Romance Fiction versus Other Genres

- **Romance Fiction**: $1.438 billion in estimated revenue for 2012.
- **Religion/inspirational**: $717.9 million.
- **Mystery**: $728.2 million.
- **Science fiction/fantasy**: $590.2 million.
- **Classic literary fiction**: $470.5 million.

Sales of Romance Fiction

- Romance fiction sales were $1.438 billion in 2012.
- Romance fiction was the top-performing category across the New York Times, USA Today, and Publishers Weekly bestseller lists.
- Romance fiction sales are estimated at $1.350 billion for 2013.
- 74.8 million people read at least one romance novel in 2008. (Source: RWA Reader Survey)

What's Love Got to Do With It?
Romance Fiction and Readers' Advisory
What is a Romance?
All romances have a central love story and an emotionally satisfying ending. Beyond that, however, romance novels may have any tone or style, be set in any place or time, and have varying levels of sensuality—ranging from sweet to extremely hot. Romance fiction may be classified into various subgenres depending on setting and plot elements.

Romance Subgenres
- Historical
- Regency
- Contemporary
- Paranormal
- Romantic Suspense
- Inspirational
- Young Adult

Historical Romance
Key Authors - Johanna Lindsey, Eloisa James, Stephanie Laurens, Lisa Kleypas, Amanda Quick, Jo Beverley, Mary Jo Putney, Sarah MacLean, Loretta Chase
Regency Romance

- **Key Authors**: Georgette Heyer, Carla Kelly, Barbara Metzger, Marion Chesney, Evelyn Richardson, Regina Scott

Contemporary Romances

- **Key Authors**: Susan Elizabeth Phillips, Nora Roberts, Jennifer Crusie, Rachel Gibson, Jill Shalvis, Susan Mallery

Paranormal Romances

- **Key Authors**: Sherrilyn Kenyon, J. R. Ward, Christine Feehan, Kresley Cole, Gena Showalter, Katie MacAlister, Lynn Kurland,
Romantic Suspense

- **Key Authors**: Nora Roberts, Jayne Ann Krentz, Suzanne Brockmann, Sandra Brown, Elizabeth Lowell, Karen Rose

Inspirational Romances

- **Key Authors**: Beverly Lewis, Deanne Gist, Irene Hannon, Siri Mitchell, Julie Klassen, Tamera Alexander, Shelley Shepard Gray, Francine Rivers

Young Adult Romances

- **Key Authors**: Julie Kagawa, Simone Elkeles, Meg Cabot, Sarah Dessen, Jenny Han, Katie Cotugno, Melissa Marr, Libba Bray, Miranda Kenneally
Women’s Fiction
Chick Lit
New Adult Romance

**Women's Fiction Key Authors**
Kristin Hannah, Patricia Gaffney, Danielle Steel, Barbara Delinsky, Rosamunde Pilcher

**Chick Lit Key Authors**
Meg Cabot, Sophie Kinsella, Helen Fielding, Marian Keyes

**New Adult Romance Key Authors**
Jennifer Armentrout, Cora Carmack, Colleen Hoover, J. Lynn

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**Nora Roberts**

**Queen of Romance**

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**RA Interview**

- Literary matchmaking
- Sex and the romance reader
- One author different subgenres (Susan Wiggs, Christina Dodd, Lisa Kleypas)
Romance Myths

- All romances are the same
- All romance readers are the same
- All romances are light, fluffy inconsequential reads.

All Romances Are the Same
All Romance Readers Are the Same

- Women make up 91% of romance readers
- The majority of romance readers are between the ages of 34-50
- Romance readers cross genres

All Romances are light, fluffy reads

Five New Stars

- Elizabeth Hoyt
- Julie Ann Walker
- Kristan Higgins
- Darynda Jones
- Sherry Thomas
Darynda Jones

Sherry Thomas

Genre Trends
- Connected Books
- Small Town Settings
- Contemporary
- Historical
Romance “Series”

Small Town Settings

Contemporary
Historical

Self Directed Readers Advisory
- Booklists
- Bibliographies
- Displays

Romance Writers of America
- [www.rwa.org](http://www.rwa.org)
  - RITA Awards
  - Librarian’s Day
  - Speaker’s Bureau
  - Library Liaison
Review Resources

- Booklist: www.booklistonline.com
- Library Journal: www.libraryjournal.com
- Kirkus Reviews: www.kirkusreviews.com
- Publishers Weekly: www.publishersweekly.com
- Bookpage: www.bookpage.com
- RT Bookreviews: www.rtbookreviews.com

Print Resources


Looking for Love in All the Right Places
The End

And Everyone Lived Happily Ever After

- John Charles
- Scottsdale Public Library
- jcharles@scottsdaleaz.gov