



## Paperback Crush #

The Totally Radical History of '80s and '90s Teen Fiction

Gabrielle Moss | 9781683690788 | TR | 10/30/2018 | IN | \$22.99 \$27.99 | Quirk Books; Quirk Books



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**ON SALE 10/30/2018**

**Announced 1<sup>st</sup> Print: 50,000**

QUIRK BOOKS

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**BISAC 1:** Humor - Form - Essays

**BISAC 2:** Design - Book

**BISAC 3:** Literary Criticism - Subjects & Themes - Women

**Page Count:** 256 **Trim Size:** 7 x 9

**Carton Count:** 24

### Publicity and Marketing

- National and local print outreach
- Pitch national and local radio
- Online media campaign (outreach to websites, blogs, podcasts, and bookstagrammers)
- Promotion at Book Con and New York Comic Con
- Goodreads giveaways
- Influencer mailing
- Inclusion in Quirk's consumer, bookseller, and librarian newsletters.
- Promotion on QuirkBooks.com

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**TARGET CONSUMER: Primary: Readers who grew up in the 80s and 90s  
Secondary: Illustrators and publishing professionals**

**A hilarious and nostalgic trip through the history of paperback pre-teen series of the 80s and 90s.**

Every twenty- or thirty-something woman knows these books. The pink covers, the flimsy paper, the zillion volumes in the series that kept you reading for your entire adolescence. Spurred by the commercial success of Sweet Valley High and The Babysitters Club, these were not the serious-issue YA novels of the 1970s, nor were they the blockbuster books of the Harry Potter and Twilight ilk. They were cheap, short, and utterly beloved.

PAPERBACK CRUSH dives in deep to this golden age with affection, history, and a little bit of snark. Readers will discover (and fondly remember) girl-centric series on everything from correspondence (Pen Pals and Dear Diary) to sports (The Pink Parrots, Cheerleaders, and The Gymnasts) to a newspaper at an all-girls Orthodox Jewish middle school (The B.Y. Times) to a literal teen angel (Teen Angels: Heaven Can Wait, where an enterprising guardian angel named Cisco has to earn her wings "by helping the world's sexist rock star.") Some were blatant ripoffs of the successful series (looking at you, Sleepover Friends and The Girls of Canby Hall), some were sick-lit tearjerkers à la Love Story (Abby, My Love) and some were just plain perplexing (Uncle Vampire??) But all of them represent that time gone by of girl-power and endless sessions of sustained silent reading.

In six hilarious chapters (Friendship, Love, School, Family, Jobs, Terror, and Tragedy), Bustle Features Editor Gabrielle Moss takes the reader on a nostalgic tour of teen book covers of yore, digging deep into the history of the genre as well as the stories behind the best-known series.

- Fabulous and totally rad covers bring back all the nostalgia and joy of the middle-school library--it's PAPERBACKS FROM HELL for millennial women
- Immediately recognizable cultural relevance for women between 25 and 45--seriously, ask them who their favorite Babysitter was and I guarantee they'll have an opinion
- Dives into a part of children's book history that's rarely--if ever--addressed in popular non-fiction: the cheap paperbacks that filled the gap between The Outsiders and Harry Potter
- Twitter accounts like @PaperbackParadise get great engagement based on this same nostalgic look
- Sweet Valley High reboot movie just announced--buzz is in the air!
- Great blurb potential--today's big YA authors all grew up on this stuff

**Author Bio:** Gaby Moss is a Features Editor at Bustle and the author of GLOP: Nontoxic, Expensive Ideas That Will Make You Look Ridiculous and Feel Pretentious (HarperCollins, 2016). A self-proclaimed "elderly tween," her writing has appeared in Slate, GQ.com, The Hairpin, and many other fine publications. She lives in New York with a massive collection of BSC books.

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