

Distribution data in charts and graphs for the 2024 fiscal year (FY 2024)

Context is important when considering the following data. Production is back on the upswing, but it is coming back from abnormally low numbers that were consequent to the pandemic shutdown. So, even though the numbers are once again moving in the right direction, the disruption still bears on the figures and stymies the kind of trendline analysis we are accustomed to. It will take a few years before this new growth develops into a steady, predictable pattern once more.

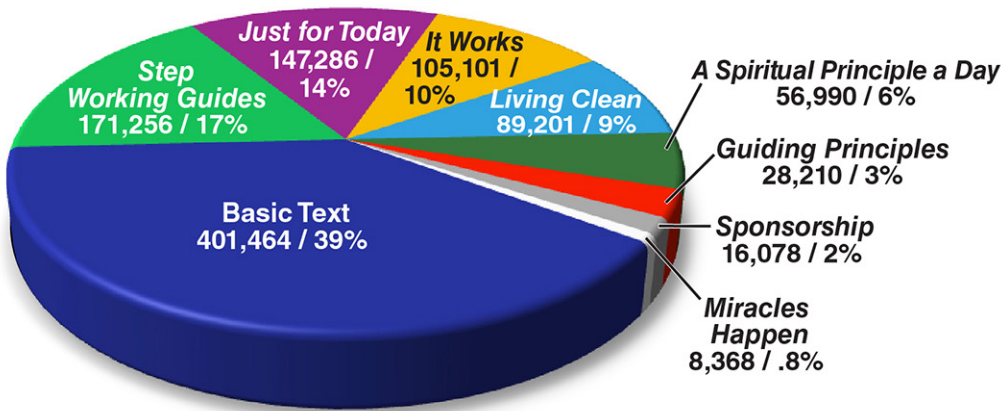
Book Distribution since 1983

Book (pub date)	Total distributed	% of total	Average per year
Basic Text (1983)	13,405,012	51%	326,952
Just for Today (1991)	3,804,539	14.5%	115,289
Step Working Guides (1998)	3,749,245	14.3%	144,202
It Works: How & Why (1993)	3,284,471	12.5%	105,951
Living Clean (2012)	1,133,896	4.3%	94,491
Sponsorship (2004)	339,092	1.3%	16,955
Guiding Principles (2016)	320,503	1.2%	40,063
A Spiritual Principle a Day (2022)	135,085	.5%	67,543
Miracles Happen (1998)	124,140	.5%	4,775
	26,295,983	100%	924,932

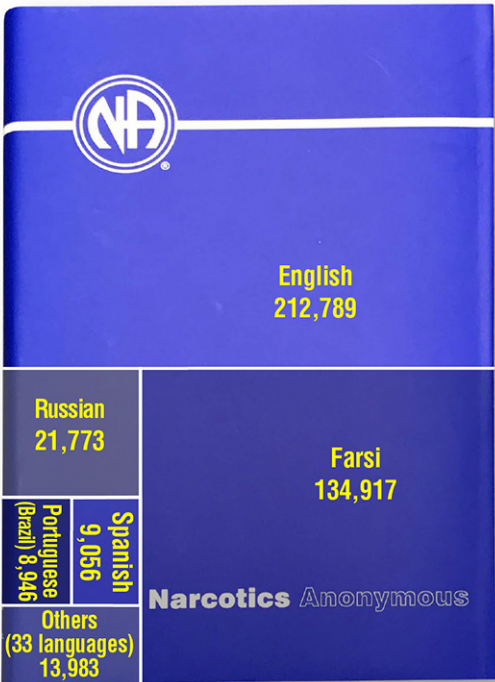


The Basic Text still accounts for the “lion’s share” of our book distribution.

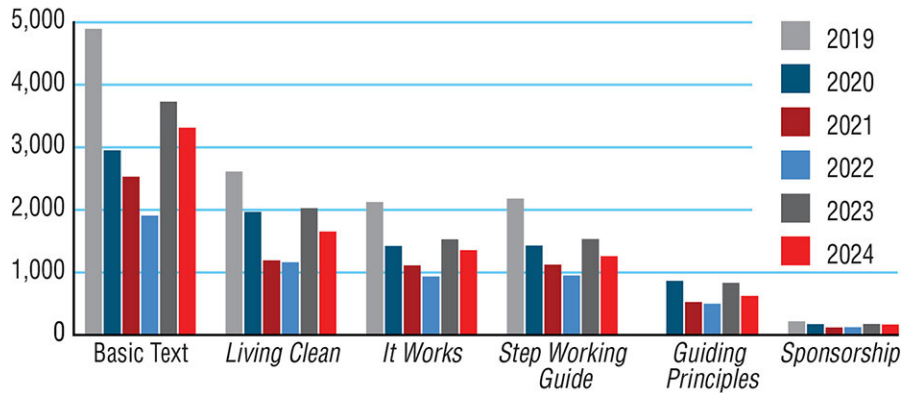
FY 2024 Book Distribution



Basic Text Distributed by Language FY 2024

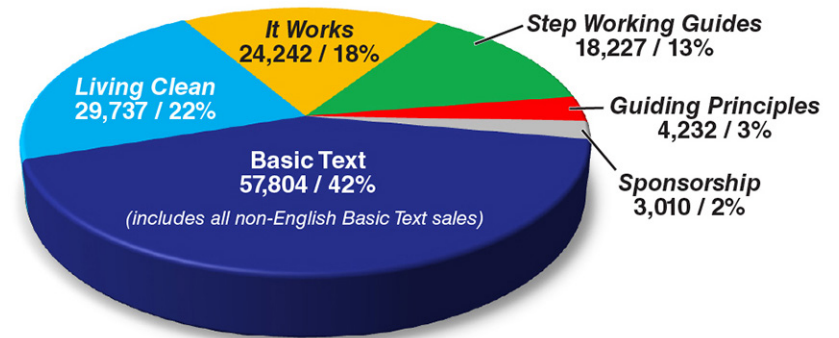


Electronic Book Sales 2019–2024



The downturn in ebook sales and upswing in paper copies of IPs and booklets may indicate more in-person meetings opening up.

Electronic Book Sales Totals (2012–2024)

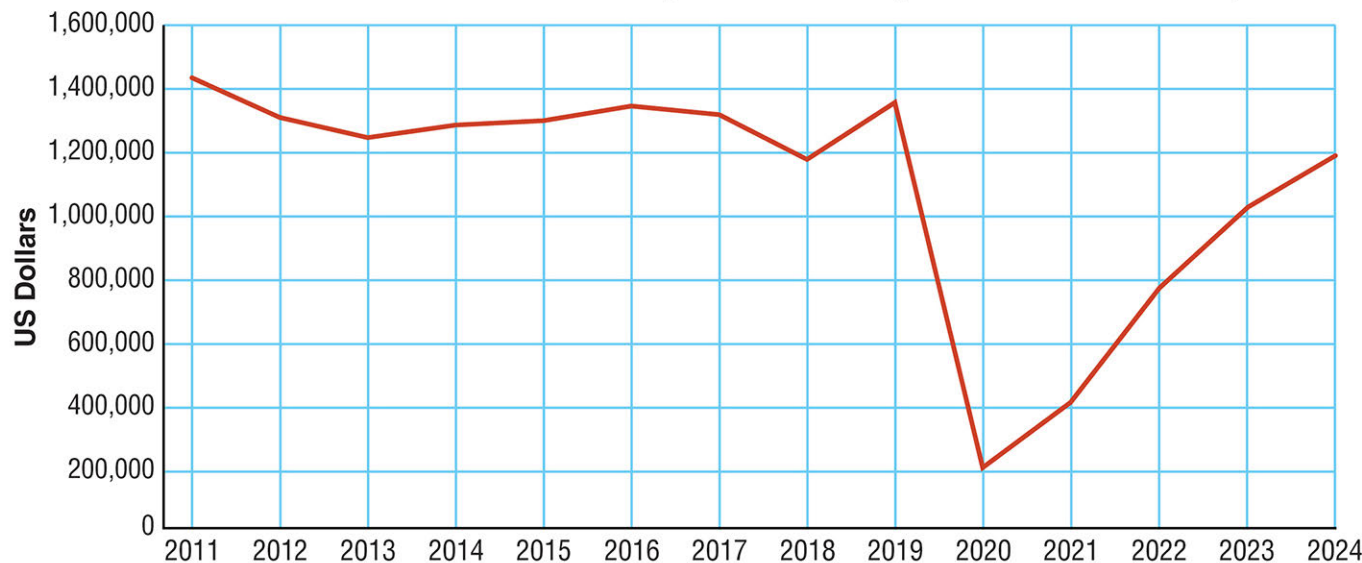


Although NA World Services has posted free electronic versions of IPs and booklets at na.org/ips since 2005, many NA members first became aware of this service in 2020, when in-person meetings around the world closed down. Translated IPs, booklets, and audio versions of the Basic Text are added as they become available.

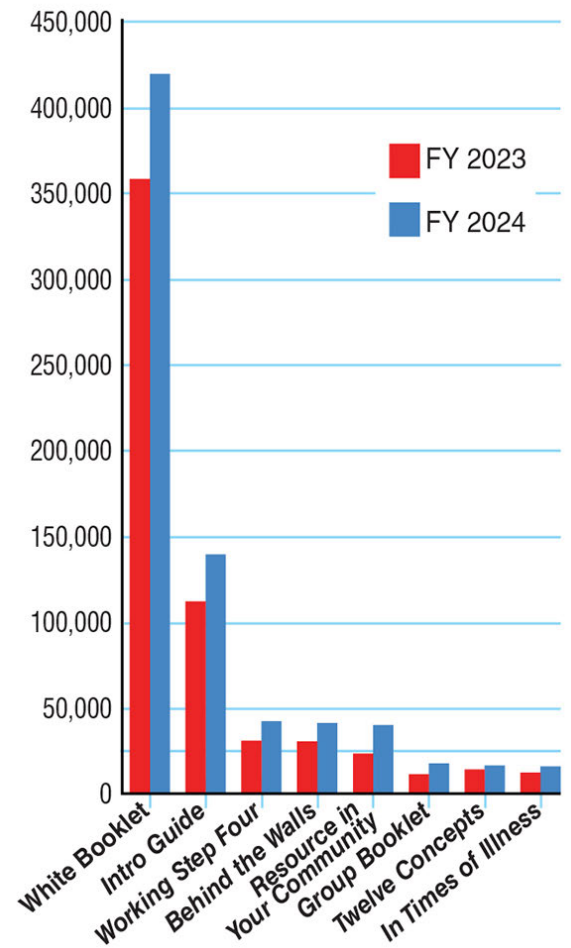
This tilt toward accessing NA literature in these free online formats has been transformative in how the NA message is carried. But it has had an effect on literature sales.

Fortunately, Fellowship contributions have offset that income loss. It is our hope that the mission-driven decision to provide free access to IPs and booklets will continue to be supported by the Fellowship.

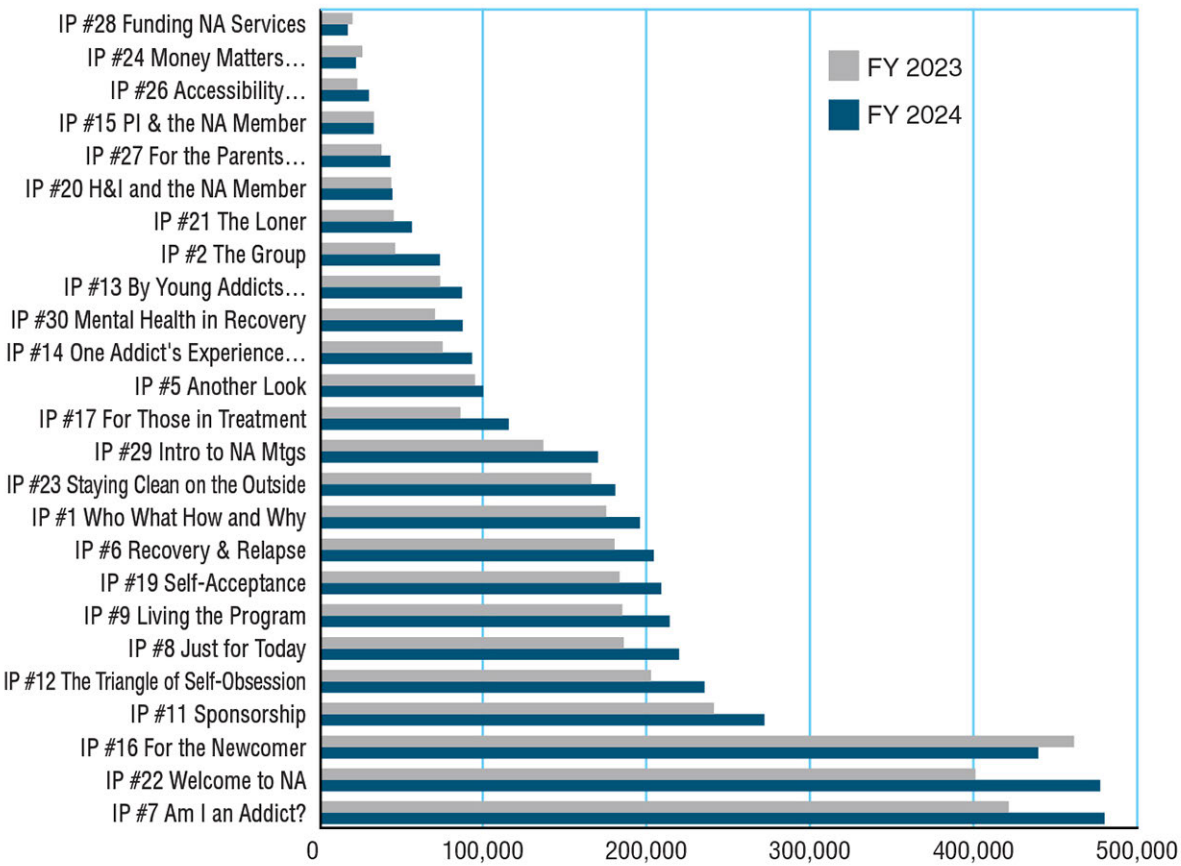
Income from Other Recovery Literature (IPs and Booklets)



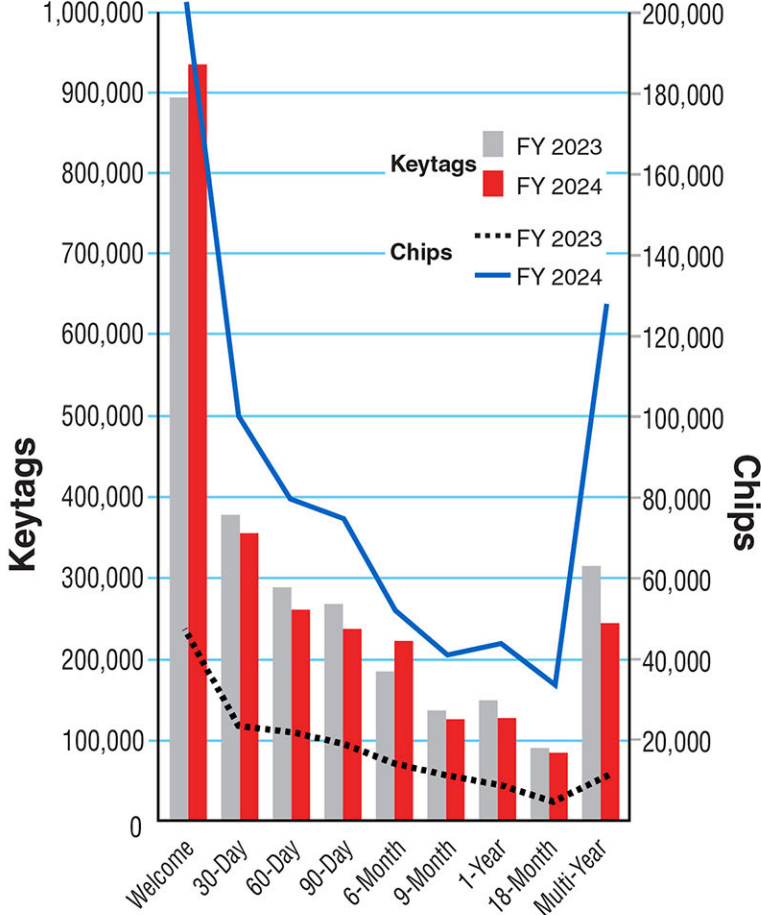
Printed Booklets Distributed in FY 2024 vs. FY 2023



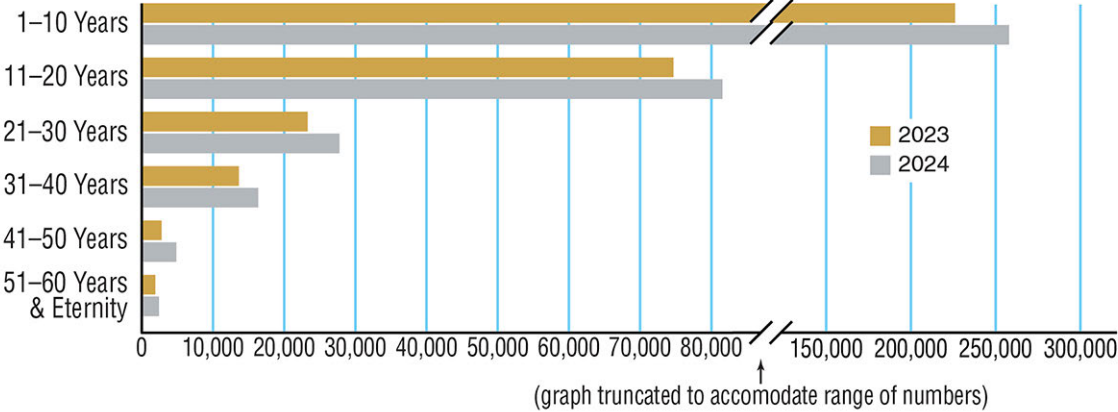
Informational Pamphlets Distributed in Print FY 2024 vs. FY 2023



Keytags & Chips



Medallion Distribution



The large increase in chips is due to distribution in Iran. Keytag production was discontinued as a consequence of supply chain issues.

Iran accounts for more than 82% of the total chip production this fiscal year.