Presented by:
Jenny Ellis, St. Joseph Public Library
Rachael Grime, Little Dixie Regional Libraries
History of Romance

- **Genre Fiction**
  - Relationship / Romantic Love
  - Existed in ancient Greece
  - Popularized by Jane Austen & Georgette Heyer

- **Mills & Boon & Avon**
  - Mills and Boon - Direct marketing to women in 1930s
  - Avon Books
    - Comics in 1940s
    - Horror/Science Fiction
    - 1970s began romance with Woodiwiss
History of Romance

Flame and the Flower - Kathleen Woodiwiss
History of Romance

● Most popular genre
  ○ 55% of paperbacks are romance
  ○ Romance novels appear in at least 90 countries

● Wildly changing

● Trashy or Classy?
Smart women read romance novels. If you have a problem with that, I may need to break your kneecaps.
What are the Readers Like?

According to the Romance Writers of America:

Who’s Reading?

- 84% Women
- 16% Men
What are the Readers Like?

According to the Romance Writers of America:

When are they finding the genre?

○ 70% discover it between 11-18
○ Average reader is
  ■ 30-54 years old
  ■ $55,000 income
  ■ Highest concentration in South USA
What are the Readers Like?

According to the Romance Writers of America:

Did you know...

- 60% of romance readers consider themselves feminists
- 35% buy more books more than once a month
What are the Readers Like?

According to the Romance Writers of America:

*Top Reasons to Read Romance?*

1. Entertainment
2. Escape
3. Relaxation
Facebook Pages & Websites

1,001 Dark Nights
3 Beans Books
Adult Reading Round Table
Aestas Book Blog
BFF Book Blog
Book Club Girl
Book Page
Book Riot
Bookies
Booklist
Bookstr
Entangled Publishing, LLC
Harlequin
Library Reads

Next Book Review
Nose Stuck in a Book
Read A Romance Month
Read-Love-Blog
Romance Read Club
RT Book Review* (website subscription $9.99/year formerly print review journal)
Shelf Awareness
Smart Bitches, Trashy Books
Southern Belle Book Blog
Typical Distractions Book Blog
Look! It’s a.....

**Book Subscription Boxes:**
- Bookworm Box (100% of the proceeds go to charity)
- Ever After Box (based out of STL)
- Page Habit-Romance (they have boxes for most genres)
- Romance Reveal

**Book Sleeves:**
- Sew Chic (Omaha based)
  [https://www.etsy.com/shop/storybookgirls](https://www.etsy.com/shop/storybookgirls)
- Story Time Sleeve (Kansas City based)
  [https://www.etsy.com/shop/StoryTimeSleeve/](https://www.etsy.com/shop/StoryTimeSleeve/)
Look! It’s a…..

Facebook group! (specific authors and general romance book discussion):

Backstage with Shari (Shari Slade)
Book Crowd (Jay Crownover and related book discussions only)
BR Book Club
Brenda Novak’s Book Group (Brenda Novak)
Carly's Corner (Carly Phillips)
CLo and friends (Christina Lauren)
Colleen Hoover’s Co-horts (Colleen Hoover)
Crowner Crowd (Jay Crownover)
Glitz and the Glam (Diane Alberts/Jen McLaughlin)
JLAnders (Jennifer Armentrout/J. Lynn)
Locker Room (sports romances writers: Sawyer Bennett, Sarina Bowen, Kristen Callihan, Cora Carmack, Jen Frederick, and Monica Murphy)
Maxwell Mob (Gina L. Maxwell)
Nerdy Little Book Herd
Penelope’s Peeps (Penelope Ward)
R. S. Grey’s Little Reds (R. S. Grey)
Rabble (Katee Robert)
Racy Reads Party Rooms
Samantha Young (Official) [Samantha Young]
Smart Reads Read Romance
Winery (Aly Martinez)
What/Who should you include?

Hometown Romances

Relatively tame, little/no sexual content, everyday heroes

- Robyn Carr
  - Virgin River Series
  - Thunder Point
  - Grace Valley
  - Sullivan’s Crossing
- Debbie Macomber
  - Blossom Street
  - Cedar Cove
  - Rose Harbor
Hometown Romances continued….

Librarians and library employees, sign up here to become a Library Friend of Susan Mallery for future opportunities to win library editions of Susan's books for your library. Susan will also send goodies for your patrons from time to time. **One person per library, please**

[Image of book covers]

SUSAN MALLERY

Secrets of the Tulip Sisters

you say it first

second chance girl

Sisters Like Us

[Website link]

SusanMallery.com/library-friends
"My Target tried to trick me. The last on the shelf was a signed copy. Good thing I flipped through them." – Jenny E on Facebook 😊😊
What/Who should you include?

Historical Romance

Hotness ranges, set often in Victorian/Elizabethan England, frequent series

- Sarah MacLean
  - Nine Rules to Break When Romancing a Rake (Love by Numbers Series)
  - A Rogue by Any Other Name (Rules of Scoundrels)
  - A Rogue Not Taken (Scandal & Scoundrel)

Founder of the Old School Romance Book Club
What/Who should you include?

Historical Romance

- Eloisa James
  - When Beauty Tamed the Beast (Fairy Tales Series)
  - Desperate Duchesses (Desperate Duchesses Series)
  - Much Ado About You (Essex Sisters)
  - Duchess in Love (Duchess Quartet)
What/Who should you include?
What/Who should you include?

Historical Romance

- Lisa Kleypas
  - Mine til Midnight (The Hathaways)
  - Secrets of a Summer Night (Wallflowers)
  - Sugar Daddy (The Travises)
What/Who should you include?

Historical Romance

**Old School Favorites**

- **Jude Deveraux**
  - Knight in Shining Armor (1989)
  - Ever After (2015)

- **Mary Balogh**
  - A Masked Deception (1985)
  - Someone to Care (May 2018)

- **Julie Garwood**
  - Honor’s Splendour (1987)
  - Wired (2017)
What/Who should you include?

Humorous Romance

Hotness levels vary, covers very different feel, not paperback sized

- Alice Clayton
  - Wallbanger
  - Buns
  - Rusty Nailed
  - Roman Crazy
  - Cream of the Crop
What/Who should you include?
What/Who should you include?

**Humorous Romance**

- Penny Reid
  - Neanderthal Seeks Humans
  - Beard Science
  - Friends Without Benefits
  - Attraction
  - Beauty and the Mustache

Has her own online shop and monthly chats
What/Who should you include?

Humorous Romance

- **R.S. Grey**
  - Scoring Wilder
  - Allure of Julian LeFray (The Allure Series)
  - Settling the Score
  - The Design
  - Anything You Can Do
  - The Fortunate Ones (Nov. 1st release)
What/Who should you include?

Fantasy / Paranormal Romance

Similar to straight paranormal / fantasy with a little extra lovin’

- G.A. Aiken
  - Dragon Kin Series (Dragons!)
- Shelly Laurenston
  - Magnus Pack (Wolves/Tigers)
What/Who should you include?

- Thea Harrison
  - Dragon Bound
  - Storm’s Heart
  - Oracle’s Moon
  - Lord’s Fall
What/Who should you include?

- Kresley Cole
  - A Hunger Like No Other
  - No Rest for the Wicked
  - Wicked Deeds on a Winter’s Night
  - Macrieve
  - Kiss of a Demon King
  - The Professional (NOT Paranormal, but amazing)
What/Who should you include?

- J.R. Ward
  - Black Dragger Brotherhood
    - Dark Lover
    - Lover At Last
    - Lover Awakened
  - Black Dagger Legacy
    - Blood Kiss
    - Blood Vow
What/Who should you include?

**Dirrrrty Romance...**

Explicit sexual situations, older adults as characters, hot covers

- **E.L. James**
  - Fifty Shades of Grey
  - Fifty Shades Darker
  - Fifty Shades Freed
- **Sylvia Day**
  - Bared to You
  - Reflected in You
  - Entwined in You
What/Who should you include?

Dirrrrty Romance...

- Kristen Ashley
  - Mystery Man
  - The Gamble
  - Knight
  - Rock Chick
  - Own the Wind
  - Sweet Dreams
What/Who should you include?

Dirrrrty Romance...

- Kylie Scott
  - Lick
  - Lead
  - Play
  - Deep
  - Twist
  - Trust
What/Who should you include?

M/M Romances

Becoming mainstream, often independently published, heavy sexual content

- Santino Hassell
  - Illegal Contact
  - Evenfall
- Megan Erickson
  - Strong Signal
  - Fast Connection
- Laura Kaye
  - Hard to Be Good
What/Who should you include?

What about New Adult titles?

Go see Jenny
tomorrow at 9am in “Bern”
for #Adulting
What/Who should you include?

Rock Star Romances

Librarian and a rock star!!!
What/Who should you include?

Jennifer Probst series

- Billionaire Builders series--HGTV inspired sexy romance
- Marriage to a Billionaire
- Searching For….
- Steele Brothers
What/Who should you include?

Jay Crownover

Marked Men

Welcome to the Point

Saints of Denver

The Breaking Point

Getaway

http://www.badboysimprov.com/wp-content/themes/badboys/images/bad-boys-logo.gif
To label or not to label….
Newsweek or Trashy Romance Novel?
A Quiz / Rachel Morris

When it came to the nuptials of Prince William and Kate Middleton, Tina Brown, the editor of Newsweek and The Daily Beast, truly flooded the zone. Below, we’ve printed quotes from Newsweek and Beast articles interspersed with quotes from best-selling bodice-rippers. See if you can tell which is which. (Names have been replaced with pronouns.)

1) There were flowers everywhere, beautiful spring flowers in sculptured urns on the marble floors and in crystal vases on all the white linen tablecloths.

2) The glimmering veiled bride, driven slowly on her mystical journey…. The tall, virile prince in the scarlet military uniform who awaits her at the altar.

3) He looked seven feet tall, dressed as he was in full regimentals, his scarlet coat and its gold facings immaculate.

4) The veil was a light dust of snow over the glow of her face.

5) All those years when he seemed unable to commit to her had nothing to do with his love for her and everything to do with his fears.

6) She had taken stock of his strengths and weaknesses and decided he was worth the effort. Somehow she’d calmed him down, fulfilled all his needs.

7) Even in his crisp captain’s uniform… there’s a roguish hint of dishevelment about his hair.

8) Her slender waistline was emphasized by the gown’s narrow bodice.

9) Even in her demure silk gown, a hint of full bosom rose enticingly above the modest neckline.

10) For a long moment, their gazes held, locked in a long and silent question as if words were no longer necessary.

11) Her gaze was level and demure, secure in the long years of his affection. He returned it with a look that said, I trust.

12) You just succumb. You just roll over.

13) Does he always finish that fast?
Other authors to check out….

Alberts, Diane (also writes as Jen McLaughlin)
Armentrout, Jennifer (also writes as J. Lynn)
Aubrey, Brenna
Bailey, Tessa
Beck, Samanthe
Bocci, Nina
Carmack, Cora
Clare, Jessica
Connelly, Victoria
Dade, Olivia
Erickson, Megan
Flynn, Avery
Gordon, Gina
Harris, Rachel
Hart, Staci
Hoover, Colleen
Jeffries, Sabrina
Jordan, Sophie
Lauren, Christina
Mann, Susan
Maxwell, Cathy
Maxwell, Gina L.
McGuire, Jamie
Miller, Linda Lael
Palmer, Diana
Park, Jessica
Phillips, Carly
Probst, Jennifer
Reid, Penny
Robert, Katee
Slade, Shari
St. Claire, Roxanne
Title, Sarah
Ward, Penelope
Webber, Tammara
Wilder, Jasinda
Do you have any questions?

We’d love to hear your thoughts on romance!
Remember...Smart Girls Read Romance!

Contact us!

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