

THE ACTION BIBLE

Product Family Fact Sheet

As of February 2020

HISTORY

The Picture Bible was originally published by David C Cook in 1978, and more than 3.5 million copies were distributed worldwide over the next four decades. In 2006, David C Cook selected DC and Marvel Comics illustrator Sergio Cariello to create fresh, original artwork for *The Picture Bible*. This updated edition released in 2010 as *The Action Bible*. Today *The Action Bible* family includes more than a dozen products, including illustrated Bibles, curriculum and devotionals, which are enjoyed around the world.

Illustrator Sergio Cariello has crafted new artwork, including expanded two-page spreads, to celebrate The Action Bible's tenth birthday. The newly expanded edition of *The Action Bible*, which includes Cariello's latest illustrations, arrives fall 2020.

BOOKS IN PRINT

The Action Bible family of products has more than **82 million units in print**, including:

- The Action Bible (English, full text) – **1.7 million units (U.S. only)**
 - The Action Bible New Testament – **25 million units**
 - The Story of Jesus – **55 million units**
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BESTSELLER STATUS

The Action Bible has spent 490 weeks on the ECPA Top 50 bestseller list, and has sold 1.7 million copies in North America alone. Sales of the entire product line has topped 2.3 million units.

VIDEO

The Action Bible video (on SAT 7) receives over 2.5 million views monthly, **30 million views annually**.

TRANSLATIONS

The Action Bible (complete text) has been translated into 27 languages:

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|-----------------|--------------|--------------|
| • Spanish | • Serbian | • Hebrew |
| • Bahasa | • Georgian | • Afrikaans |
| • Albanian | • Romanian | • Chinese |
| • Swahili | • Macedonian | • Farsi |
| • Bosnian | • Tajik | • Hungarian |
| • Russian | • French | • Indonesian |
| • Ukrainian | • Hindi | • Italian |
| • Crimean Tatar | • Kannada | • Portuguese |
| • Turkmen | • Arabic | • Telegu |

An additional 33 language translations are in various stages, with 10-15 to be completed in 2020.
