

Publishing | IDW's Chief Operating Officer Greg Goldstein attributes a bump in the company's September sales to several factors, including DC's big relaunch: "The reality is the DC New 52 brought some people into comic book stores that hadn't been in comic stores for a while, and we had the opportunity to sell them some [...]"

Read more: <http://robot6.comicbookresources.com/2011/11/comics-a-m-other-publishers-benefit-from-dcs-new-52-bump/>