Manga & Moe & Otaku, Oh My!
WHAT IS MANGA?
HOW DO I READ MANGA?
WHO READS MANGA?

everyone!
12.48 TRILLION YEN

IN 2017

vs. USA's $26.23 billion
**SHOUNEN**
Manga marketed for teenage boys.

**SHOUJO**
Manga aimed at a teenage female audience. Typically focuses on romantic relationships.

**SEINEN**
Marketed toward adult men, 18-40.

**JOSEI**
Aimed at adult women, 18-40, slice-of-life and romance are popular.

**KODOMOMUKE**
Literally means “directed at children”. Often teach morals and core values to young readers.
ASK YOUR TEENS
Getting recommendations from your readers will start you on the right track.

CALL FOR DONATIONS
Ask your patrons to donate manga and you’ll likely receive complete or nearly complete series. And it maybe a good way to add older series to your collection.

THE BIG 3
A fandom term for the three most popular Weekly Shounen Jump titles. Sometimes referred to as the Holy Shounen Trinity. These titles should be the foundation of every manga collection.
THE BIG 3

NARUTO
complete: 72 volumes

ONE PIECE
ongoing: 91 volumes

BLEACH
complete: 74 volumes
THE CURRENT BIG 3

BLACK CLOVER
ongoing : 17 volumes

ONE PIECE
ongoing : 91 volumes

MY HERO ACADEMIA
ongoing : 20 volumes
THINGS TO CONSIDER BEFORE PURCHASING

**VOLUMES**
- How many volumes does the series have?
- Can I buy the series in omnibus form—two or three volumes in one? Box sets?
- Is the series complete? Or is it still ongoing?

**ANIME**
- Does the series have an anime adaptation?
VISIT PUBLISHER WEBSITES
Kodansha, Yen Press, and Viz all have release calendars available.

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I receive the Comics & Graphic Novels email from Any New Books, keeping me up to date on new volumes.

AUTOMATICALLY YOURS
Take advantage of your book jobber's automatically yours program.
Ten Shounen Manga You Should Have On Your Shelves
Ten Shoujo Manga You Should Have On Your Shelves
SUBSCRIPTION & RIGHTS
Get a subscription to an anime streaming service.

GAMES
In addition to watching anime we play games. Death Note Mafia is by far the most popular.

CANDY
Might be the only reason my teens come.
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