



# Divination Decks from Hay House:

**2020-2021: 51% sales growth • 1.3 million units sold**



## Moonology Oracle

**\$19.99 • 44 cards • 978-1-78180-996-9**

Work with the moon's power to gain clarity, make better decisions and make a positive impact on your life! Over 100,000 units sold. Top 50 New Age Title on NPD Bookscan for 70 straight weeks. 110K email subs. 44K followers on Facebook. 20K followers on Instagram.



## Light Seer's Tarot

**\$24.99 • 78 cards • 978-1-40195-803-9**

This 78-card tarot deck and guidebook is a healing tool and guide to explore both the light and shadow sides of our nature. 60,000 units sold. Top 50 New Age Title on NPD Bookscan for 56 straight weeks. 10,000 email subs. 30,000 followers on Instagram.



## The Starseed Oracle

**\$24.99 • 53 cards • 978-1-78817-288-2**

Starseeds are souls that first incarnated somewhere beyond this planet—many have a sort of 'knowing' from a young age. 75,000 units sold. Top 50 New Age Title on NPD Bookscan for 94 straight weeks. 170,000 email subs. 65,000 followers on Facebook.



## Super Attractor

**\$21.99 • 52 cards • 978-1-40195-782-7**

A daily dose of inspiration from Gabby Bernstein. 1 Million followers on Instagram. Standalone tie-in to the hit book.

**See our collecton on Edelweiss!**



## Angels & Ancestors

**\$21.99 • 55 cards • 978-1-78817-001-7**

The #1 Angel deck on the market in 2021. Kyle Gray has 117,000 followers on Instagram and 120,000 on Facebook. 53,000 copies sold.

## Angel Answers

**\$19.99 • 44 cards • 978-1-40195-924-1**

The classic deck from Doreen Virtue and Radleigh Valentine. Republished in 2019 by Radleigh alone, with 36,000 copies sold since and 70K lifetime.

## Energy Oracle Cards

**\$21.99 • 53 cards • 978-1-40194-044-7**

What vibrations are at play in your life currently? 60,000 copies sold. Sandra Anne Taylor has 47,000 followers on Facebook.

## Wisdom of the Oracle

**\$21.99 • 52 cards • 978-1-40194-642-5**

Get answers from Spirit for every dilemma you face. Colette Baron-Reid has 110,000 email subs; 170K Facebook fans; and 55K Instagram followers.

## The Sacred Self-Care Oracle

**\$24.99 • 55 cards • 978-1-40195-869-5**

“Self-care” is a growing trend, born out by the sales of this deck: 15,000 sold in 18 months. Jill Pyle runs the Goddess Provisions Subscription Box.

## Spellcasting Oracle Cards

**\$19.99 • 48 cards • 978-1-78817-077-2**

Another growing trend: Wicca. This deck has sold 13,000 in 14 months. Author has 16,000 email subscribers and 5,000 followers on Facebook.

