

Total sales to the direct market increased 3.8 percent in the first half of the year, Diamond Comic Distributors announced during its annual retailer luncheon at Comic-Con International. Merchandise — toys, apparel, posters, etc. — was the strongest category, climbing 10.4 percent over the same period in 2013, while graphic novels inch upward 2.9 percent. [...]

**Read more:** <http://robot6.comicbookresources.com/2014/07/merchandise-and-gn-sales-up-comics-down-diamond-reports/>