



SEPTEMBER 2010

CBA BEST SELLERS

Numbers in () denote Top 50 placement
p designates paper binding;
c, cloth; l, leather; b, board; +, tie

BIBLE TRANSLATIONS - Based on Dollar Sales

1	New International Version	various publishers
2	King James Version	various publishers
3	New King James Version	various publishers
4	New Living Translation	Tyndale
5	English Standard Version	Crossway
6	New American Standard Bible update	various publishers
7	The Message	Eugene Peterson, NavPress
8	New International Readers Version	Zondervan
9	Holman Christian Standard Bible	B&H Publishing Group
10	New American Standard	various publishers

BIBLE TRANSLATIONS - Based on Unit Sales

1	New International Version	various publishers
2	New King James Version	various publishers
3	King James Version	various publishers
4	New Living Translation	Tyndale
5	English Standard Version	Crossway
6	The Message	Eugene Peterson, NavPress
7	Reina Valera 1960 (Spanish)	American Bible Society and licensees
8	New American Standard Bible update	various publishers
9	Holman Christian Standard Bible	B&H Publishing Group
10	New International Readers Version	Zondervan

This list is based on actual sales in Christian retail stores in the United States through July 31, 2010 using CROSS:SCAN as the source for the data collection. All rights reserved. Distribution and copyright © 2010 CBA.