

DIG BENEATH THE BESTSELLERS MINE THE GEMS

A library's strength comes from offering more than just bestsellers.
From debut authors to critically acclaimed titles, the midlist provides a wealth of choices for your readers.



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THE POWER OF THE

PROVIDE A RICH COLLECTION THAT ENCOURAGES READERS TO LOOK BEYOND THE “SHINY” TITLES.

High-demand, bestselling titles meet the immediate needs of a large group of patrons. They're the sparkly gold dust that attracts attention and draws in readers. But beneath that top layer of new titles are the “midlist” titles — the majority of all published works. In this group is where emerging authors, alternative and esoteric titles, and a much broader selection of works live. These are the titles chosen by libraries focused on adding breadth and depth to their collections.

What is Midlist?

Midlist is the term used to describe those books that fall in the middle of a publisher's list. They aren't the top sellers and they aren't at the bottom. Midlist books have solid sales, but just haven't received top-selling status. This doesn't make them any less valuable to readers.

Why Offer More Than Bestsellers?

The #1 reason people go to libraries is for books. Libraries are the most trusted source for book referrals. Promoting yet-to-be discovered favorites will mark you as a **prized source for book discovery** by your patrons. Need more reasons why? How about these:

- Library collections have a broad mix of genres from romance, mystery, and science fiction, to all the sub-genres of nonfiction. Your collections also need a broad mix of authors: bestselling, midlist and debut novelists.
- Many bestselling authors only publish once a year so having a well-developed midlist enables you to meet the needs of any reader, any time.
- Bestsellers tend to have long waiting lists; a broad selection of midlist titles means more books on the shelves for your patrons to choose from.
- Many patrons prefer to read midlist or debuts over bestsellers because they are looking for something new or non-formulaic.
- Many midlist titles are series driven — your patrons can find a new favorite protagonist and follow the whole series.

Readers' Advisory: Show Off and Shine!

Librarians help create readers. Recognize the advantage you have by recommending new gems to your patrons that they never even knew existed. Your patrons expect you to know about older titles. Your readers know about current bestsellers. Suggest current midlist titles and you will gain their attention.

Meet Reader Demands!

Who knew they were going to be a hit! They started out brand new or were considered midlist authors. Next thing you know, bam! They are all the rage. And everyone wants to read them. Every author started as a debut or midlist author. Every single one!

- Gillian Flynn's break out novel, *Gone Girl*, was her **third** novel.
- *All the Light We Cannot See* was Anthony Doerr's **fifth** book.

By having a well-developed midlist collection you can avoid those real misses — titles or authors you never heard about and didn't acquire. Meet your readers' demands before it becomes a high-demand read.

MIDLIST!

A Great Partnership!

Thorndike Press has an experienced editorial staff working to make your collection development easy, and the expertise of your peers to help in your readers' advisory roles.

- Our editors are attuned to the interests of large print readers, from current bestsellers to genre fiction; from biography, history and lifestyle nonfiction to the vibrant young adult fiction genre.
- Each month, our editors provide a list of "read-alikes" — great titles, sometimes by lesser-known authors, with similar styles or subject matter to high-interest titles or authors.
- Because many of our titles each month are published simultaneously with the original publisher's editions, large print readers have access to titles at the same time as regular print readers.
- Our **Bill's Bookshelf** titles are curated by expert book-selector Bill Kelly and include fiction and some nonfiction titles from a mix of bestselling, nationally known, and debut authors whose works will have a strong appeal to men.
- Our **Women's Fiction** selections are made by Rebecca Vnuk, *Booklist* editor and former librarian who is an expert on the genre.
- Our **Peer Picks** titles are curated each quarter by a different librarian who recommends the titles and shares views on large print collection development, tips on placement, and more.

Plans for All Libraries and Budgets.

We offer Standing Order Plans (subscriptions) for all libraries, budgets, and reader preferences as well as an experienced staff of sales consultants to assist you.

- **Standing Order Plans** are available for top bestsellers, individual genres, and recommended titles with plans custom-sized to fit your library's needs. Librarian's Choice Plans offer the option of choosing your own titles with discounts based on quantity.
- Our **Library Sales Consultants** are available to answer questions, assist in selection, or help with your order. These experienced consultants are dedicated to specific libraries in order to better serve your individual needs.

We love to give insider tips on the hot midlist titles, so look for the **SML** (Strong MidList) icon within our monthly catalogs.

(SML titles offer a mix of must-reads, buzz books, and popular, up-and-coming authors.)



DON'T TAKE OUR WORD FOR IT.

Robin Nesbitt, Manager of the Columbus Metropolitan Library (OH), is a big fan of the midlist. "It is the midlist where real discovery lies," she says. "Many readers find a hidden gem amongst the large print midlist collection at our branch. We all like our tried and true faves, but nothing is more exciting than discovering or having someone point out a book you might never have discovered if it weren't for the library's collection."

Booklist Editor Rebecca Vnuk agrees. She explains, "Any good RA librarian will tell you that the midlist is extremely important to readers. After all, when the bestseller books have 20 holds on them, librarians rely on great midlist titles to hand-sell to their patrons."

Lucy M. Lockley, Collection Development Manager at the St. Charles City-County Library District (MO) reinforces the importance of offering more than bestsellers: "What many do not realize by avoiding midlist titles, is that they are missing out on some really great authors and therefore the opportunity to discover someone new."

GROW YOUR LARGE PRINT COLLECTION

If you want a highly sought-after midlist collection that makes patrons happy and saves you time and money, consider one or more of these large print subscription plans:

- **Bill's Bookshelf.** Curated by expert book-selector Bill Kelly (Adult Programming Manager at the Cuyahoga County Public Library), these selections feature fiction and some nonfiction titles from a mix of bestselling, nationally known, and debut authors whose works will have a strong appeal to men (and other booklovers).
- **Peer Picks.** Keep your large print collection up to date with a curated set of buzz books, new and noteworthy reads, and other popular titles, hand-selected by librarians from across the country.
- **Perspectives: Historical Fiction and Beyond.** Let your readers travel to different time periods and places around the world with this varied selection of historical fiction titles. One of the hottest genres in fiction today.
- **Reviewers' Choice.** These titles are well-reviewed by the major trade review journals and getting lots of buzz — they're the titles your patrons will be asking for. Contains a broad selection of all fiction genres.
- **Women's Fiction.** Titles are selected by *Booklist* editor Rebecca Vnuk, a former librarian and an expert on the genre. These stories are for women about women — their relationships with family and friends, about how they overcome obstacles in their lives and discover the value of loving themselves.

We offer Standing Order Plans for all libraries, budgets, and reader preferences. If you would like to receive a complete list of the plans we offer, visit us at <http://www.gale.com/thorndike/standingorders> or contact your sales consultant.

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