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Stellar Sales at B&N and Beyond

Barnes & Noble had a [great Black Friday weekend](#), crediting a boom in manga and YA, as well as popular adult titles such as 'The 1619 Project.' And B&N isn't the only bookseller reporting [stellar numbers](#): last week saw unit sales increase 9.7% over 2020, with adult fiction sales jumping a whopping 35.3%. Meanwhile, four publishers' lawsuit against the Internet Archive continues, as a judge has [extended the discovery deadline](#). Adenike Olanrewaju [has joined Harper](#) as executive editor. [George Saunders](#) is the new fiction editor at Random House.

 **32%**

Average Open Rate

 **1%**

Click-Through Rate

 **5X**

the Engagement of
typical display ads



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the weekend. m



Nominate The Rumor Game for Indie Next!

It only takes one spark to start a blaze. New from 'New York Times' Best-Selling author Dhonielle Clayton and Sona Charaipotra comes a must-read YA that will spark conversation about the dangers of social media bullying, inspired by true events. [Read more](#) if you're a reader engaged from the [Indie Next](#) list. (Sponsored) [more »](#)

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convert our readers into your customers.



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