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Media Release



Paper Plus predicts what Kiwis will be reading on the beach this summer

With book sales up in the lead up to Christmas, Paper Plus predicts that a mix of fiction, autobiographies and adult colouring books is what New Zealanders will be taking to the beach this summer.

Based on book sales during November and December, chances are Kiwi men will have their noses in Lee Child's *Make Me* or David Lagercrantz's *Girl in the Spiders Web*.

Women will likely be turning the pages of easy reading novels or wellness-focused books such as Dr. Libby Weaver's *Exhausted to Energized*, Annabel Langbein's *Endless Summer* or Deborah Challinor's *A Tattooed Heart*.

Sports fans will be likely to be reading about behind-the-scenes rugby tales from Dan Carter's autobiography, *My Story*.

Those looking for more than a beach read might instead equip themselves with your coloured pens and pencils and indulging their inner artist with Millie Marcotta's *Animal Kingdom* adult colouring book, which has taken the world by storm.

Kiwi kids' imaginations will be let loose with books such as Blair Cooper's *Pee Wee the Lonely Kiwi Finds a New Friend* and Jeff Kinney's *Diary of a Wimpy Kid BK10: Old School*.

Paper Plus Group Marketing Manager Lyle Hastings says the summer holidays are a time where Kiwis love unwinding after the Christmas rush with a good book.

“From the sales we’ve seen so far, many Kiwis are stocking up on great titles in preparation for the summer holidays,” says Hastings.

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About Paper Plus:

The Paper Plus Group began 33 years ago and is one of New Zealand’s largest stationery and book sellers. The Group incorporates two separate retail brands: Paper Plus, which has 105 stores and Take Note with 30 stores; all offering a great range of stationery, books, magazines, cards and gifts to New Zealand consumers. There is a Paper Plus store in most towns from Kaikohe to Invercargill. It is the only New Zealand book and stationery retailer with Fly Buys.

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