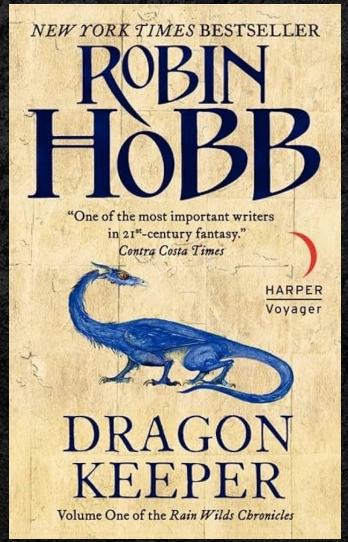
RAIN WILD CHRONICLES

REVAMP

Title Info



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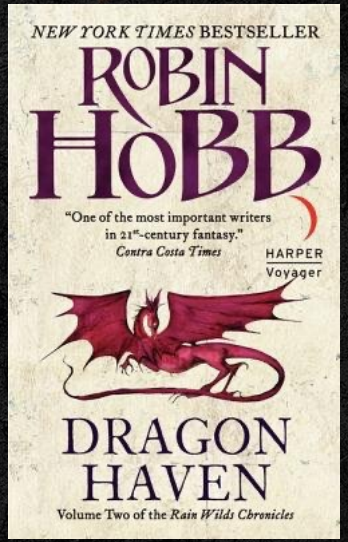

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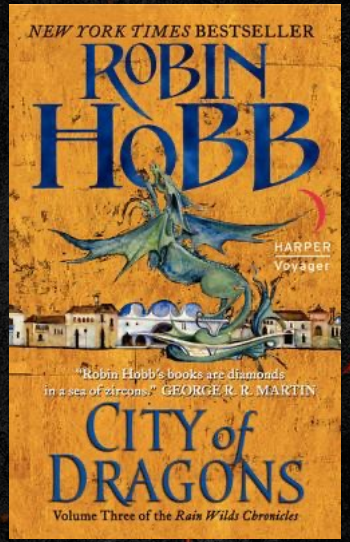

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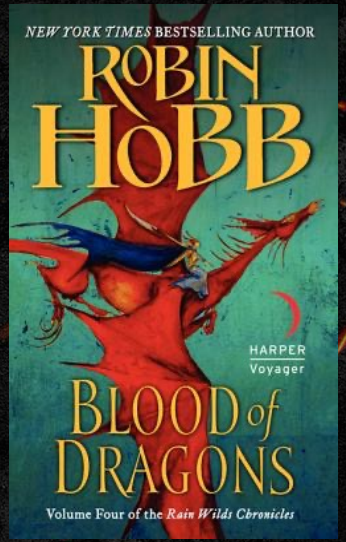


2014-10-28

- Author: Robin Hobb
- Harper Voyager
- Format: Mass Market Paperback
- Price: $8.99

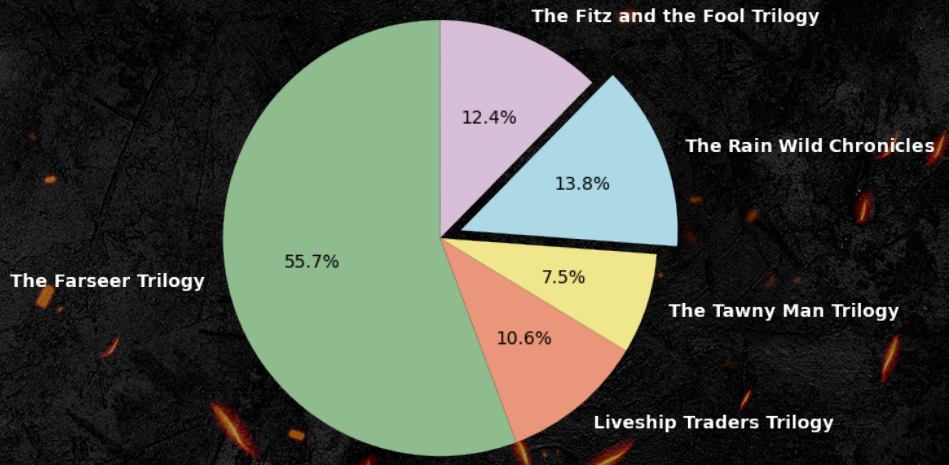
01

Current state of the series

The Rain Wild Chronicles: Fourth Series in the Realm of the Elderlings (RotE) Universe

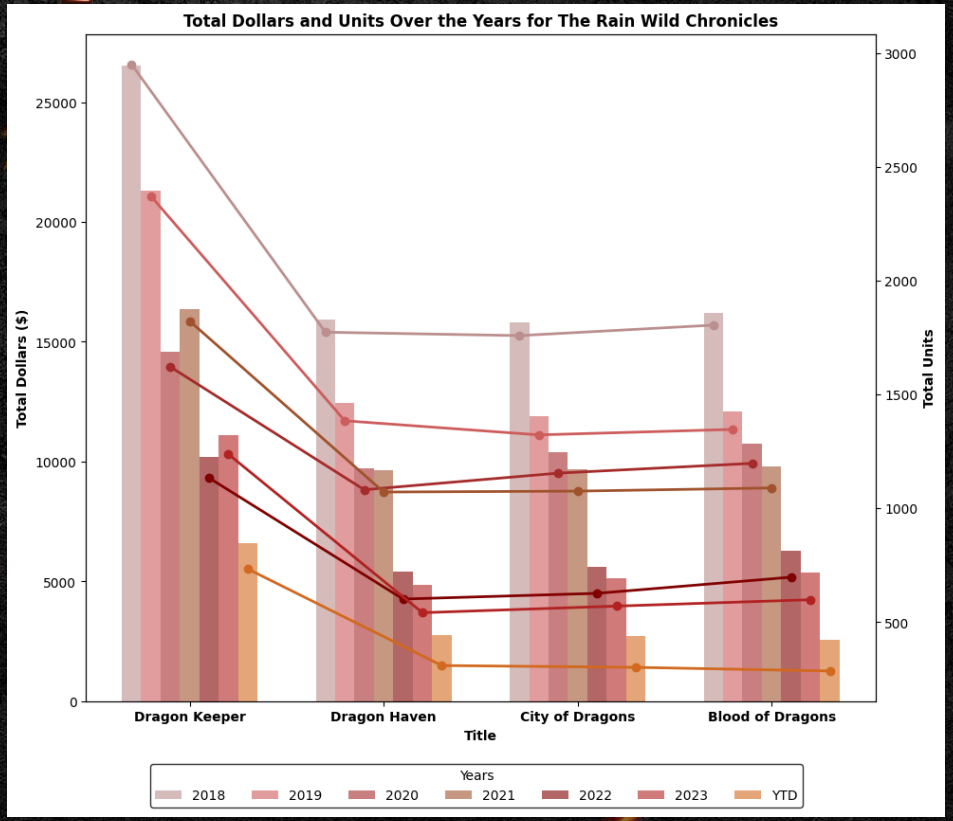
Can be read as a standalone series

Mass Market Sales distribution by series (total units 2020-YTD)



- The Rain Wild Chronicles sits at 14% of the MM sales since 2020
- All the other series had a recent trade paperback reprint. The Fitz and the Fool Trilogy reprint is out August 13

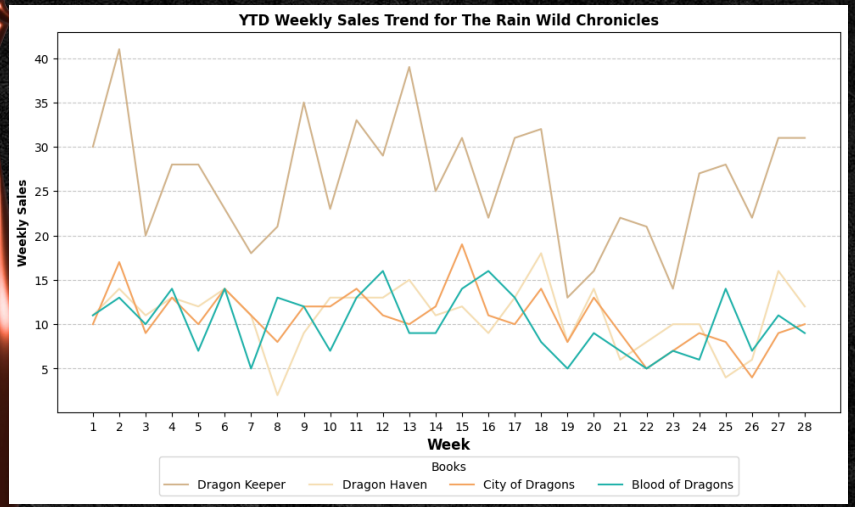
Total Sales over the years

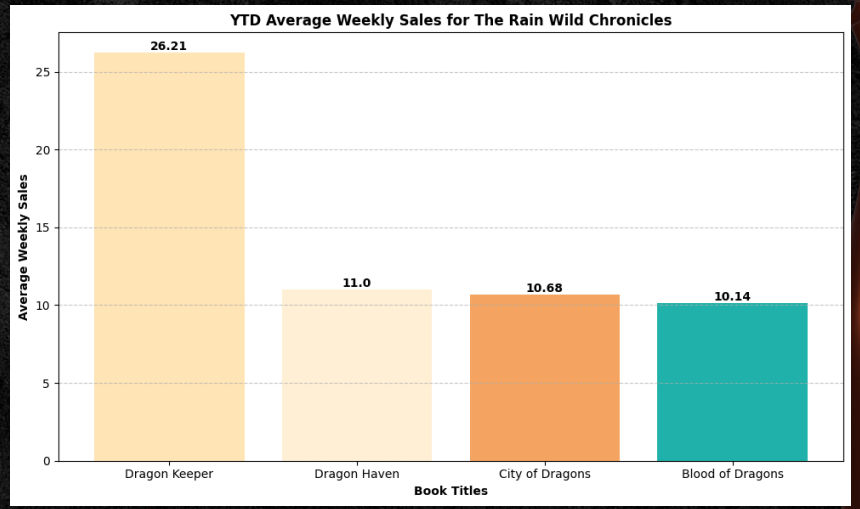


**YTD is up to July 13 (Bookscan)

- Dragon Keeper has decreased to about over 1000 copies a year, with the rest of the series steadily decreasing each year at less than 700
- YTD Units:
  - Dragon Keeper: 733
  - Dragon Haven: 309
  - City of Dragons: 301
  - Blood of Dragons: 285
- Other info:
  - E-Books YTD (last updated in April) is about 800 units sold for all, except for Dragon Keeper at 1800 due to a promo in January. The bundle is at 600 units
  - Almost half of Robin Hobb's sales now come from audiobook subscriptions

YTD Weekly Sales (Units)





- The consistent and stable averages for the last three books of the series suggest that those who decided to read "Dragon Haven" enjoyed it and continued to read the rest
- 2024 YTD average weekly sales for each title is a little up from 2023 YTD except for Blood of Dragons by ~2 units

**YTD July 13

02

NEW POSITIONING

Metadata

Comp titles broad search

The Shadow of the Gods	books fantasy	high fantasy books for adults	epic fantasy books	fantasy books for adults	fantasy books	high fantasy books	epic fantasy	top fantasy books	best selling fantasy fiction	kindle books fantasy
Murtagh	epic fantasy books for adults	fantasy books for adults	epic fantasy books	fantasy fiction	fantasy book	fantasy novels	books fiction	adult fantasy		
Dragon Rider	dragon fantasy books for adults									

Identified Amazon search terms leading to clicks on the Rain Wild Chronicles and contrasted them against the comp titles

- The series is mostly only getting found/clicked on when specifically searching for the series or Robin Hobb
- Comp titles are found through both title/author specific search and a broader range of search terms

Updated BISACs:

Remove:

Fiction/Animals

**Already has fiction/Fantasy/Dragons & Mythical Creatures

Add:

Young Adult Fiction/Coming of Age

Fiction/Coming of Age

Updated offpage keywords

Remove:

Middle Grade

Add:

Fantasy Romance
Dragon Fantasy
Dragon Riders
Teenage Angst
Coming of Age
Forbidden Love
Unlikely Romance
Found Family
High Seas
Friendship
YA Fantasy
Lost City
Love Triangle
LGBTQ+ Romance
Queer Romance