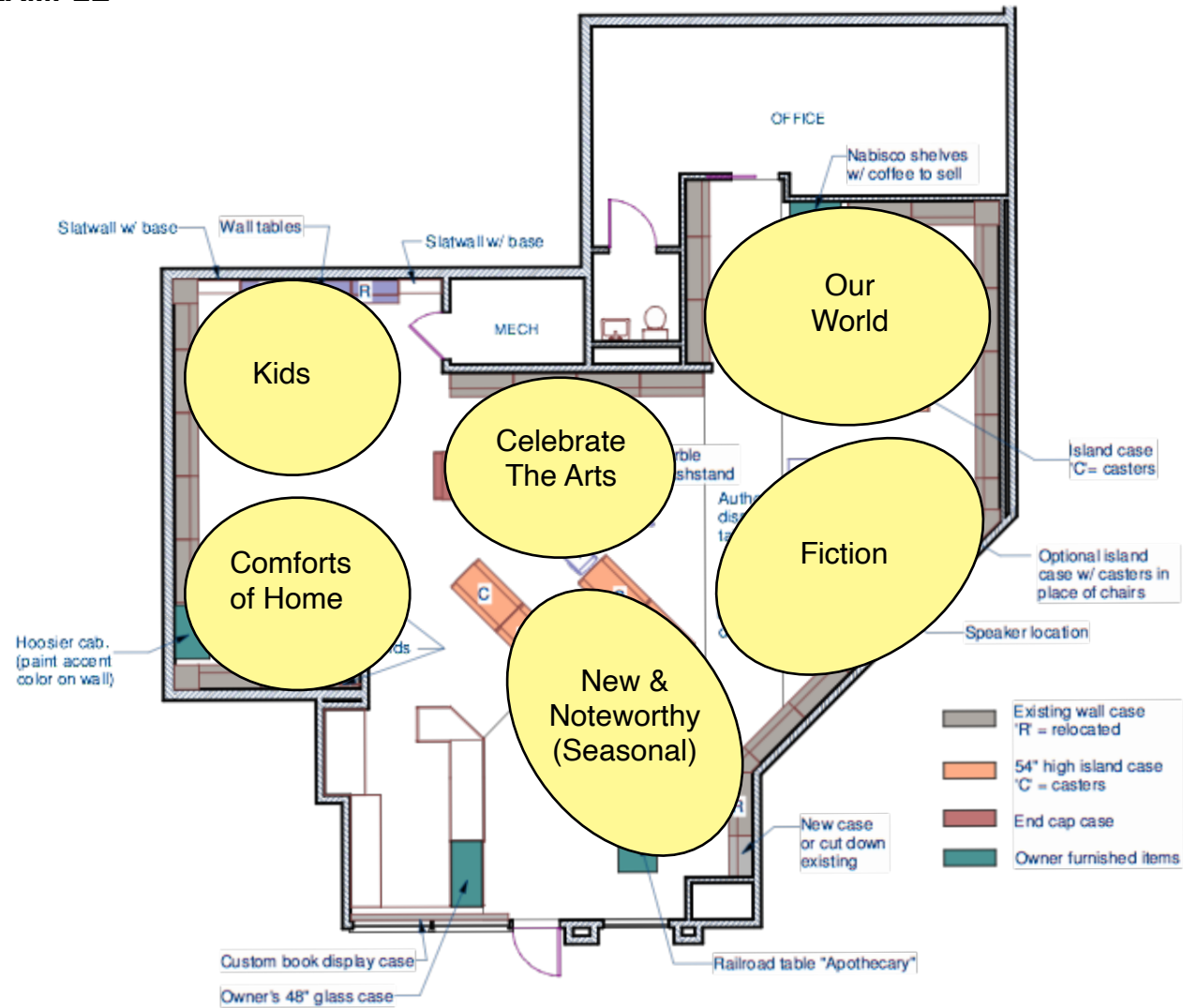


PLANOGRAM EXAMPLE

Shopping Zones



Planogram

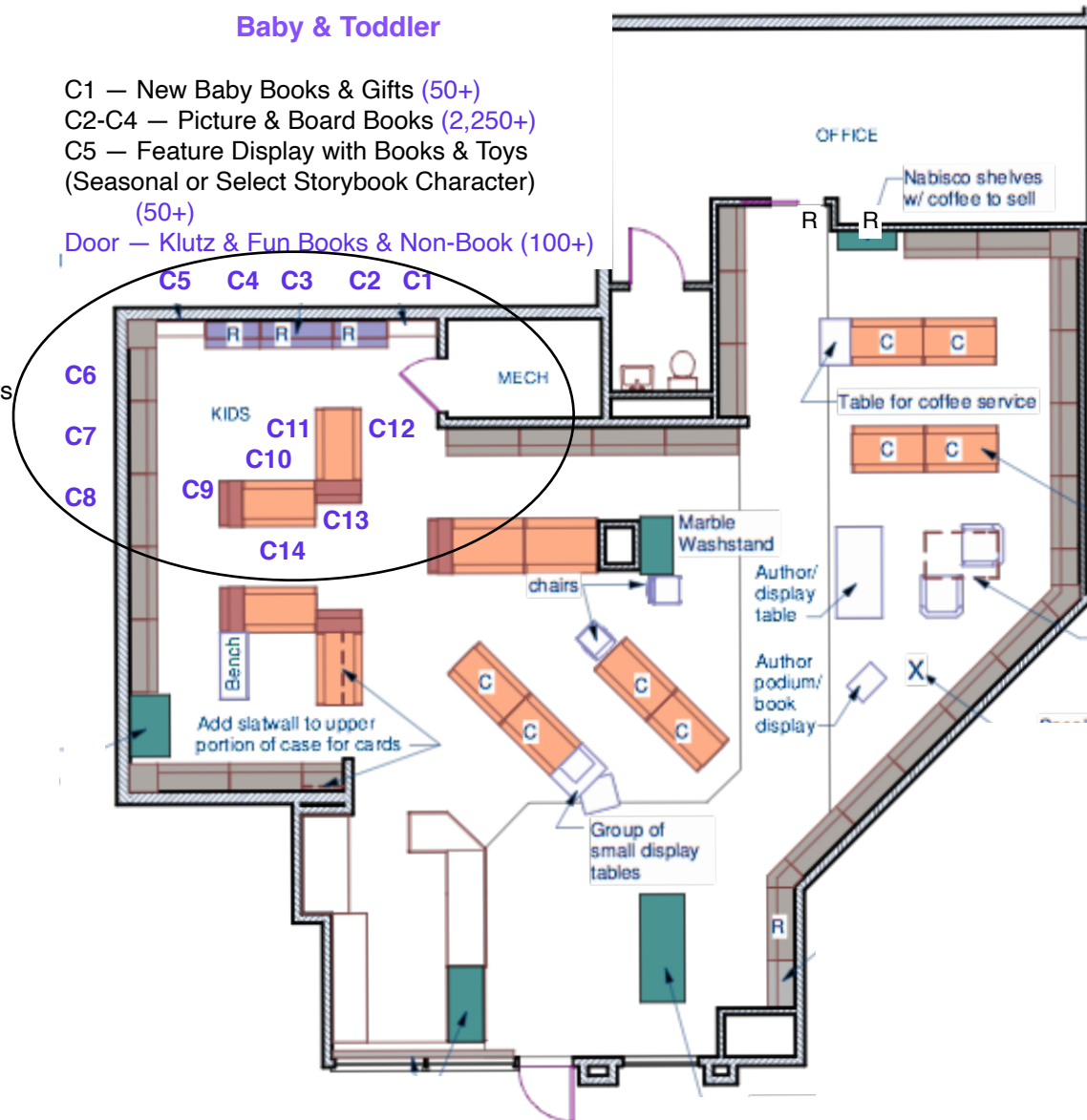
Children's Department

Baby & Toddler

- C1 — New Baby Books & Gifts (50+)
- C2-C4 — Picture & Board Books (2,250+)
- C5 — Feature Display with Books & Toys (Seasonal or Select Storybook Character) (50+)
- Door — Klutz & Fun Books & Non-Book (100+)

- C6-8 — Middle Readers Fiction (1,050)
- C9 — Feature Display or Middle Readers New Releases (200)
- C10 — Middle Readers Series (250)
- C11 — Early Readers (1,050)
- C12 — Non-Fiction (250)
- C13 — New & Noteworthy (200)
- C14 — Children's Art (250)

Total volumes = 5,700
27%



Planogram

Comforts of Home

- H15 — Sports & Fitness (250)
- H16 — Feature Display (200)
- H17 — Greeting Cards & Boxed Notes
- H18-19 — Cooking (400)
- H20 — Kids books (200+)
- H21 — Pets, Games, Puzzles & Humor (300)
- H22 — Parenting (300)
- H23 — Health & Nutrition (300)
- H24 — Gardening (200)
- H25 — New Cookbooks (300)
- H26 — Greeting Cards, Boxed Notes & Calendars

Total volumes = 2,750
13%

