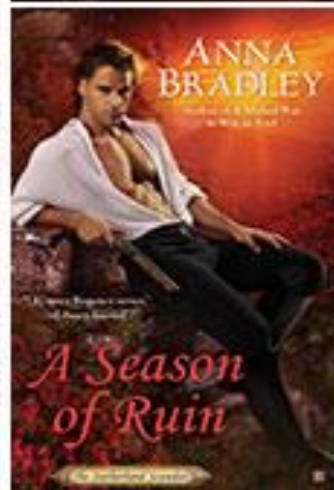
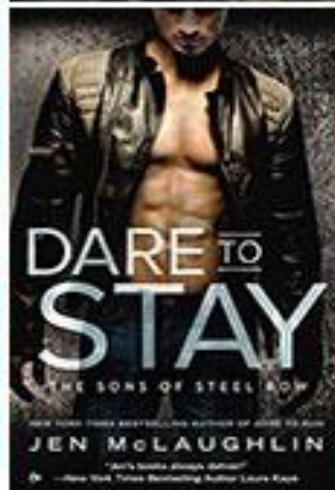
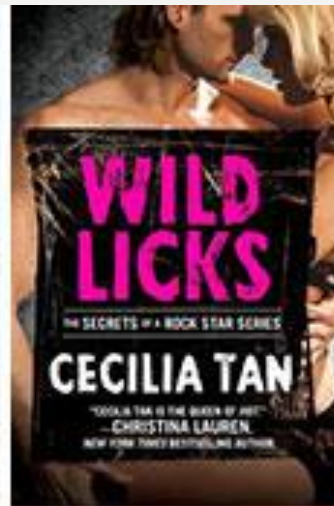


**QUICK AND  
DIRTY READERS  
ADVISORY**

**EROTICA, NEW ADULT LITERATURE, AND  
THE CHANGING WORLD OF ROMANCE  
NOVELS**

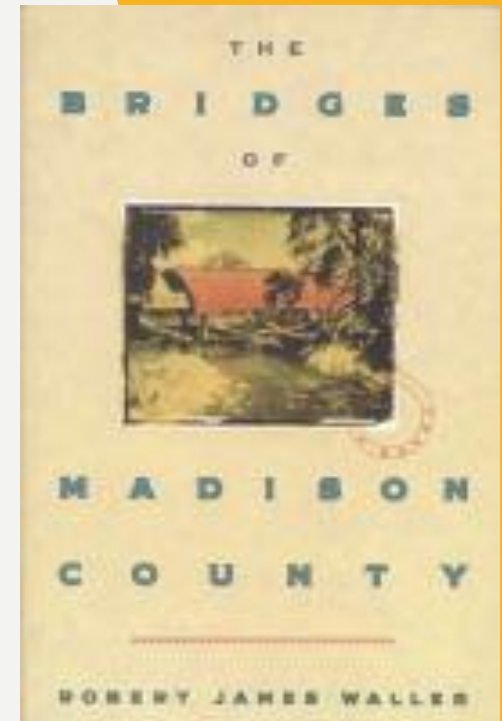


# Essential Elements of Romance

**Romance**



**Not Romance**





Event Password: ZPZ7P

Reprint Number:

091

View, Order or Remove Photos at  
[www.TheTravelingPhotoBooth.com](http://www.TheTravelingPhotoBooth.com)

**THIRD THURSDAY**  
**ROMANTIC RENDEZVOUS**







# JOYCE SARICKS ROMANCE GENRE BENCHMARKS

- Evocative emotional tone
- Misunderstanding or outside circumstances keep couple apart
- Fast paced, can be stopped and started easily
- Use of descriptive adjectives
- Easily identifiable types

# ROMANCE INDUSTRY STATISTICS

*Permission is granted by Romance Writers of America to link to this page and/or use portions of the statistics. Do not reprint or copy this information in its entirety.*

- Estimated annual total sales value of romance in 2013: **\$1.08 billion** (source: BookStats)
- Romance unit share of adult fiction: **13%** (source: Nielsen Books & Consumer Tracker, BISAC Romance)
- In what format are romance books being purchased? (source: Nielsen US Romance Landscape Q1 2014)
  - E-books: **39%**
  - Mass-market paperback: 32%
  - Trade paperback: 18%
  - Hardcover: 9%
  - Audio: 1%
  - Other: 1%
- Who is the romance book buyer? (source: Nielsen Books & Consumer Tracker)
  - Female: **84%**
  - Male: 16%
- Age of the romance book buyer: **30–54 years old** (41%; source: Nielsen Romance Buyer Survey for RWA)



# ACQUISITION HABITS OF ROMANCE BOOK BUYERS

## Formats read versus formats read most often

Print:

Formats read: 86.7 percent

Formats read most often: **67.5 percent**

E-book:

Formats read: 47.5 percent

Formats read most often: **29.5 percent**

Audiobook:

Formats read: 11.0 percent

Formats read most often: **3 percent**

*Source: Nielsen Books and Consumer Tracker*

# **Top 10 ways romance buyers are most likely to discover new romance authors or titles to read (ranked from most likely to least):**

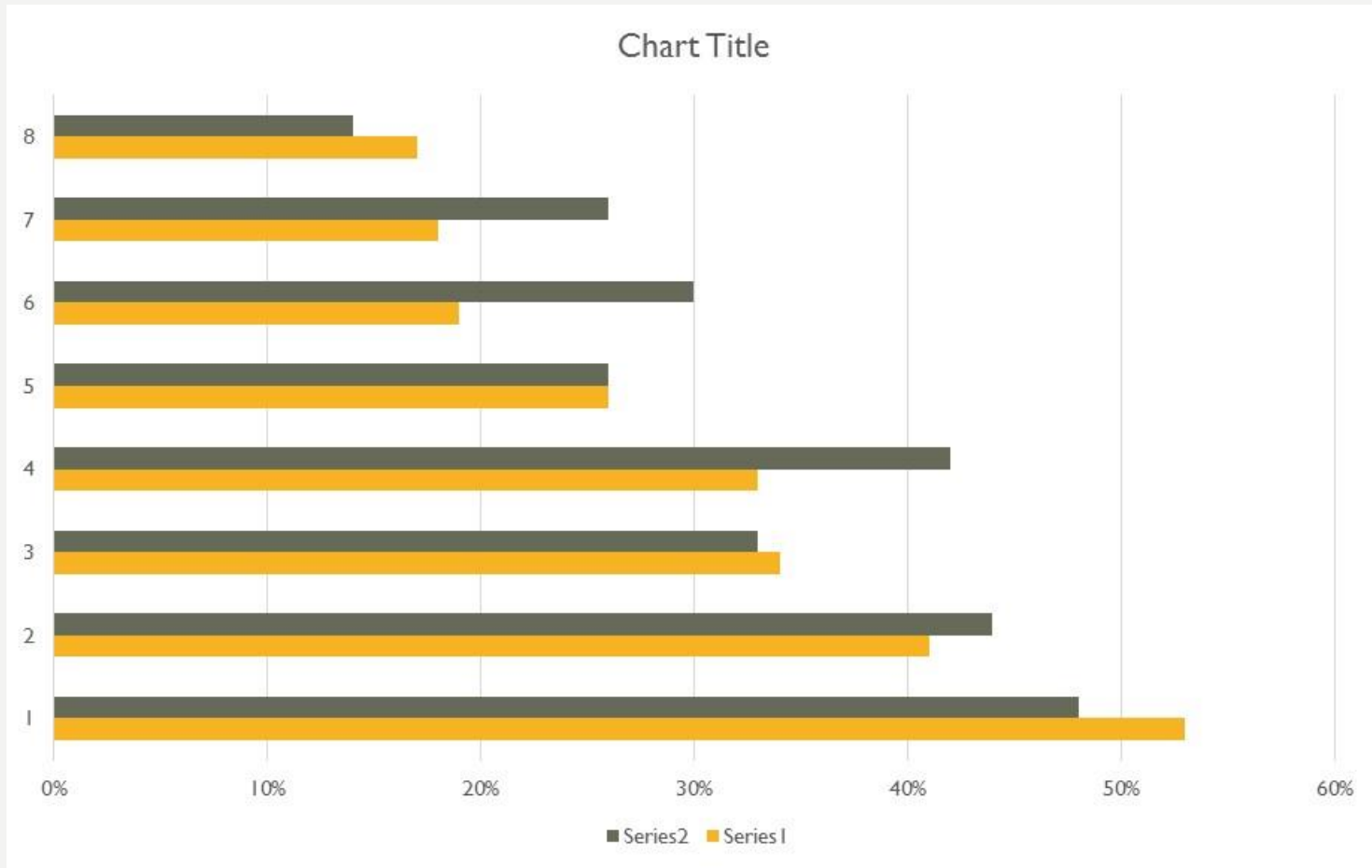
- (1) Browsing in a bookstore
- (2) In person recommendation from people you know
- (3) Browsing online book sites
- (4) Best-seller lists
- (5) From books I've sampled
- (6) Following favorite authors on social media
- (7) From book recommendation lists
- (8) **Library or library staff recommendations**
- (9) Book review blogs and sites
- (10) From online retail sites that recommend based on what I've bought/read before

## **DO ROMANCE READERS TALK WITH FRIENDS AND ACQUAINTANCES ABOUT ROMANCE BOOKS THEY'RE READING?**

- 76 percent said yes; among romance buyers in the under 30 category, the number jumps to 82 percent saying yes.
- The most-popular way romance buyers like to share what romance books they're reading is in person/one-to-one with friends and family.

Accessed from RWA website 9/21/2016

# ROMANCE SUBGENRES (E-BOOK VS. PRINT)



# TRENDS TO WATCH

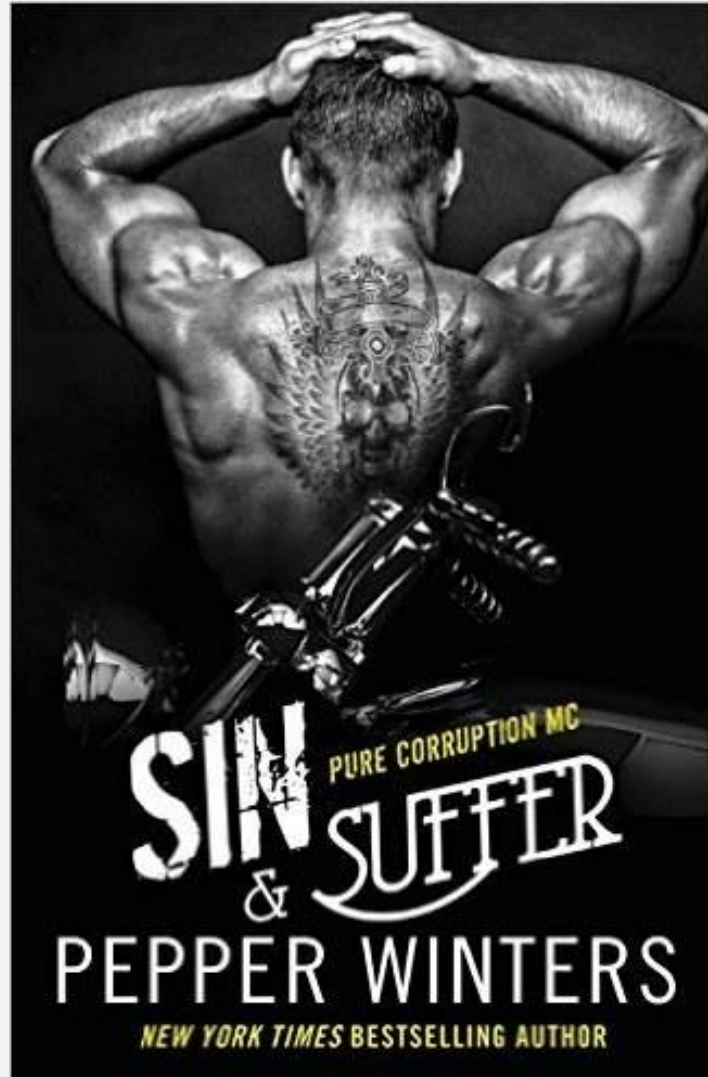
LGBTQIA

Military

Billionaires

Stepbrothers

Scotland



Dark Romance

Rock Stars

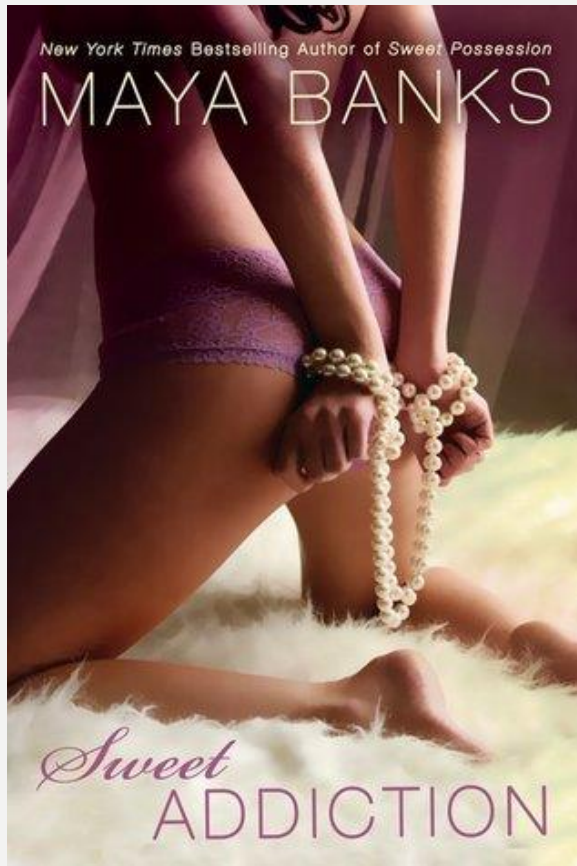
Small Towns

Beards and Man Buns

Bikers

Erotic/Romantica

# EROTICA AND ROMANTICA

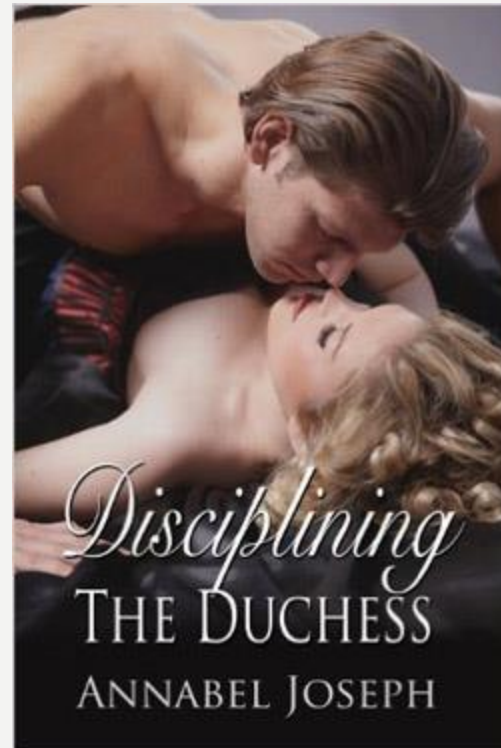


## Established Favorites

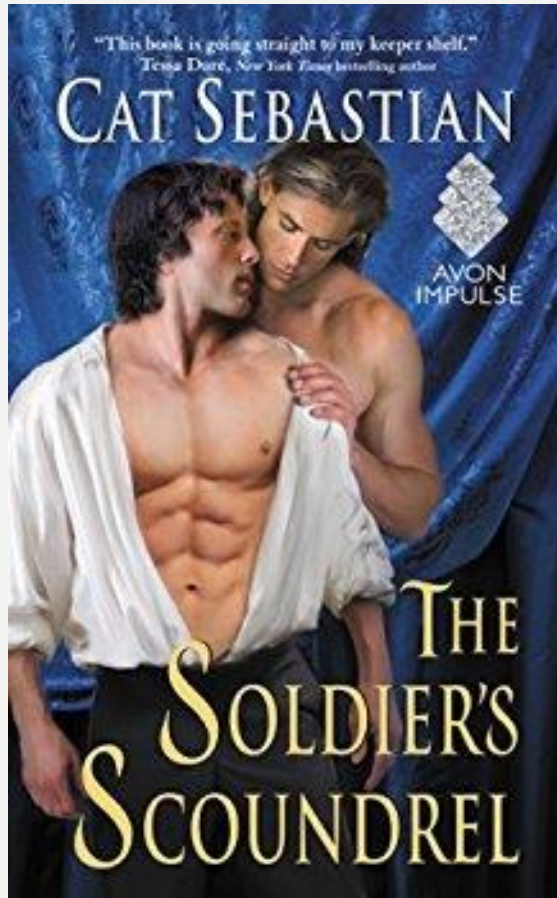
- Zane
- Maya Banks
- Sylvia Day
- Lorelei James
- Lauren Dane
- Jaci Burton
- Tiffany Reisz
- Roni Loren
- Elle Kennedy
- Emma Holly

# NEW EROTICA AUTHORS TO WATCH

- Alisha Rai
- Delphine Dryden
- Aleatha Romig
- C.D. (Christine) Reiss
- Kate Allure
- Christine d'Abo
- Tamsen Parker



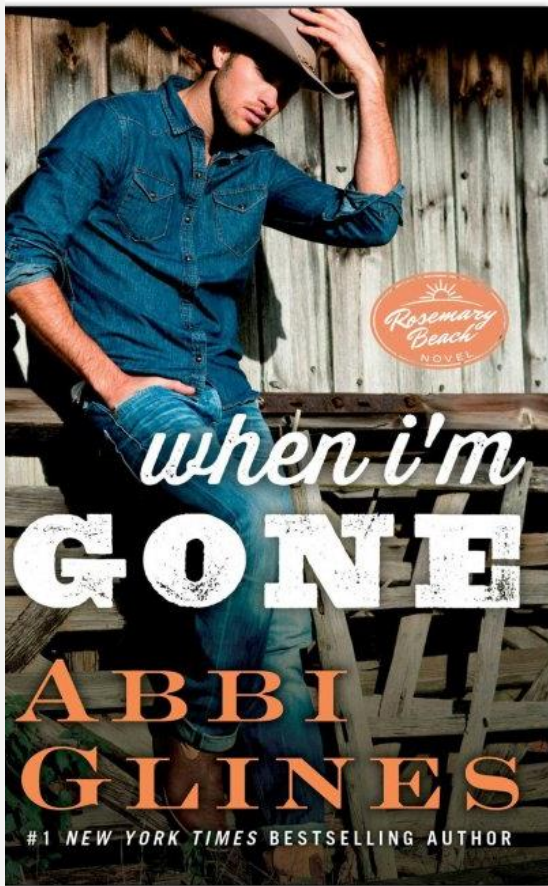
# M/M ROMANCE



- Roan Parrish (New Adult)
- Megan Erickson (New Adult)  
(both M/M and M/F)
- Kindle Alexander
- Charity Parkerson
- Josh Lanyon
- Heidi Cullinan
- Rick R Reed
- Lilah Pace (both straight and  
m/m erotic romance)
- Annabeth Albert
- BA Tortuga

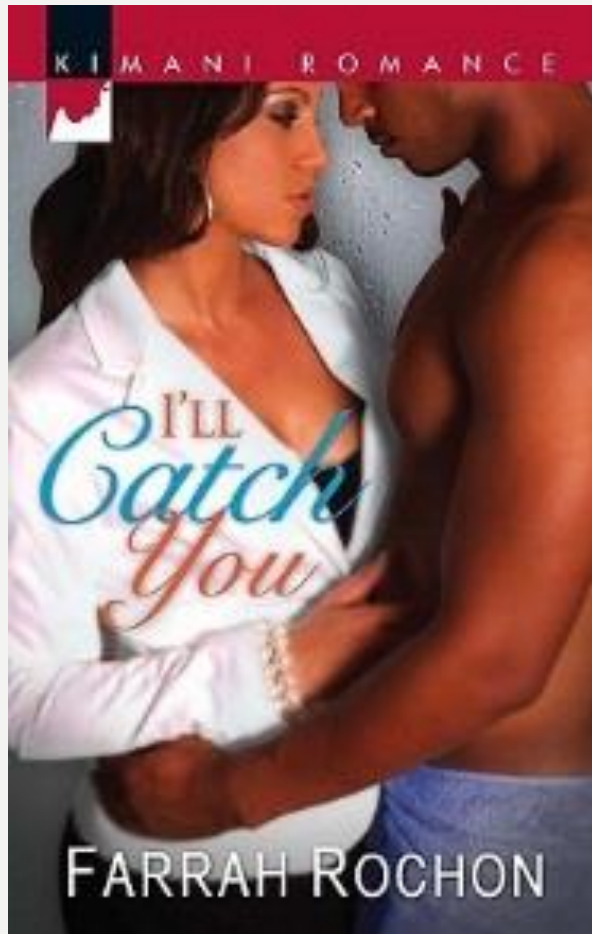


# NEW ADULT



- Jeanette Grey
- Abbi Glines
- Erin Watts
- Jamie McGuire
- Kylie Scott
- Tammara Webb
- Cora Carmack
- Jennifer L. Armentrout

# MULTICULTURAL



- Farrah Rochon
- Jeannie Lin
- Brenda Jackson
- Beverly Jenkins
- Caridad Piñeiro
- Nalini Singh
- Rebekah Weatherspoon (Erotic)
- Alyssa Cole
- Courtney Milan (most recent titles)

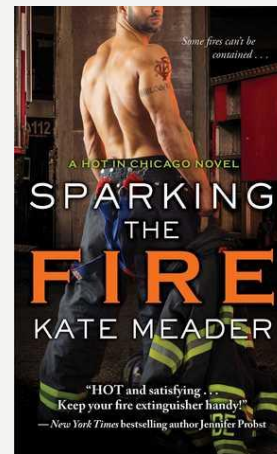
# TRENDS THAT HAVE STOOD THE TEST OF TIME



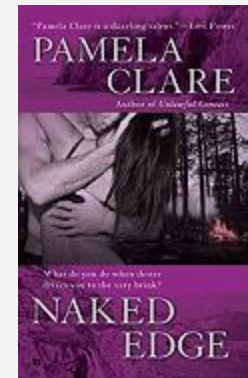
Paranormal



Historical

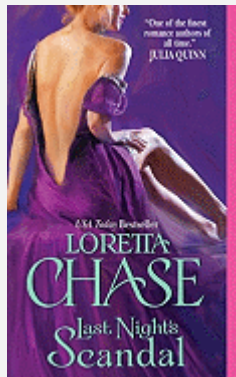
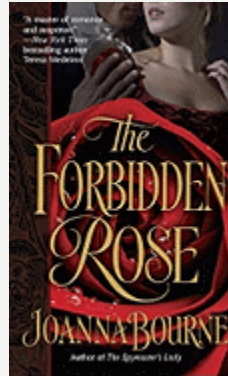
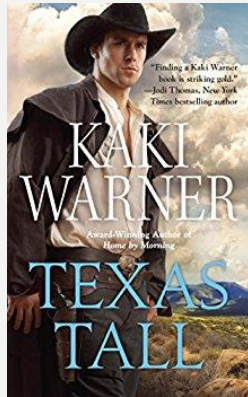
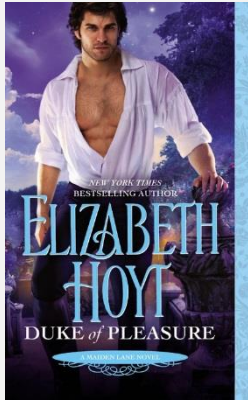


Contemporary



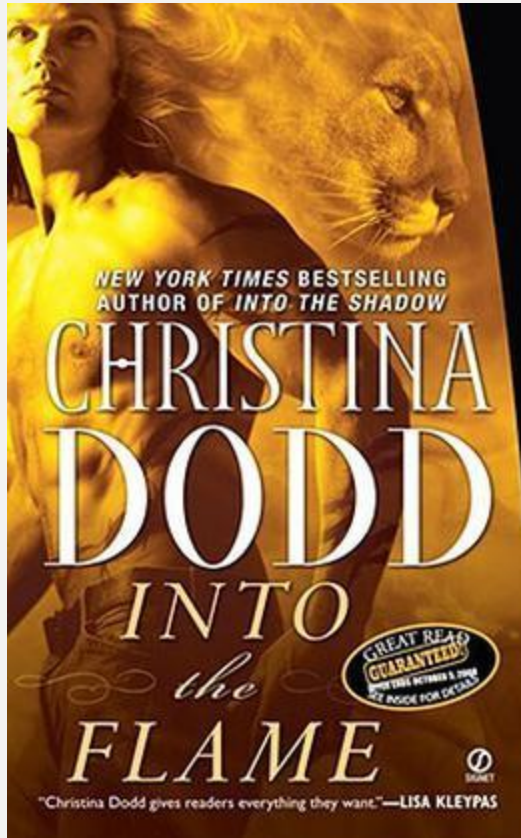
Romantic  
Suspense

# HISTORICALS STILL DOMINATE

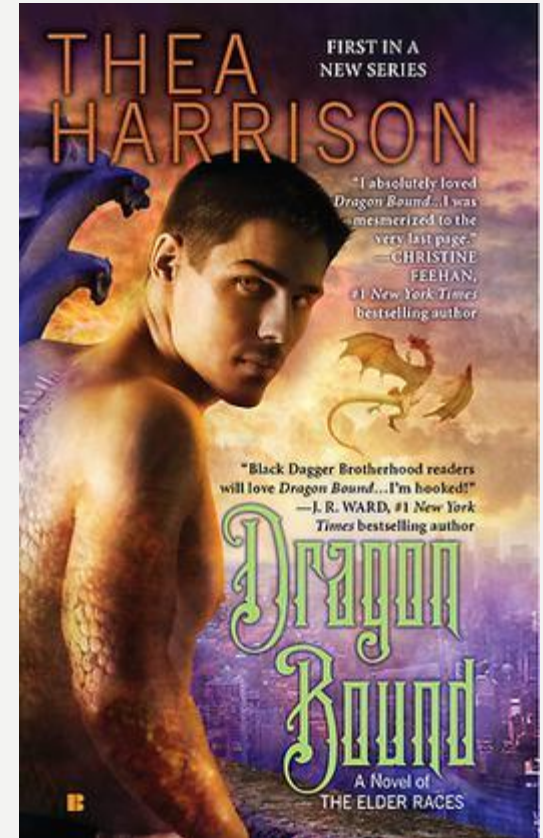


# PARANORMAL

Dragons and Bears and Fey, Oh My!

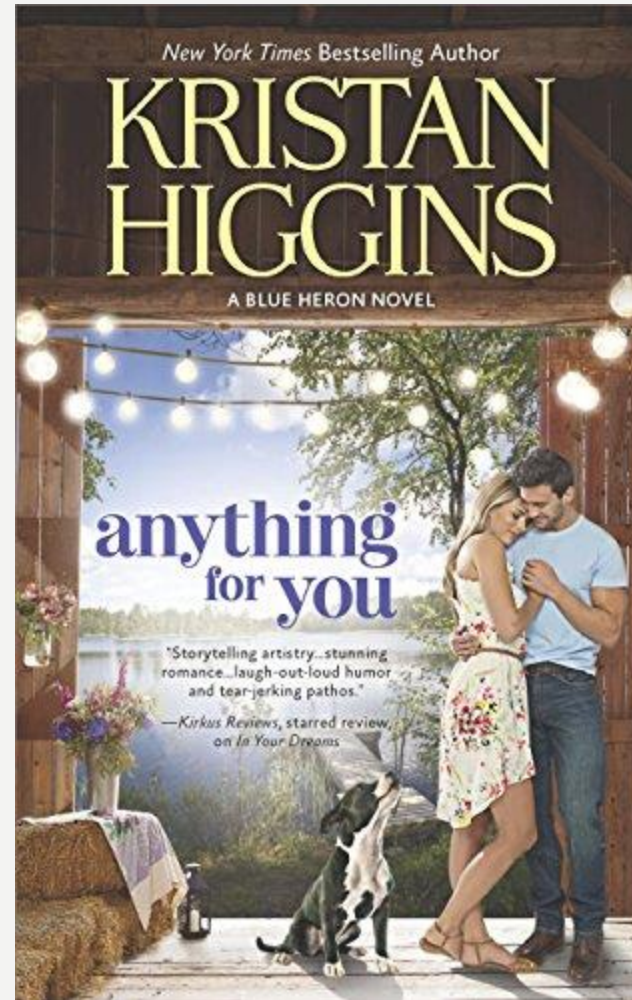


- Nalini Singh
- Marjorie Liu
- J.R. Ward
- Sherrilyn Kenyon
- Kresley Cole
- Thea Harrison
- Jennifer Ashley
- Shelly Laurenston
- Karen Marie Moning
- G.A. Aiken

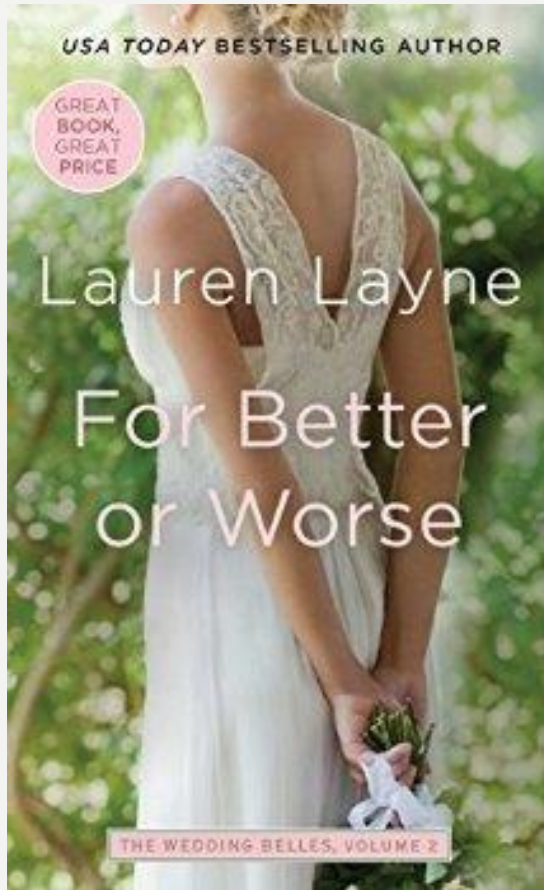


# CONTEMPORARY

- Julie James
- Kristan Higgins
- Rachel Gibson
- Jill Shalvis
- Lisa Kleypas
- Shannon Stacey
- Nora Roberts
- Lauren Layne
- Vivian Arend
- Tess Bailey



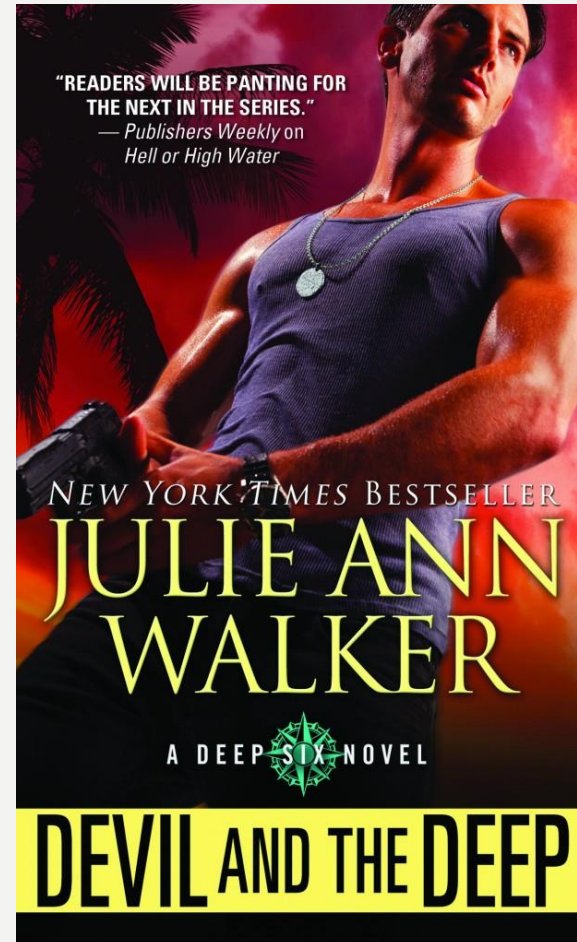
# ROMANTIC COMEDY



- Lauren Layne
- Julia Quinn
- Susan Elizabeth Phillips
- Kristin Higgins
- Alice Clayton (erotic)
- Tessa Dare
- Maya Rondale
- Heidi Cullinan (m/m)
- Jana Aston (New Adult)

# ROMANTIC SUSPENSE

- Nora Roberts
- Linda Howard
- Pamela Clare
- Julie Garwood
- Suzanne Brockmann
- Karen Rose
- Cindy Girard
- Elizabeth Lowell
- Barbara Freethy
- Heather Graham
- Carla Neggers





# MULTI-GENRE



Isabel Cooper



Gail Carriger



Taylor Keating



Joss Ware

# FAN ROMANCE WEBSITES

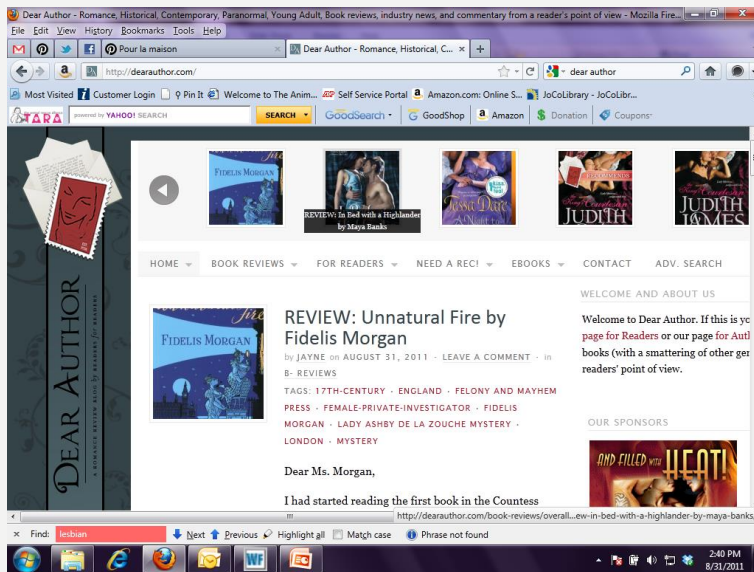
## ALL ABOUT ROMANCE

### [HTTP://WWW.LIKESBOOKS.COM](http://www.likesbooks.com)



# FAN ROMANCE WEBSITES

DEAR AUTHOR - [HTTP://DEARAUTHOR.COM/](http://dearauthor.com/)



# FAN ROMANCE WEBSITES

## SMART BITCHES, TRASHY BOOKS

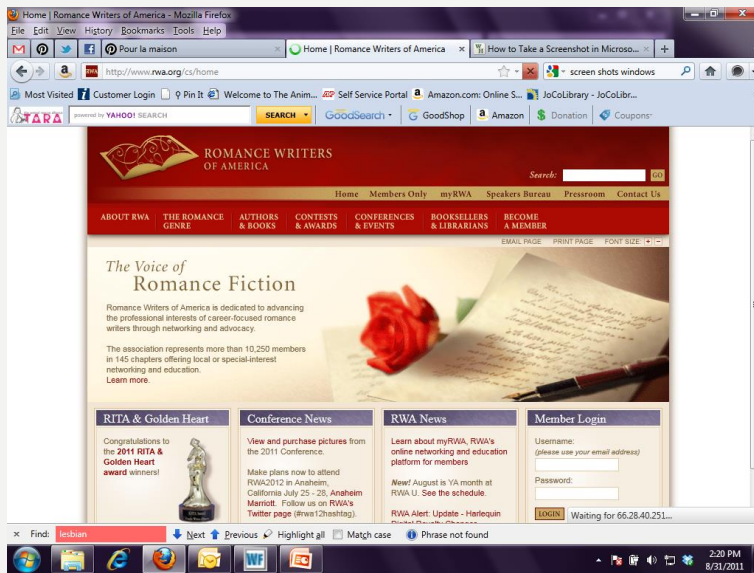
[HTTP://WWW.SMARTBITCHESTRASHYBOOKS.COM](http://www.smartbitchestrashybooks.com)

The screenshot shows a Mozilla Firefox browser window displaying the website 'Smart Bitches Trashy Books'. The browser's address bar shows the URL 'http://www.smartbitchestrashybooks.com/index.php'. The website's header features a pink background with the title 'Smart Bitches Trashy Books' in a stylized font, accompanied by a red heart icon. Below the title is the tagline 'All of the romance, none of the bullshit.' The navigation menu includes links for 'blog', 'book', 'archives', 'about us', 'faq u', 'advertise', 'contact us', and 'links'. The main content area displays a post titled 'Lisa Kleypas' UK vs US Cover Showdown' by SB Sarah, dated Wednesday, August 31, 2011 at 12:50 AM. The post text reads: 'This entry was inspired by Abby, who wrote to me and implored, "go to amazon.co.uk and look up Lisa Kleypas. WHY ARE THEIR BOOK COVERS SO MUCH BETTER THAN OURS!?!?! I am so upset about this, it's kind of ridiculous. They just look so much classier! It's totally unfair."' and 'Is that so? Well, let's have a look, shall we? All the pics are below the fold - but the poll, depending on the browser, may be up here.' Below the text is a 'More, more, more! >>' link. To the right of the main content is a sidebar with sections: 'Who are we?' (describing the site as a review site for romance novels by 'smart bitches'), 'Advertise Here' (with a 'Turner Compendium' ad), and 'Search the Archives' (with dropdown menus for 'Reviews by Grade--', 'Featured Books--', and 'Reviews by Author--'). The browser's status bar at the bottom shows the search term 'holban' and the time '2:25 PM 8/31/2011'.

# FAN ROMANCE WEBSITES

## ROMANCE WRITERS OF AMERICA (RWA)

### [HTTP://WWW.RWANATIONAL.ORG](http://www.rwanational.org)



# FAN ROMANCE WEBSITES

## THE ROMANCE READER

[HTTP://WWW.THEROMANCEREADER.COM](http://www.theromancereader.com)

The screenshot shows the homepage of 'The Romance Reader' website. The browser window title is 'The Romance Reader - Mozilla Firefox'. The address bar shows 'http://www.theromancereader.com/'. The page features a red sidebar on the left with a navigation menu including 'Historical', 'Contemporary', 'Paranormal/Fantasy', 'Category', 'Eclectic', 'RHR', 'RHR Needle Questions', and 'New Faces'. The main content area has the site's logo 'the Romance Reader' and the tagline 'the very latest news and views of romance novels.' Below this, it lists the Publisher/Editor as D.N. Anderson and the Senior Editor as Cathy Sova. A central menu includes 'New Reviews', 'Archives', 'Emporium', 'Features', 'Mailbag', and 'Contributors'. A 'Dear Romance Fans,' section contains a welcome message and an update about a busy month of questions. On the right, there is a 'TOP RATED DESKS' advertisement with a five-star rating and an image of a desk. The browser's search bar at the bottom contains the text 'hoibben'.

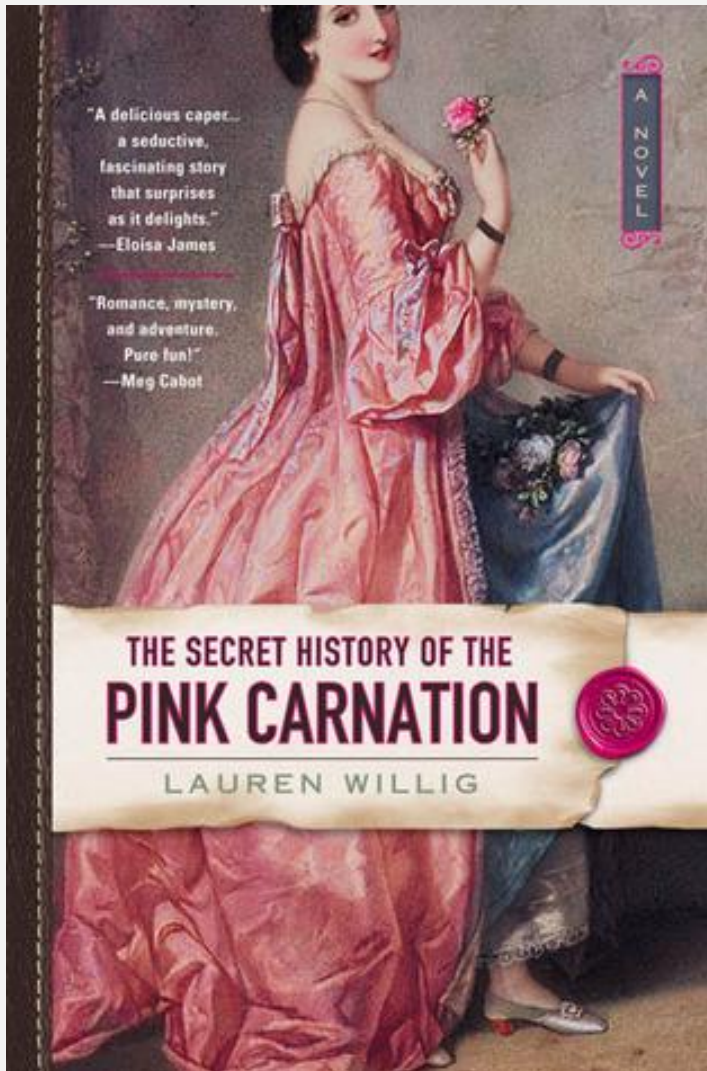
# WHAT ELSE ROMANCE BUYERS READ

- Mystery
- General Fiction
- Cooking/Food Books
- Young Adult
- Erotic Fiction.

When broken down by age, a majority of older readers buy mysteries, and younger readers buy YA and erotic fiction.

RWA Website accessed 9/21/2016

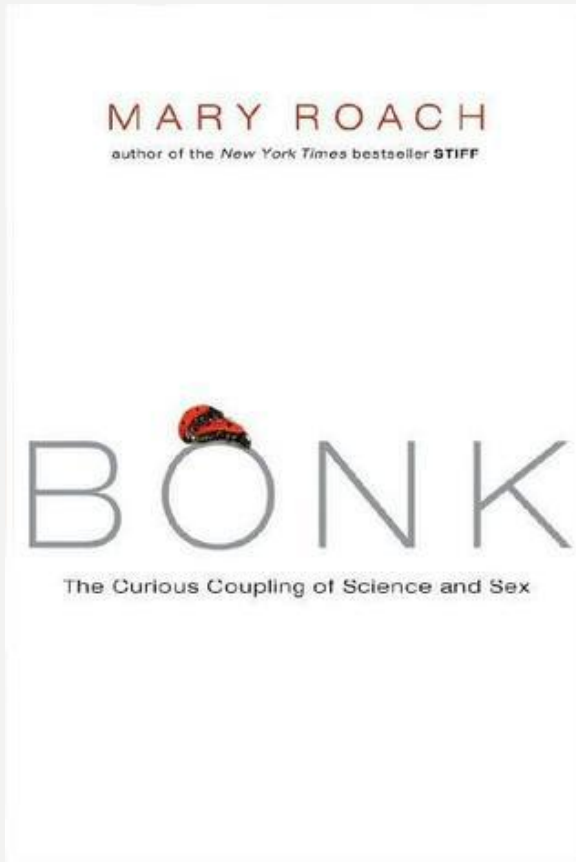
# FICTION



- Historical authors: Philippa Gregory and Lauren Willig
- Mysteries with romantic elements: Stephanie Plum series by Janet Evanovich
- Gothic Horror: The Haunting of Maddy Clare by Simone St James

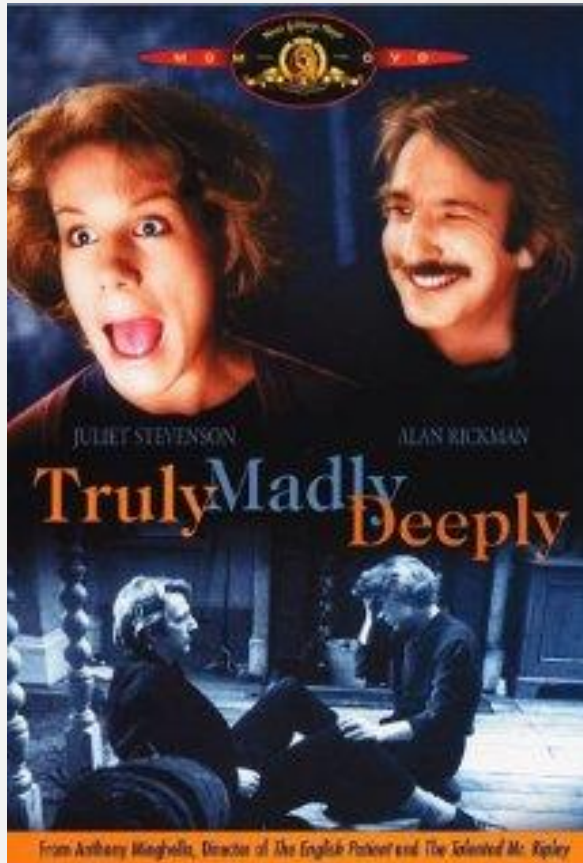


# NONFICTION



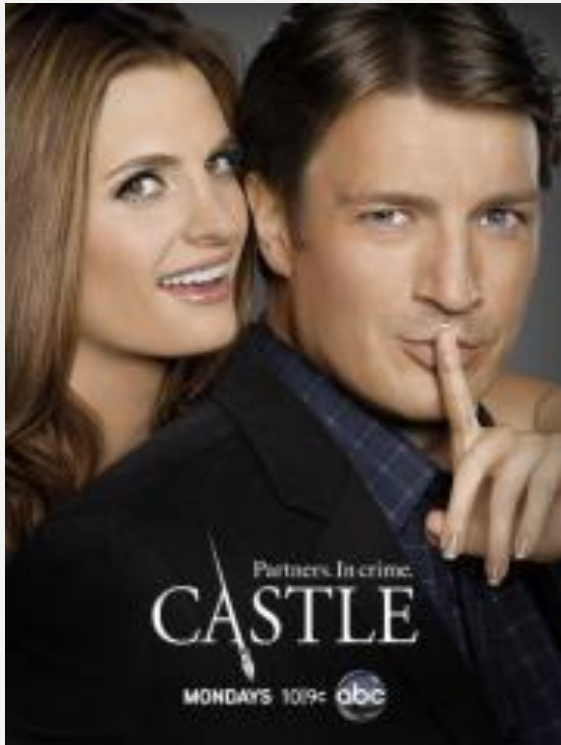
- Bonk: The Curious Coupling of Science and Sex by Mary Roach
- The Pioneer Woman: Black Heels to Tractor Wheels by Ree Drummond
- Dear Jane Austen: A Heroine's Guide to Life and Love by Patrice Hannon
- Beau Brummell: The Ultimate Man of Style by Ian Kelly

# MOVIES



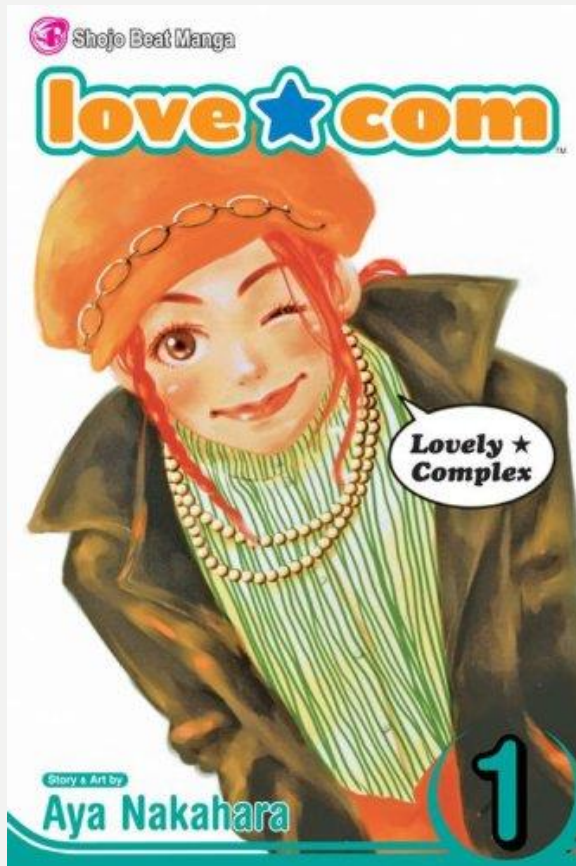
- Bridesmaids
- The Notebook
- Twilight
- The Artist
- Pride & Prejudice
- The Sweetest Thing
- Up
- Romancing the Stone
- Bridget Jones Diary/Edge of Reason/Baby

# TELEVISION SHOWS



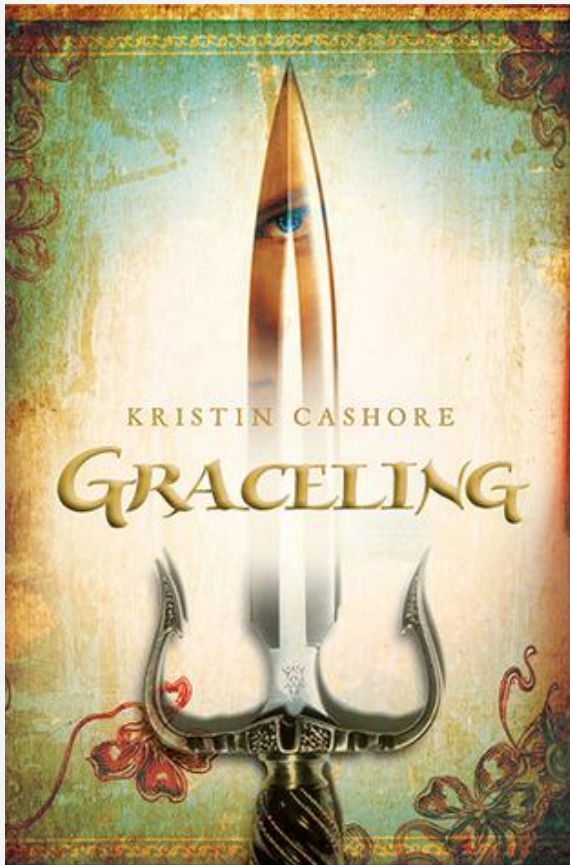
- Castle
- True Blood
- Friends
- How I Met Your Mother
- Rome
- Beauty and the Beast
- Moonlighting
- Arrow
- Outlander

# GRAPHIC NOVELS



- Love.com by Aya Nakahara
- From Far Away by Kyoko Hikawa
- Dragonborn by Jade Lee
- Absolute Witch by Kim Tae Yeon
- Manga Classics: Sense and Sensibility by Jane Austin
- Emma by Kaoru Mori
- A Bride's Story by Kaoru Mori

# YA



- Hunger Games/Twilight
- City of Bones by Cassandra Clare
- Marked by P.C. Cast
- Graceling by Kristin Cashore