

Reading Renaissance

People are reading more, and we're not just talking about tweets and instant messages on their phones. The Publishing Perspectives organization's most recent report shows that sales of print books in the United States were up 29 percent over the same quarter in 2020—which means over 205 million books were sold, the highest volume of print sales since 2004. The biggest winner was adult fiction, up 35 percent, to 39 million units sold. Interestingly, after the political fallout that resulted when the Seuss estate pulled six titles from its Dr. Seuss catalogue, sales of Dr. Seuss books nearly doubled in the first quarter of this year.

But printed books don't tell the whole story of this new reading renaissance. Ebooks—that is, books loaded onto a smart device—experienced 17% gains in the year's first quarter.

Among the biggest sellers (aside from Dr. Seuss) were, in the adult fiction category, *Where the Crawdads Sing*, by Delia Owens and *American Dirt* by Jeanine Cummins. Popular adult nonfiction titles: *Too Much and Never Enough* by Mary L Trump, and *How to Be an Antiracist* by Ibram X. Kendi. Also notable was a juvenile fiction book entitled *The Bad Seed* by Jory John.

Sources:

<https://publishingperspectives.com/2021/04/us-first-quarter-2021-print-book-sales-grew-29-percent-covid19>

If you have any questions about this article or want to discuss your family finances, investment portfolio, or financial planning advice, please call on me anytime at my number (215) 325-1595 or you can [click here to schedule a meeting](#).

Please feel free to forward this article and offer to anyone you know who might have financial questions or need some unbiased advice. Most financial advice is sales advice. In stark contrast, we are fee-only (non-commissioned) fiduciary advisors. We just provide truthful, unbiased advice to our clients.

About the advisor

Jeff Broadhurst is a wealth manager at Broadhurst Financial Advisors, Inc. He focuses on providing wealth management solutions to business owners and family stewards in the Philadelphia area. Together with his partners, he helps affluent clients address their five biggest concerns:

1. Preserving their wealth
2. Mitigating taxes
3. Taking care of their heirs
4. Ensuring their assets are not unjustly taken
5. Charitable giving.

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Best regards,

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