

GRAPHIC NOVELS

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GRAPHIC NOVEL MANGA

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Graphic Novels

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Baker & Taylor Makes It Easy to Navigate the universe of Graphic Novels and Manga!

Graphic Novels and Manga are two of the fastest-growing categories in bookselling today and comprise a potential profit center you cannot afford to ignore. Let Baker & Taylor take the guesswork out of the title selection process and make it easy for you to offer the hottest Graphic Novels and Manga to your customers.

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Title Selection

Imagery

Baker & Taylor's annotated catalog of forthcoming and best-selling Graphic Novels and Manga, published twice yearly, is a great place to find out what is happening in the world of Graphic Novels.

Panels & Ink

Panels & Ink is our quarterly e-newsletter, devoted entirely to Graphic Novels and Manga. With personal recommendations and reviews from our Graphic Novel Buying and Merchandising staff (self-proclaimed "Graphic Novel geeks"), along with selection lists of current bestsellers, must-have forthcoming titles and media tie-ins, Panels & Ink is the cutting-edge resource for retailers who want to keep up with the ever-evolving world of Graphic Novels.



**Contact your sales representative to
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Tips On Displaying And Merchandising

The Graphic Novel section of your store will by its very nature have a high degree of visual appeal. In order to maximize the visual impact of the section:

- Make sure the section is strategically located in a highly visible area of the store
- Face-out as many titles as possible
- Create a New Release/Feature Titles space at the top of one or more multi-tiered fixtures dedicated to Graphic Novels. Titles below the feature space should be shelved primarily spine-out

Set up your Graphic Novels section as a stand-alone category, containing some or all of these subcategories:

General	Media Tie-In	Fantasy
Manga	Erotica	Superheroes
Crime & Mystery	Science Fiction	Horror

Within each subcategory:

- Alphabetize by title
- Organize Juvenile titles into General Fiction and General Nonfiction sections, by age range
- Shelve Juvenile Graphic Novels in an area dedicated to Children's or Young Adult titles, thus segregating them from Adult Graphic Novels, which may contain mature themes



The Graphic Novel and Manga section at Vroman's Bookstore, Pasadena, CA



Photo courtesy of Vroman's Bookstore

Glossary of Terms

Navigating the language, ratings and series within the world of Graphic Novels and Manga can be confusing for the non-afficionado. This glossary of terms will help you better understand the medium.

Anime: Japanese animation. Many Japanese Manga titles are adapted into an Anime film series after publication, or are based on an original Anime series.

Collected Edition: This term refers to a collected series of individual comic books that form a limited series with a clear beginning, middle and end. These are issued in the original comic book format as either a mini-series (less than twelve individual issues) or a maxi-series (twelve or more individual issues). See "ongoing" for other series structures.

Eisner Awards: The annual Will Eisner Comic Industry Awards recognize the finest stories, publications and creators in the medium. The awards are named for Will Eisner, the writer/artist credited with creating the graphic storytelling format of the Graphic Novel, which showed the world that comics can be more than just "funny books" that tell only superhero stories.

GSA: Graphic Story Album. This format is much like a traditional (prose) book, but with dozens of full-page illustrations.

Manga: This Japanese word for "comics" describes an acclaimed and widely accepted form of distinctive graphic storytelling. The images are drawn in the traditional Japanese form and often read in a right-to-left style, the opposite of the American style of reading. Outside of Japan, Manga usually refers specifically to Japanese comics.

OEM: Original English Manga. This is a Manga created, written and drawn by American artists and illustrators.

Ongoing: Usually used in conjunction with "series." This implies a comic book series that has no ending planned and which will continue until sales dictate its cancellation. Ongoing series can have a frequency from weekly to semi-annually. Most are published monthly or bi-monthly.

Stand Alone: The entire story arc is contained in a single volume, which may be outside of the current or traditional story line of the character or series.

Story Arc: A story arc is a specific story told in an ongoing series over a course of many issues. Sometimes called a "mini-series within a series," the story arc will often have its own title, with each issue comprising a "chapter."



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Ratings Guide

Publishers will often provide a rating for Graphic Novels to allow you and your customers to judge appropriateness of language and subject matter for the reader. Ratings can most often be found on the back cover of the book, above the UPC/ISBN bar code. Likewise, Baker & Taylor's database captures audience and age range information, when available. No industry standard has been established for Graphic Novel ratings so these are merely guidelines:

All Ages: Generally acceptable for children; no nudity and possibly some very mild comic-type violence.

Children (ages 5 – 9): Comic-type violence; no nudity; non-offensive language.

Tween (ages 10 – 14): Non-sexual, mild but not graphic violence and possibly some mildly offensive language.

Teen (ages 15+): Mild violence that is not gratuitous, scantily dressed characters, mildly offensive language; possibly some suggestive sexual situations.

Mature (adult): May contain strong violence, strong sexual situations and frontal nudity; strong language.



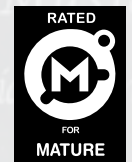
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