurbs

Word clouds or 'tag clouds' are a simple way of showing the relative frequency of words or phrases in a lot of text. To create these word clouds, we download all the blurb information for a set of books (e.g. the Top 100 in a category) using the Amazon Product API, and use the 'tm' and 'wordcloud' packages in R to process it, count the words and visualise the results.

Basic text analysis is done on the collected blurbs to remove very common words like 'and' and 'the', and non-English characters (e.g. acute accents or umlauts) are reduced to their nearest English equivalents. In some cases with non-European alphabets, this process can't be done, and so you may occasionally see the character '?' in a word cloud or the datasheet; this indicates a non-European character which can't be automatically reduced to an English equivalent.