



Capturing Romance Trends with Subject Standards

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Standards aren't sexy.



The foundation of any
successful relationship
is good communication.



Some things are just better together

BISAC

- English headings only
- English speaking Canada, USA
- Pre-coordinated
- Unused codes inactivated
- Not recommended to blend fiction, non-fiction

Thema

- Categories in two dozen languages
- French speaking Canada, international markets
- Post-coordinated
- Backward compatible (so far)
- Stack meaning using different codes, qualifiers



What we have here is an opportunity to communicate

- Completeness, tempered by restraint
- Accuracy, guided by judgement
- Consistency across formats
- <MainSubject / > energy



new code \neq new trend



Suckers for a sports star

New in Thema

- FRN Romance: sports



Representing disability and neurodiversity

New in BISAC

- FIC027680 FICTION / Romance / Disability
- FIC027690 FICTION / Romance / Neurodiversity

New in Thema

- 5PME Relating to people with speech, language or communication impairments or disorders
- 5PMG Relating to people with motor disorders or conditions
- 5PMIB Relating to people with Attention Deficit Hyperactivity Disorder (ADHD)
- 5PMNB Relating to people with dementia / Alzheimer's
- 5PMPB Relating to people with mood disorders / affective disorders
- 5PMT Relating to people with Albinism or Hypopigmentation



Representing cultural community

New in Thema

- 5PB-CA-A Relating to First Nations (peoples)
- 5PB-CA-B Relating to Inuit
- 5PB-CA-C Relating to Metis (Michif)
- 5PB-CA-F Relating to Acadian people
- 5PB-CA-G Relating to Black Canadians / African Canadian and Caribbean-Canadian people
- 5PB-CA-H Relating to Latin American Canadian people
- 5PB-CA-J Relating to Arab or Middle Eastern Canadian people
- 5PB-CA-K Relating to East Asian Canadian people
- 5PB-CA-L Relating to South Asian Canadian people
- 5PB-CA-M Relating to Southeast Asian Canadian people
- 5PB-CA-T Relating to European Canadian people



Capturing a vibe

New in BISAC

- FIC027700 FICTION / Romance / Seasonal / Winter
- FIC027710 FICTION / Romance / Seasonal / Spring
- FIC027720 FICTION / Romance / Seasonal / Summer
- FIC027730 FICTION / Romance / Seasonal / Autumn

New in Thema

- FRB Romantic comedies
- FRDJ Romance: cosy / cozy
- FRE Romance: workplace
- FRG Romance: college / university
- FXC Narrative theme: books and the world of books
- JBSE Small town communities / small town life



Let's talk tropes

New in Thema

- FRK Romance: love triangles
- FRL Romance: unlikely or unexpected lovers
- FRLC Romance: friends to lovers
- FRLE Romance: enemies to lovers
- FRLF Romance: fake or pretend relationships
- FRLH Romance: unintentional or forced proximity
- FRS Romance: multiple partners / lovers




Thank you

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booknetcanada.ca/newsletter-sign-up

Heated Rivalry: Breakaway Moment

- **Inventory**
 - **Are we in the Penalty Box?**
 - Did Amazon pull the buy box, i.e.:
 - “temporarily unavailable”
 - 3P marketplace sellers
- **Marketing / Positioning**
 - **Name recognition**
 - Do people know it’s a book series?
 - Do they know it’s called “Game Changers?”
 - Do they know who’s airing it in the US vs CA?



Game Changer
by Rachel Reid

Miniseries: [Game Changers](#) (Book #1)

On Sale: Nov 26, 2024 | Release Month: Dec 2024

★★★★☆ 3.80 (153261 ratings by [Goodreads](#))

Ebook \$9.99	Trade Paperback \$15.19
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THE SERIES THAT INSPIRED HEATED RIVALRY • NOW A #1 STREAMING SHOW

Enter the world of Game Changers, the series behind the epic enemies-to-lovers hockey romance *Heated Rivalry*, [streaming on Crave in Canada and on HBO Max in the U.S.](#)

It all starts *here* with Scott and Kip's steamy secret-relationship romance by *New York Times* and *USA TODAY* bestselling author Rachel Reid.

New York Admirals captain Scott Hunter takes his pregame rituals very seriously. When a particular smoothie precedes Scott's breaking his on-ice slump, he's desperate to recreate the magic...and to get to know the sexy, funny guy behind the counter.

Kip Grady knew there was more to Scott's frequent visits than blended fruit, but he never let himself imagine being invited back to Scott's penthouse. Or kissed with reckless abandon—and more. What goes on between them is hot, incredible and frequent...but also only on Scott's terms and always behind his closed apartment doors.

Scott needs Kip in his life, but with playoff season approaching, the spotlight on him is suddenly brighter than ever. He can't afford to do anything that might derail his career or the public's image of what a hockey captain should be. Kip is ready to go all in with Scott—but how much longer will he have to remain a secret?

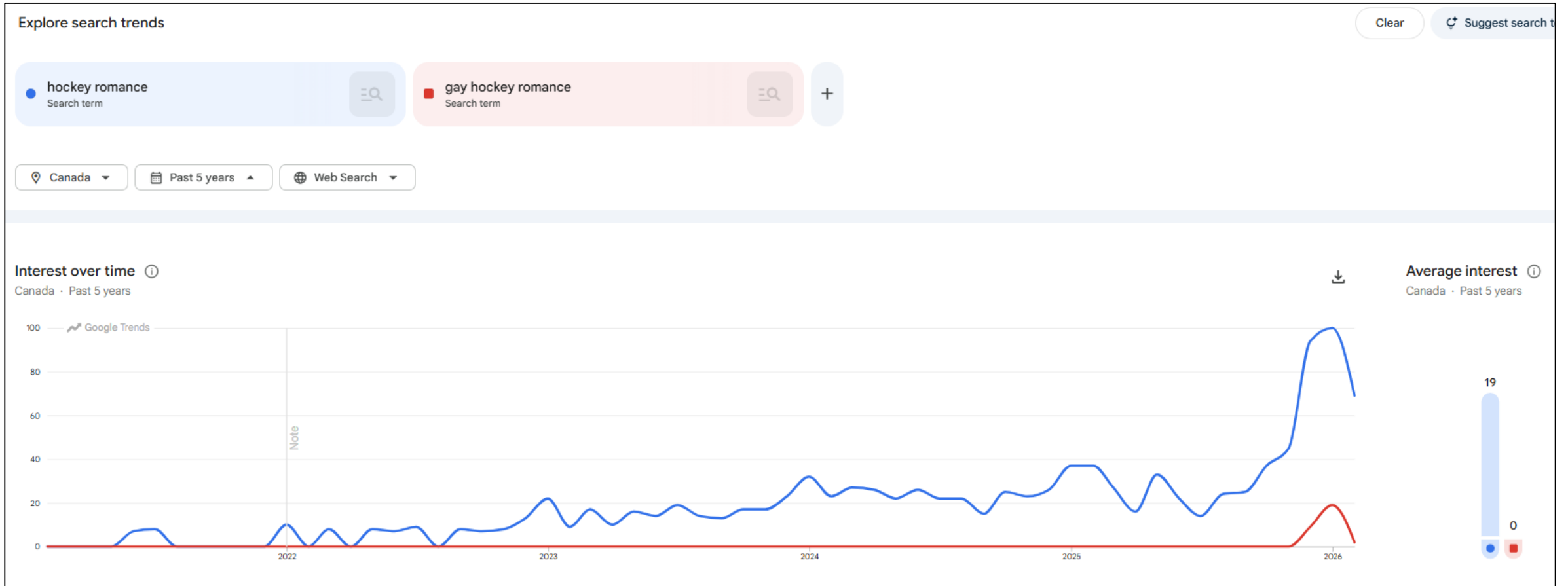
Game Changers

- Book 1: *Game Changer*
- Book 2: *Heated Rivalry*
- Book 3: *Tough Guy*

[Look Inside](#)

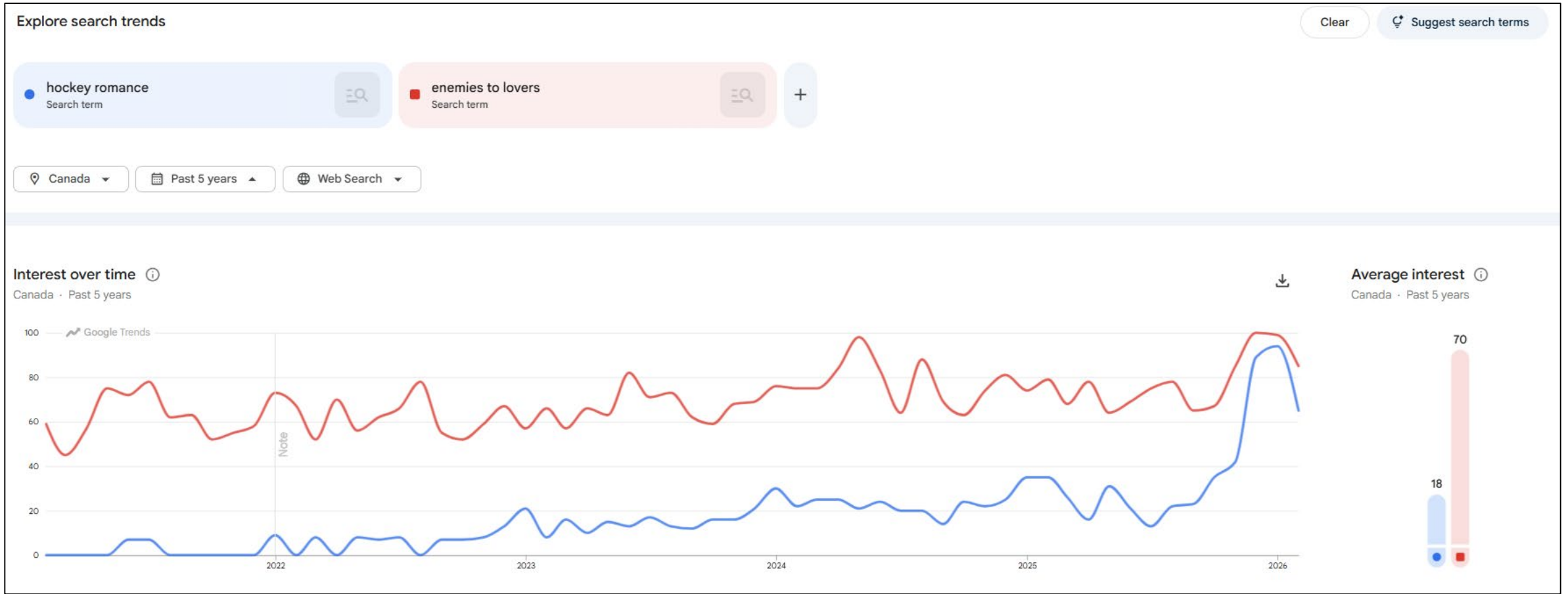
Post-Game Analysis: Trends

“hockey romance” vs “gay hockey romance” | Google Trends | 2021-2025



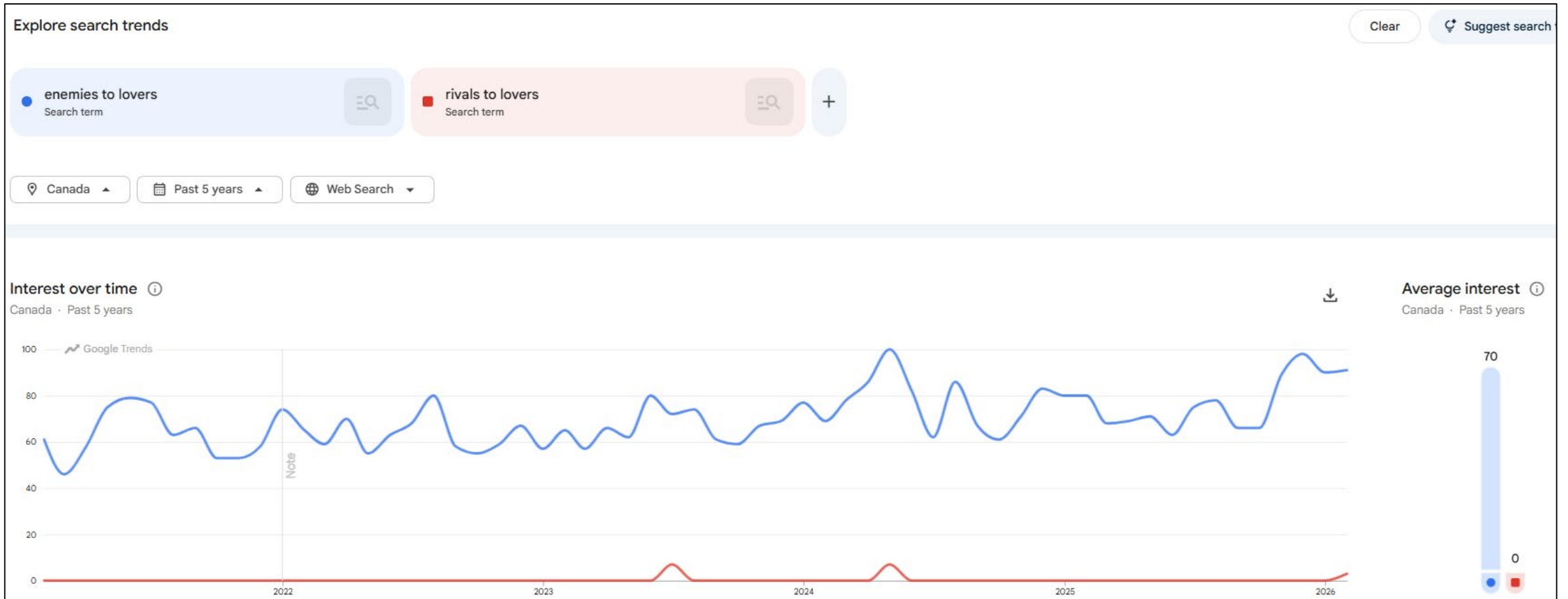
Post-Game Analysis: Trends

“hockey romance” vs “enemies to lovers” | Google Trends | Canada | 2021-2025



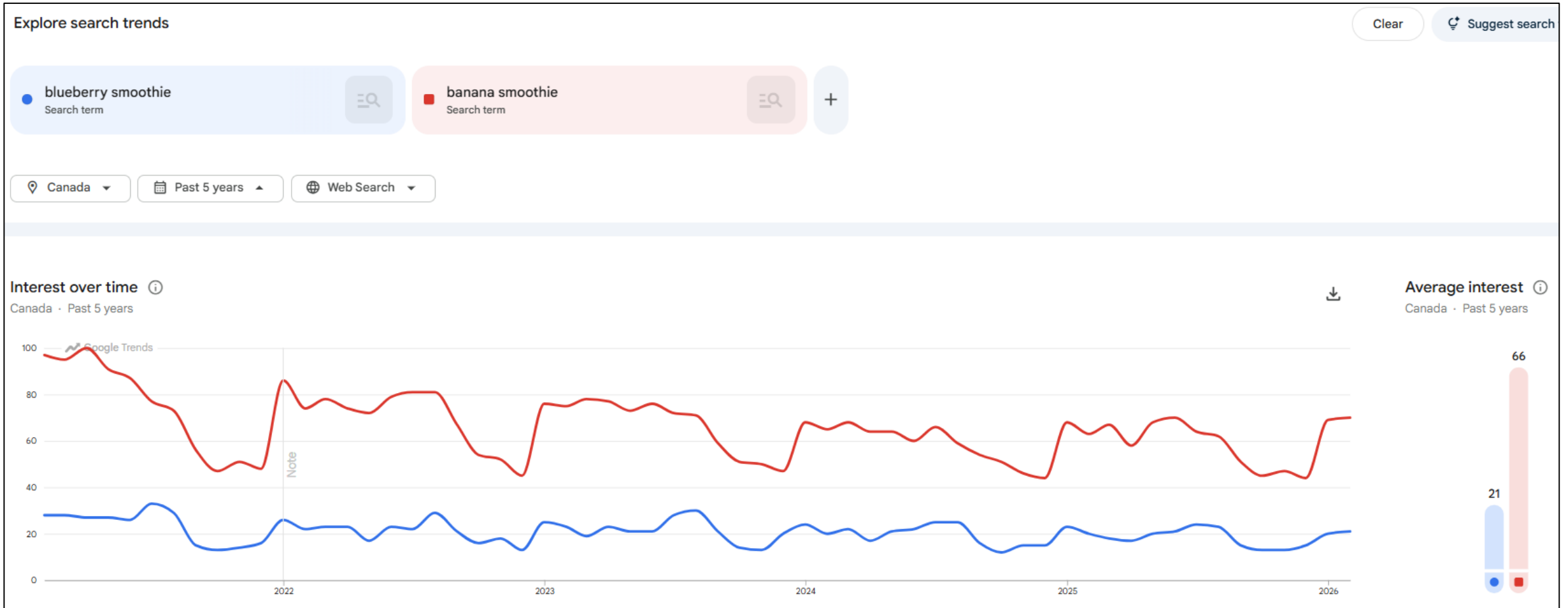
Post-Game Analysis: Trends

“enemies to lovers” vs “rivals to lovers” | Google Trends | Canada | 2021-2025



Post-Game Analysis: Trends

“blueberry smoothie” vs “banana smoothie” | Google Trends | Canada | 2021-2025



Sales

Agency:

Who Dat?



ampersandinc

- **What is a sales rep?** We connect booksellers/buyers to the best books and products in the market from our publishers.

Publisher ↔ **Sales Agency** ↔ **Bookseller**

- **Benefits of a sales rep:**
 - Window of knowledge to publishers and booksellers
 - We get to see trends in action
 - Sales Reps are a vital resource - get in touch!

What Tools Are We Using to Monitor Trends?

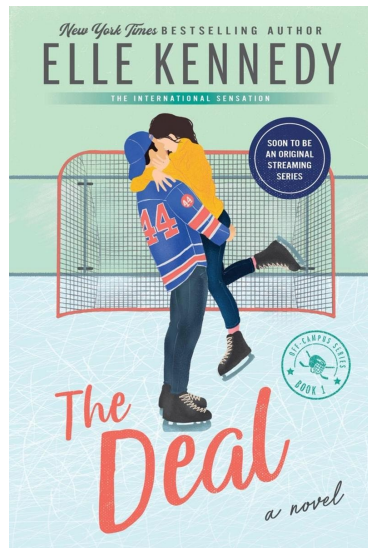
- Bookstagram, BookTok, Goodreads, Publishers, Bookstores



Current Trends We're Seeing

Trending Sub-Genres of Romance:

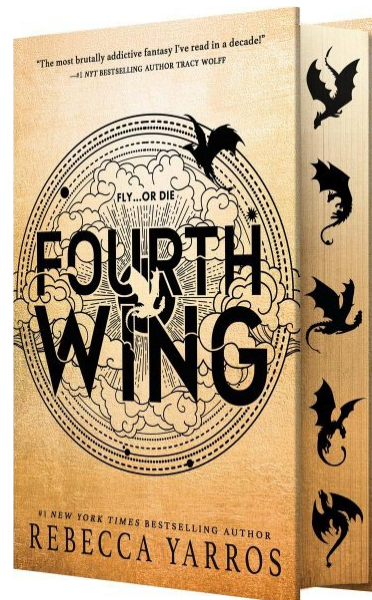
SPORTS ROMANCE



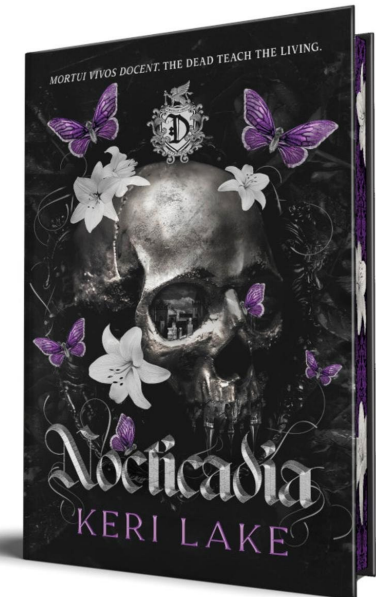
DARK ROMANCE



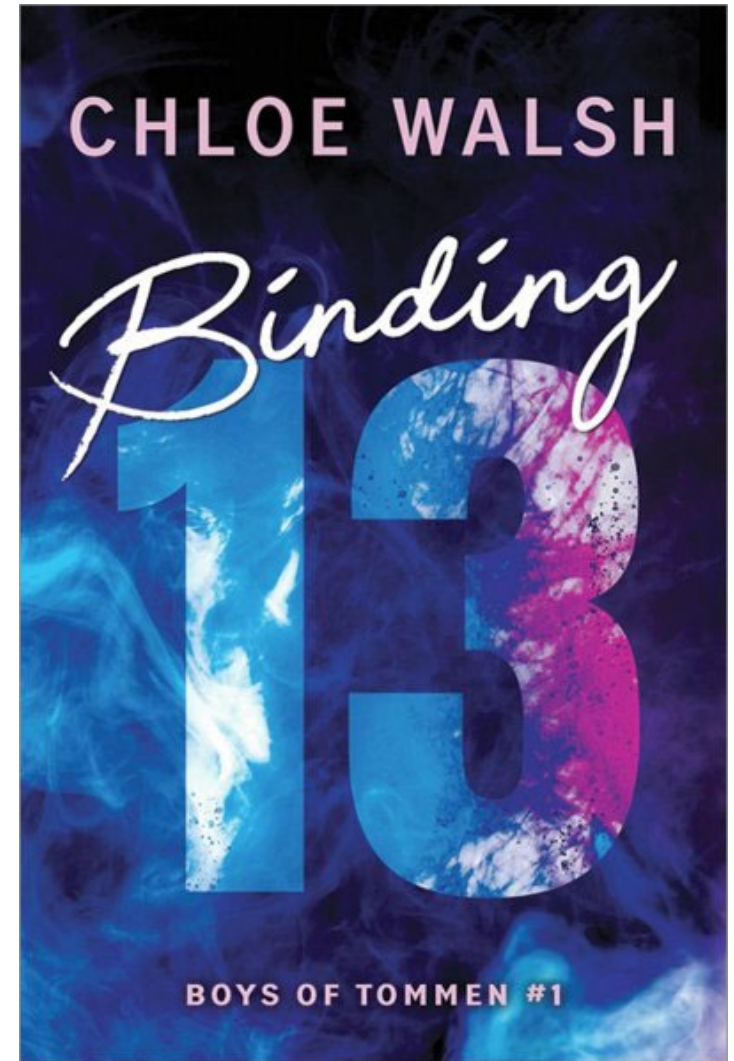
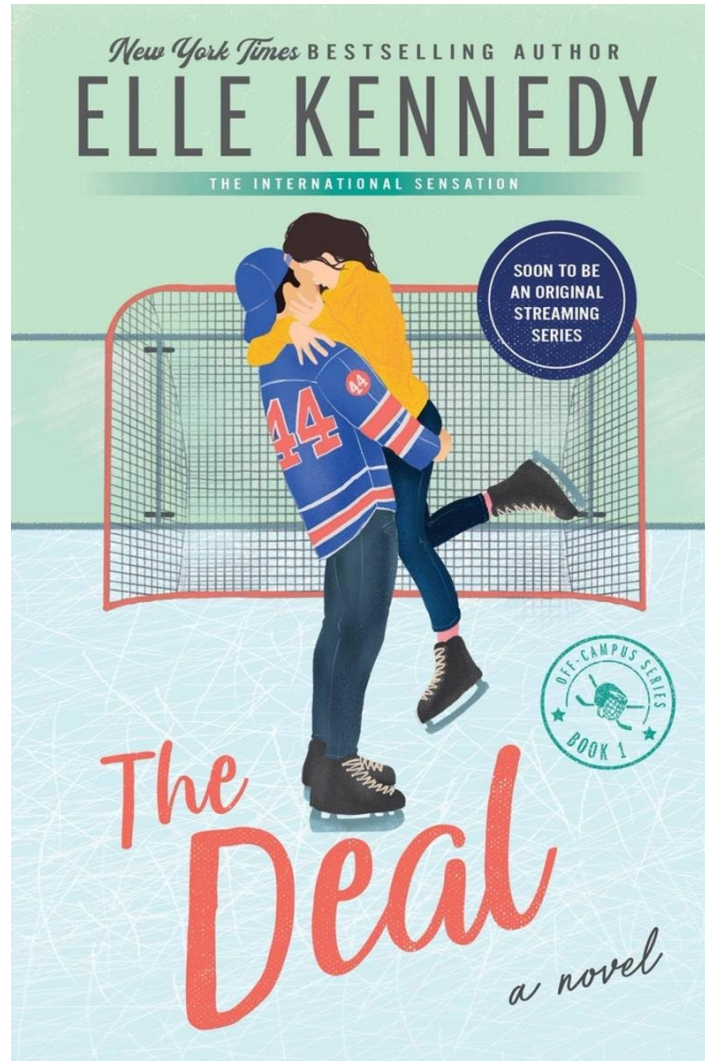
FANTASY



GOTHIC ROMANCE



Sports Romance



How do Sales Reps Leverage Trends?

We look out for products that resonate and connect them to current trends.

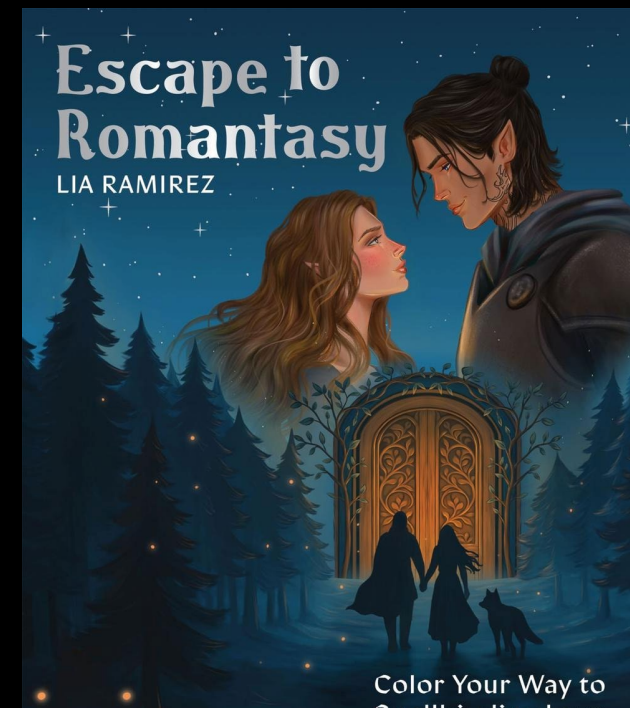
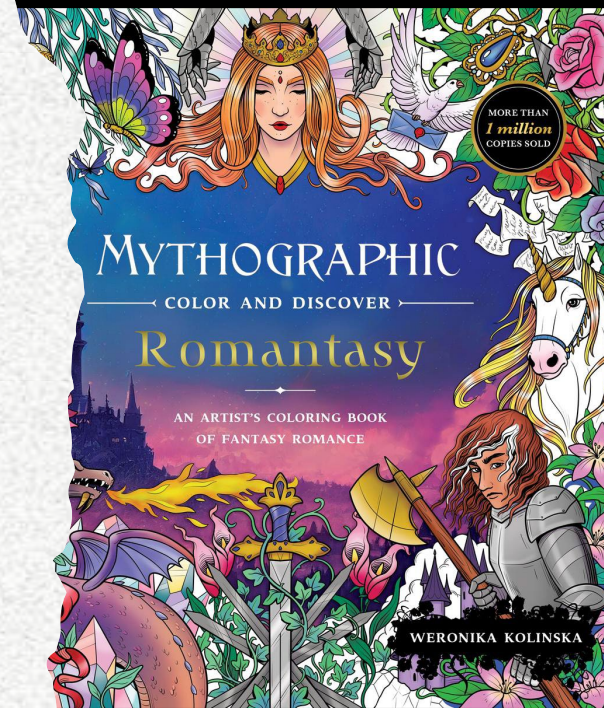
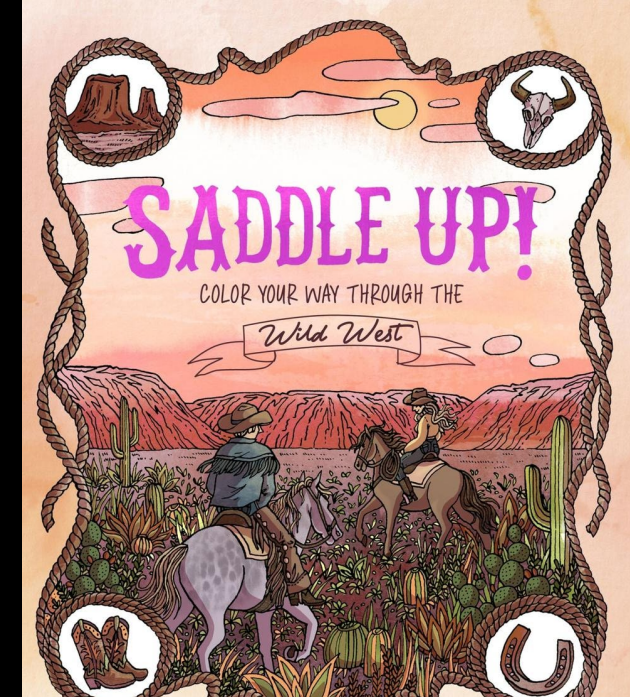
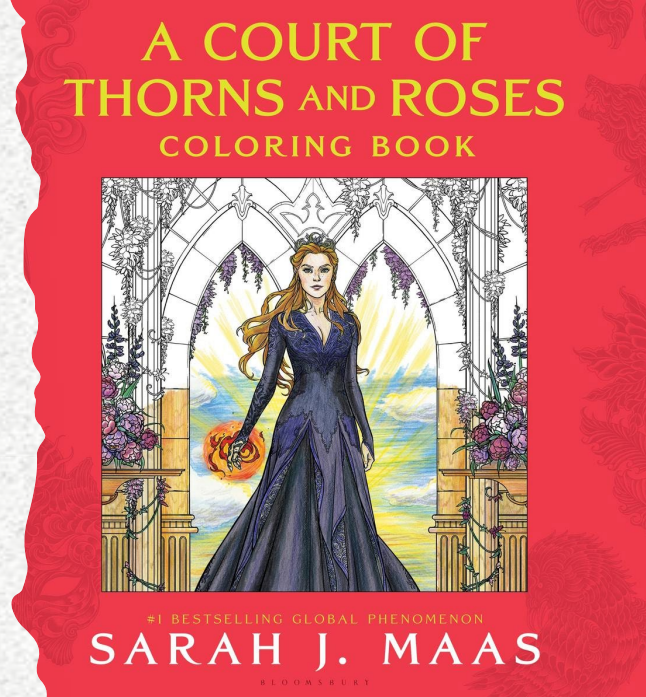
Romance

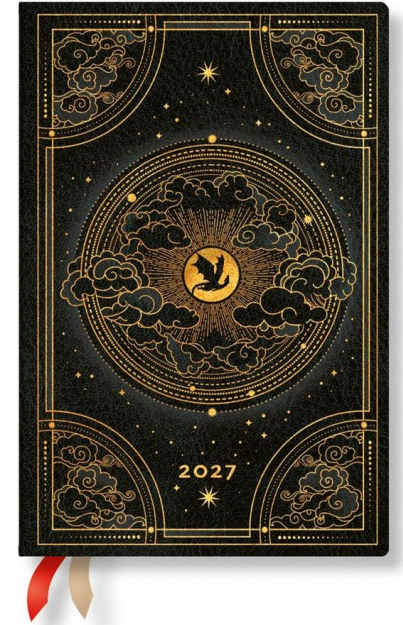
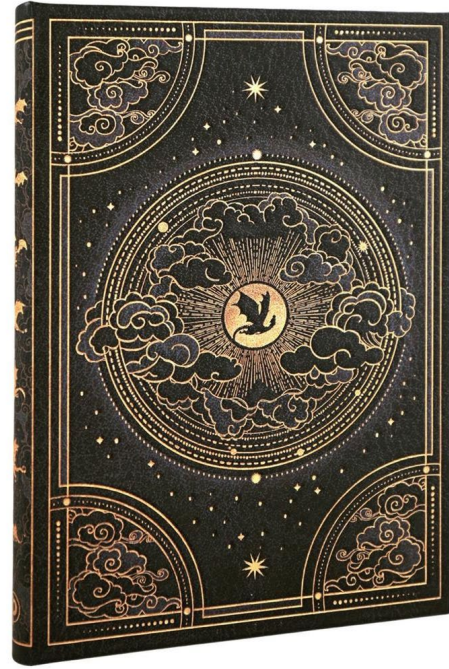
READER'S
JOURNAL



Leveraging Romance through Cross-Trends

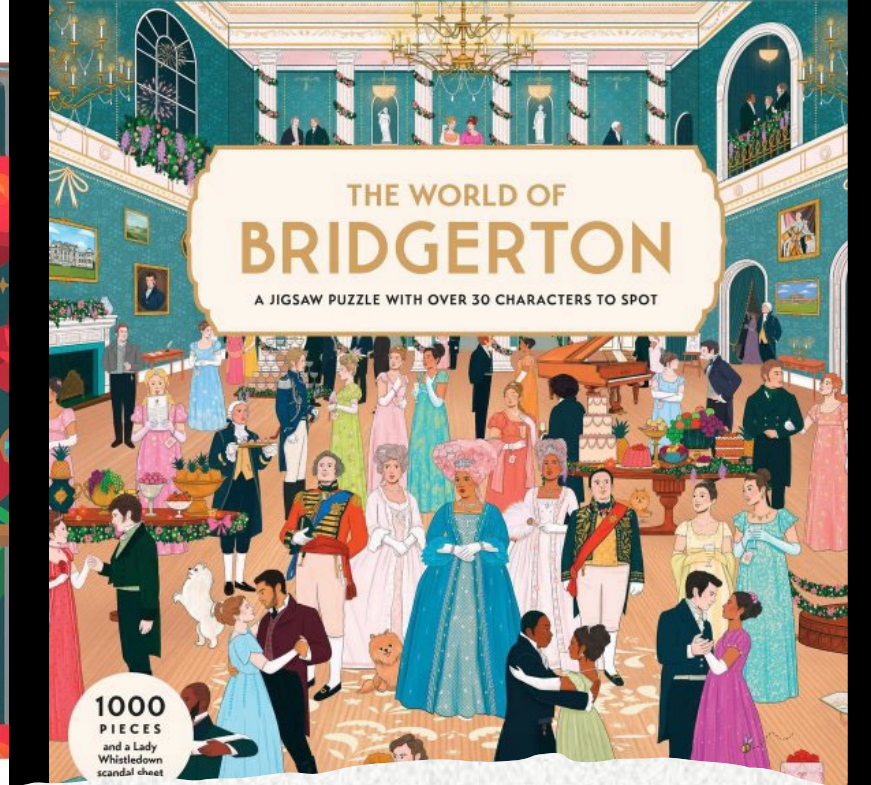
- Romance x Colouring Books
 - Romance as an analog activity





Leveraging Romance through Cross-Trends

- Romance x Stationery

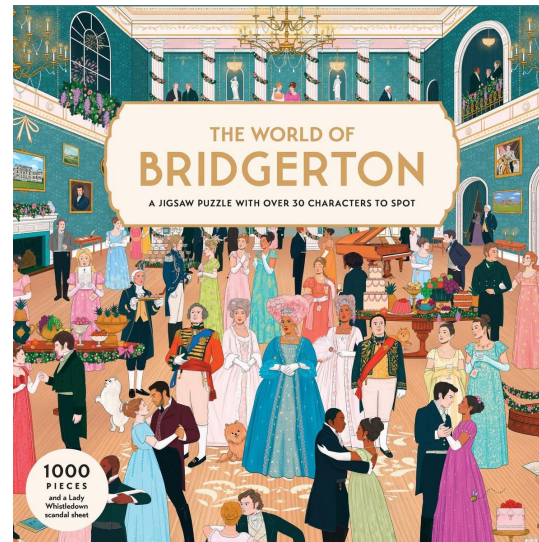


Leveraging Romance through Cross-Trends

- Romance x Games

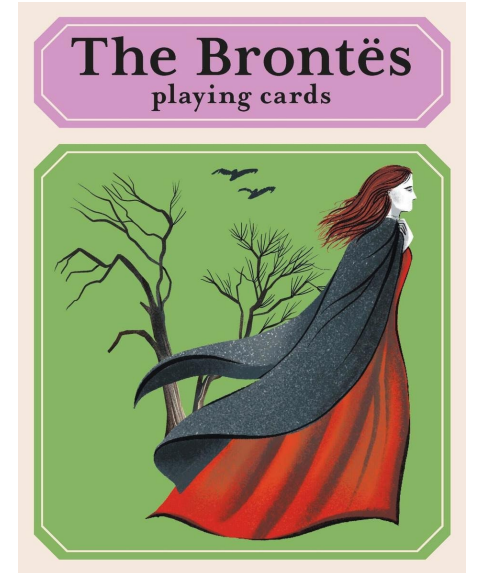
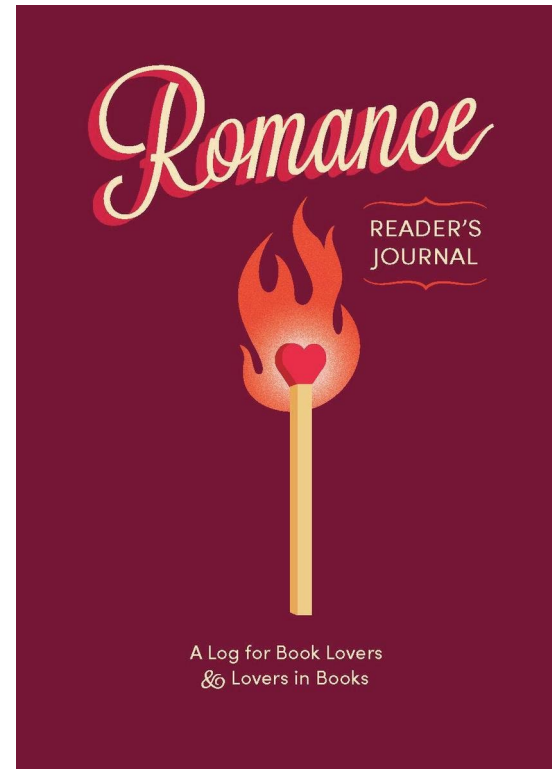
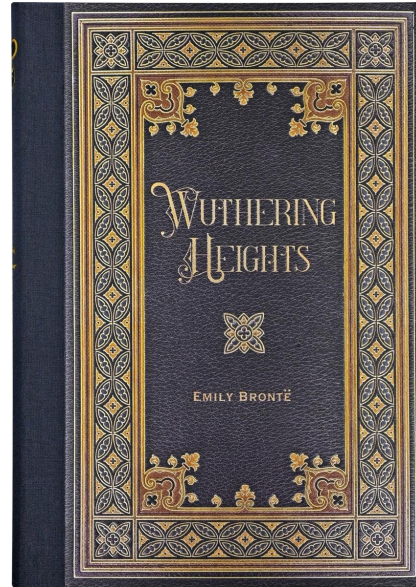
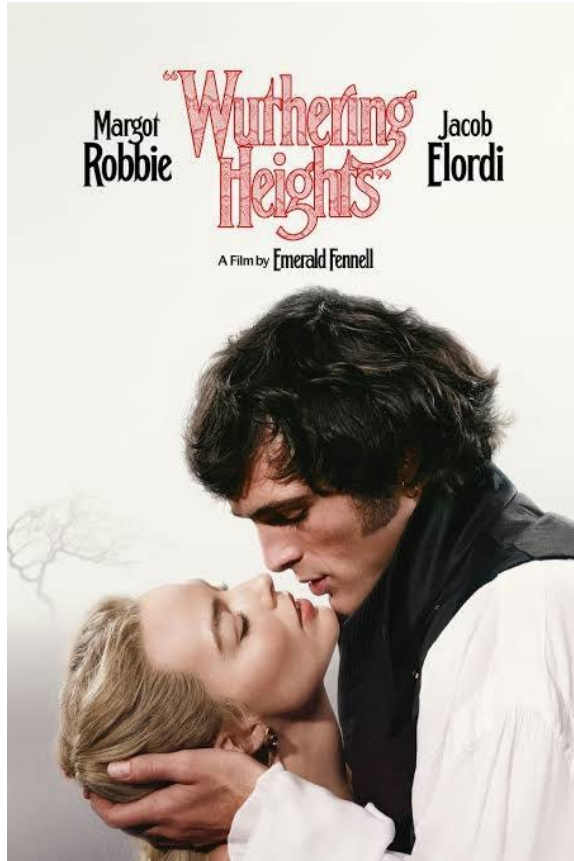
Leveraging Romance through Cross-Trends

- Romance Book-to-Screen Adaptations



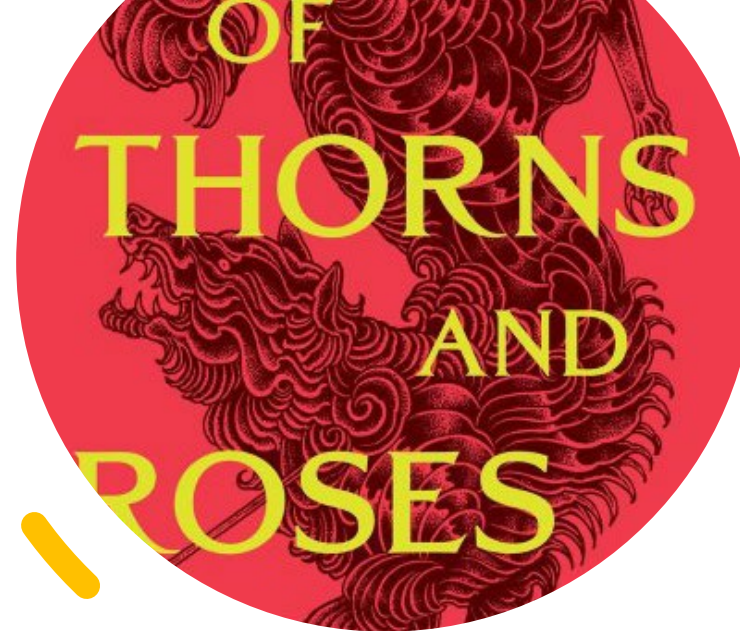
Leveraging Romance through Cross-Trends

- Romance Book-to-Screen Adaptations



Actionable Strategies to Leverage a Trend

- **Create a dedicated romance space in your store**
 - Rise of the Romance Bookstore
- **Host an event**
 - Midnight Release Parties
 - Author Events
 - Sign up for Event Kits/Marketing Materials
- **Inform yourself**
 - Sign up for newsletters
- **Co-Op**
 - Use your co-op for displays, events, advertising, etc.
- **Overwhelmed? Contact your sales rep!**





The Spaniel's Tale Bookstore

- General trade bookstore
- Hintonburg area of Ottawa, just west of downtown
- 980 square feet of selling space
- Opened in September 2022
- Moving to a new space this year





Embracing romance

- ✓ Integrated into the store from the beginning
- ✓ Worked with a local romance author to curate
- ✓ Compliment selection with non-book product
- ✓ Eventually created separate romantasy section



Romance/ Romantasy events

- ✓ Brought back midnight release parties
- ✓ Introduced after work launch parties
- ✓ Candlelit shopping events
- ✓ Romance book club





Tapping into YA

Teenage readers are exploring books on social media but they're not coming to the store. Bring the store to them with high school book fairs.



Leveraging quick trends

- ✓ Displays for trending titles/series
- ✓ Shelf talkers for screen adaptations
- ✓ Jumping on social media trends



This is just how we do things up here 🇨🇦 🏒

The Spaniel's Tale Bookstore · Following
Sam Marshall · Olympic
Double tap for the double touch
... See more



Don't be afraid to fail

- Not every trend will work for every store
- Canadian travel trend did not work for us
- Take risks on smaller projects for quick trends

