



UNDERLINED

Paperbacks Catalog

2021–Summer 2022



A line of young adult **ROMANCE**, **HORROR**, and **THRILLER** paperback originals, published by Penguin Random House

\$9.99
EACH



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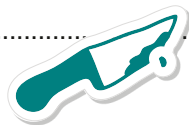
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NEW NOVELS ALL YEAR ROUND



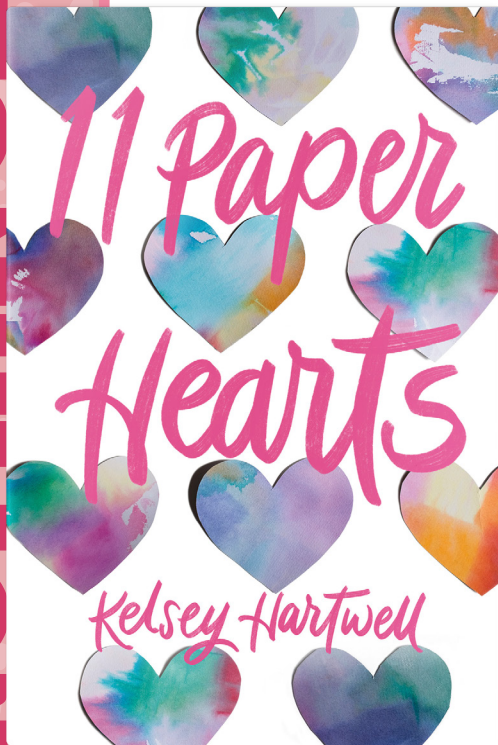
Key Selling Points

- Paperback originals
- Low and competitive \$9.99 price point
- Publishing increasingly popular genres: romance, horror, and thriller
- New novels nearly every month
- Thin bulk for reader convenience
- Fast-paced, quick and easy reads
- Something for every reader
- Brought to readers by the trusted Underlined community



Target Consumers

- **Budget Buyers:** Teen and crossover readers looking for a wallet-friendly option
- **Genre Loyalists:** Customers who know what they like to read and just want more
- **Reluctant Readers:** Readers looking for low-investment, high-reward entertainment
- **Busy Book Nerds:** Shoppers looking for a quick read they can devour in their precious free moments
- **Traveling Trendsetters:** Readers who need something lightweight but still packing an entertaining punch
- **Fans of Fiction:** Comparable audiences to women's fiction, beach reads, YA thrillers, Netflix horrors, Hallmark holiday favorites, and discount steals
- **Impulse Shoppers:** Teens drawn in by the slick covers and high concept storylines



11 PAPER HEARTS

by Kelsey Hartwell

After the accident, Ella couldn't remember the weeks before, including her breakup. A year later, someone is leaving clues on paper hearts to lead her back into love.

Key Selling Points

- Seasonal Opportunity: Valentine's Day
- Merchandising Suggestion: Valentine's Day placement
- Handselling Tip: The perfect winter read to warm your heart!

This Reader Loves . . .

- Rom-coms and writing valentines
- Mystery admirers
- Julie Buxbaum, Kasie West, and Kaitlyn Hill



SEE ON EDELWEISS

Sweeter than a first kiss



978-0-593-17983-3

ALL I WANT FOR CHRISTMAS

by Wendy Loggia

Bailey Briggs doesn't care about the presents; she just wants someone to kiss under the mistletoe.

Key Selling Points

- Seasonal Opportunity: Winter holidays, Christmas reading challenges and book clubs, and Christmas in July
- Merchandising Suggestion: Christmas placement
- Handselling Tip: The perfect holiday gift for fans of friends to lovers and love triangles

This Reader Loves . . .

- Hallmark, Lifetime, and Netflix holiday classics and breakouts
- Holiday traditions and feel-good entertainment
- Jenna Evans Welch, Jenny Bayliss, and Kristy Boyce



SEE ON EDELWEISS

Sweeter than a first kiss



NEW SUMMER 2022 ***FIREWORKS*** by Alice Lin

Seventeen-year-old Lulu Li has her last summer before college all planned out. But her plans go awry when she learns that Kite Xu, her old next-door neighbor and now a K-pop star, will be returning home from South Korea.

Key Selling Points

- Seasonal Opportunity: Hollywood awards season, Valentine's Day, summer
- Merchandising Suggestion: K-pop and star-studded romance tables
- Handselling Tip: Friends to lovers and celebrity romances

This Reader Loves . . .

- K-dramas like *Crash Landing into You* and shows like *Single's Inferno*
- Classic teen rom-coms like *Always Be My Maybe*
- K-pop stars like BTS
- Stephan Lee, Maureen Goo, and Emily Wibberley and Austin Siegemund-Broka



SEE ON EDELWEISS

Sweeter than a first kiss



NEW SUMMER 2022

BAD AT LOVE

by Gabriela Martins

Ever since Daniel moved to L.A. from Brazil to join the band Mischief & Mayhem, he's become the tabloids' favorite bad boy. Paparazzi follow him and girls swoon over him . . . except for Sasha. She plans to write a story about him to make a name for herself, until stars falling for him.

Key Selling Points

- Seasonal Opportunity: Summer reading
- Merchandising Suggestion: Hispanic and Latinx Heritage Month
- Handselling Tip: Celebrity romances and unlikely couples

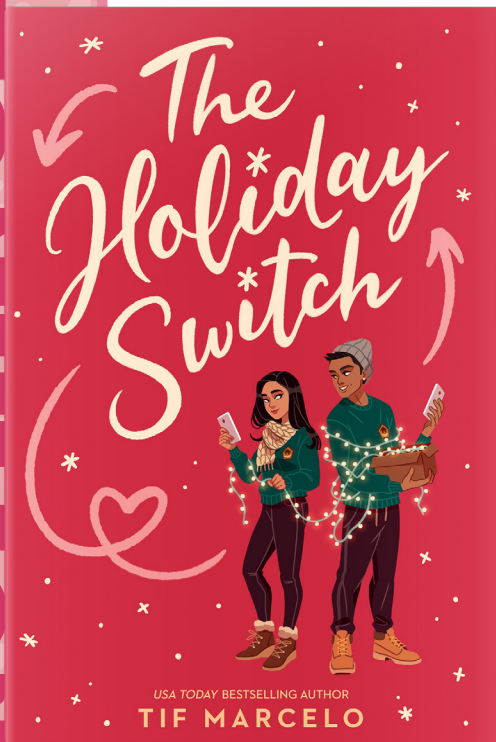
This Reader Loves . . .

- *Almost Famous* and *Daisy Jones and the Six*
- Celebrity gossip and behind-the-scenes takes
- *High School Musical: The Musical: The Series*
- Sandhya Menon, Jenn Bennett, and Alex Light



SEE ON EDELWEISS

Sweeter than a first kiss



978-0-593-37955-4

THE HOLIDAY SWITCH

by Tif Marcelo

Lila Santos can't stand her boss's nephew at the local inn. But when they accidentally switch phones, she realizes they've both been hiding secrets that might bring them together in the end.

Key Selling Points

- Seasonal Opportunity: Winter holidays and winter break
- Merchandising Suggestion: Holiday and Asian American Pacific Islander Heritage Month placement
- Handselling Tip: Rivals to lovers and forced proximity (stuck in a snowstorm!)
- Regional Opportunity: Upstate New York setting

This Reader Loves . . .

- Hallmark holiday classics and Netflix holiday breakouts
- Book blogging
- Elise Bryant, Emiko Jean, and Rachel Lynn Solomon



SEE ON EDELWEISS

Sweeter than a first kiss



978-0-593-17976-5

I THINK I LOVE YOU

by Auriane Desombre

Archnemeses Emma and Sophia are competing for a trip to a film festival in Los Angeles. What happens if their rivalry turns into romance?

Key Selling Points

- Merchandising Suggestion: Pride Month and Valentine's Day placement
- Handselling Tip: LGBTQIA+ romance by a debut author
- Regional Opportunity: West Coast setting (Los Angeles, California)

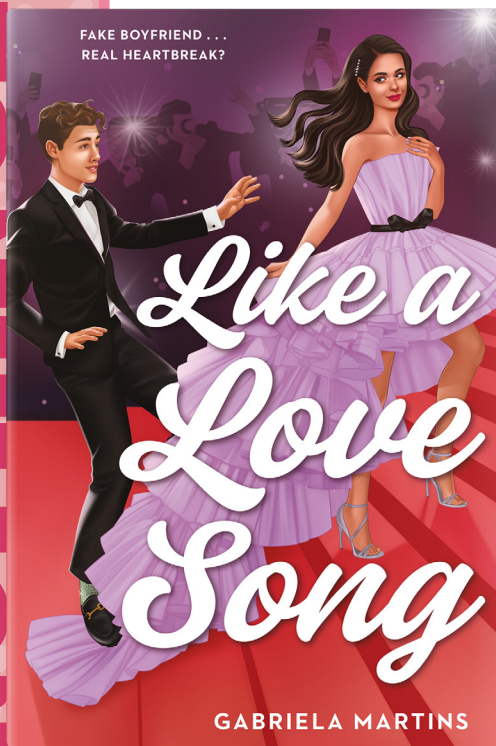
This Reader Loves . . .

- Enemies to lovers
- Film festivals
- Ashley Woodfolk, Becky Albertalli, Casey McQuiston, Sophie Gonzales, and Jennifer Dugan



SEE ON EDELWEISS

Sweeter than a first kiss



LIKE A LOVE SONG

by Gabriela Martins

Natalie is *the* Brazilian pop star to watch . . . until she's dumped on live television. Her PR team's desperate plan? A gorgeous yet oh-so-fake boyfriend.

Key Selling Points

- Seasonal Opportunity: Hollywood awards season
- Merchandising Suggestion: Celebrity interests and Hispanic and Latinx Heritage Month placement
- Handselling Tip: Fake dating

This Reader Loves . . .

- Celebrity gossip and insider looks at the lives of the rich and famous
- Films like *Crazy Rich Asians*
- Julie Buxbaum, Megan Cabot, and Mary H. K. Choi
- Pop stars like Ariana Grande, Selena Gomez, and Camila Cabello



SEE ON EDELWEISS

Sweeter than a first kiss



THE MATCHBREAKER SUMMER

by Annie Rains

A pitch-perfect summer camp rom-com about two teens with nothing in common who come together to help break up a romance and unexpectedly start one of their own...

Key Selling Points

- Seasonal Opportunity: Summer reading
- Merchandising Suggestion: Camp and summer trip placement
- Handselling Tip: *The Parent Trap*'s alter ego in book form

This Reader Loves . . .

- Enemies to lovers
- Summer camp romances
- Kasie West, Jen Calonita, and Emma Lord



SEE ON EDELWEISS

Sweeter than a first kiss



978-0-593-18011-2

MY EPIC SPRING BREAK (UP)

by Kristin Rockaway

Ashley is a coder extraordinaire whose entire life is about getting into the best college. But when her plans veer off course, she realizes she might be missing out on the best parts of life. Will her epic spring break lead her to love, or will her heart crash and burn?

Key Selling Points

- Seasonal Opportunity: Spring break, graduation, back to school
- Merchandising Suggestion: Vacation and road trip reads
- Handselling Tip: *Publishers Weekly* called it "sharp and funny."

This Reader Loves . . .

- First loves and all that comes with them
- Coming-of-age novels
- Coding and technology
- The breakout film *Booksmart*
- Beth Reekles, Kasie West, and Emily Wibberley and Austin Siegemund-Broka



SEE ON EDELWEISS

Sweeter than a first kiss



NEW YEAR'S KISS

by Lee Matthews

Tess has big plans for her trip to the snowy Evergreen Lodge in Vermont. At the top of her bucket list is the perfect New Year's Kiss.

Key Selling Points

- Seasonal Opportunity: Winter holidays and winter break
- Merchandising Suggestion: Destination travel and new year, new you placement
- Handselling Tip: The perfect stocking stuffer
- Regional Opportunity: New England setting (Vermont)

This Reader Loves . . .

- Hallmark holiday classics and Netflix holiday breakouts
- Snowy escapes
- New Year's resolutions
- Jenn Bennett and Kristy Boyce



SEE ON EDELWEISS

Sweeter than a first kiss



Salaam, with Love



★ *Sara Sharaf Beg* ★

978-0-593-48262-9

SALAAM, WITH LOVE

by Sara Sharaf Beg

Being crammed into a house in Queens with her cousins is not how Dua envisioned her trip to New York City for Ramadan. But here she is, and she's about to make some unexpected discoveries about family, faith, and first love.

Key Selling Points

- Seasonal Opportunity: Ramadan, Valentine's Day, Galentine's Day
- Merchandising Suggestion: Ramadan and Valentine's Day placement
- Handselling Tip: The perfect read to pass the fast

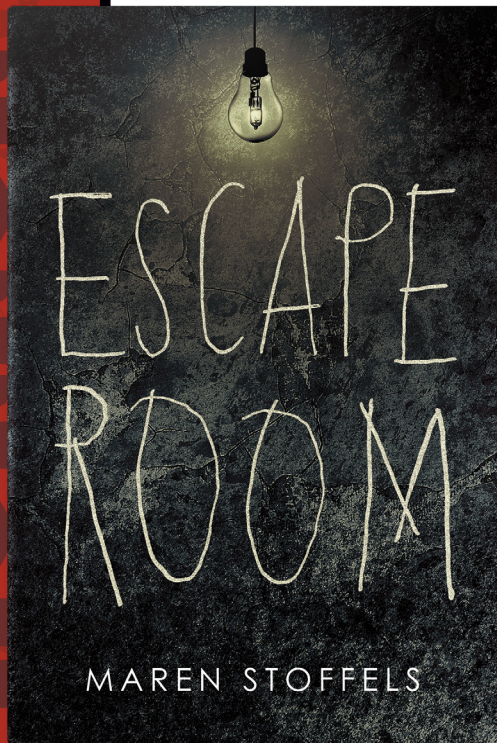
This Reader Loves . . .

- Sweet romance and family narratives
- Rom-coms
- New York City
- Samira Ahmed, S. K. Ali, Tahereh Mafi, Aisha Saeed, and Jenny Han



SEE ON EDELWEISS

Sweeter than a first kiss



ESCAPE ROOM

by Maren Stoffers

Alissa, Sky, Miles, and Mint are ready for a fun night of clues at the Escape Room. Little do they know . . . the Game Master has no intention of letting them go.

Key Selling Points

- Halloween, spooky season, and summer horror blockbuster releases
- Merchandising Suggestion: Halloween placement
- Handselling Tip: The name says it all!

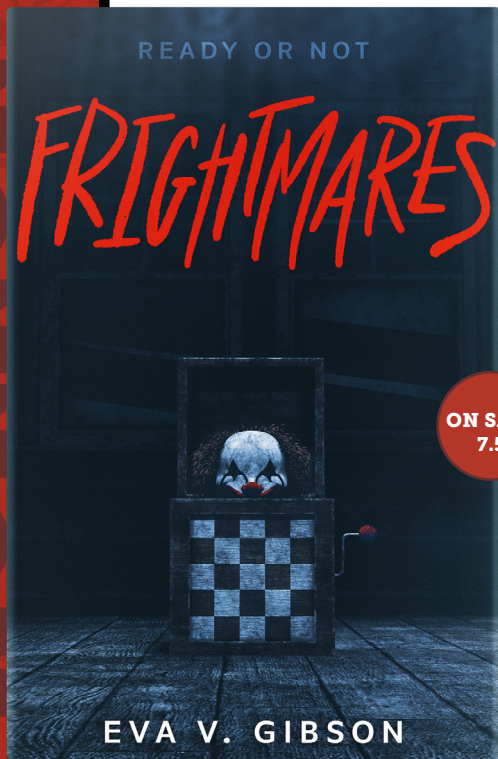
This Reader Loves . . .

- Shows and movies like *Criminal Minds* and Lucy Hale's *Truth or Dare*
- Escape rooms, horror movies, and getting scared
- Masked villains
- Natasha Preston and Stephanie Perkins



SEE ON EDELWEISS

Scary good



NEW SUMMER 2022

FRIGHTMARES

by Eva V. Gibson

In a Florida tourist trap, a summer acting job turns into a real-life horror show when a cast member turns up dead—and then the body disappears.

Key Selling Points

- Seasonal Opportunity: Halloween, spooky season, state fair season, and summer horror blockbuster releases
- Merchandising Suggestion: Murder mystery and face-out placement for the terrifying cover
- Handselling Tip: Perfect for fans of *Fear Street*!

This Reader Loves . . .

- *I Know What You Did Last Summer* and *Riverdale*
- Murder mysteries
- Classic horror films like *Scream*
- Holly Jackson and Natasha Preston



SEE ON EDELWEISS

Scary good



FRIGHT NIGHT

by Maren Stoffels

When a group of friends decides to participate in Fright Night and challenge their biggest fears, they think it's totally safe. Reader . . . It. Is. Not. And it's too late to turn back.

Key Selling Points

- Halloween, spooky season, and summer horror blockbuster releases
- Merchandising Suggestion: Halloween and camping/survival placement
- Handselling Tip: Are you brave enough to face your biggest fear?

This Reader Loves . . .

- Shows and movies like *Criminal Minds* and Lucy Hale's *Truth or Dare*
- Horror movies, and getting scared
- Survival novels
- Natasha Preston



SEE ON EDELWEISS

Scary good



HORROR HOTEL

by Victoria Fulton and Faith McClaren

When the YouTube-famous Ghost Gang visit a haunted LA hotel notorious for tragedy to secretly film after dark, they stumble upon something unexpected in the former room of a gruesome serial killer and quickly realize that they're in over their heads.

Key Selling Points

- Seasonal Opportunity: Halloween and summer horror blockbuster releases
- Merchandising Suggestion: Halloween and Hollywood placements
- Handselling Tip: *The Blair Witch Project* for the TikTok generation

This Reader Loves . . .

- Found-footage horror films like *The Blair Witch Project* and *Hell House*
- Serial killer documentaries and true crime shows, like Netflix's *Crime Scene: The Vanishing at the Cecil Hotel*
- Kendare Blake, Holly Jackson, and Danielle Vega



SEE ON EDELWEISS

Scary good



978-0-593-17598-9

ROOM SERVICE

by Maren Stoffels

A fancy hotel + no parents = party time for four friends celebrating a birthday. But when an uninvited party guest seeking revenge turns up, the fun quickly turns into a nightmare.

Key Selling Points

- Seasonal Opportunity: Halloween, Spooky Season, and summer horror blockbuster releases
- Merchandising Suggestion: Halloween placement
- Handselling Tip: Be careful what you order.

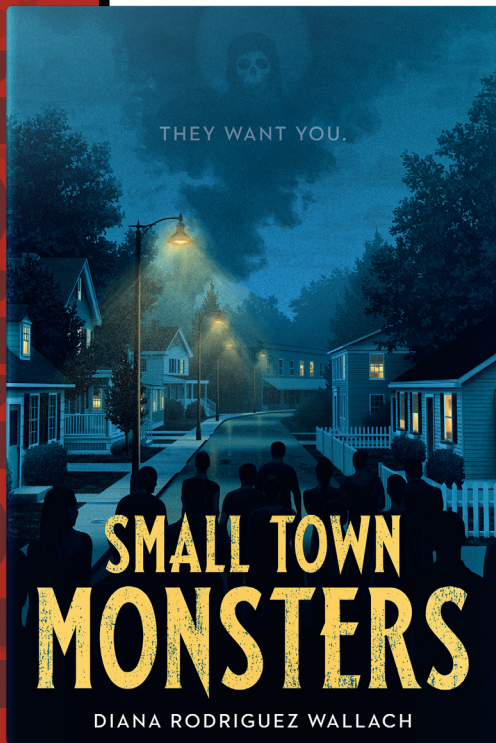
This Reader Loves . . .

- Horror movies and true crime shows, like Netflix's *Crime Scene: The Vanishing at the Cecil Hotel*
- Horror movies
- Revenge plots
- Kara Thomas and Natasha Preston



SEE ON EDELWEISS

Scary good



SMALL TOWN MONSTERS

by Diana Rodriguez Wallach

Vera is embarrassed by her demonologist parents. Maxwell is worried about his mother's strange new habits. When they cross paths, they realize there is something evil lurking in Roaring Creek, and it is hellbent on taking over.

Key Selling Points

- Seasonal Opportunity: Halloween and summer horror blockbuster releases
- Merchandising Suggestion: Halloween and Hispanic Heritage Month placement
- Handselling Tip: Fascinating blend of Latin American and American folklore

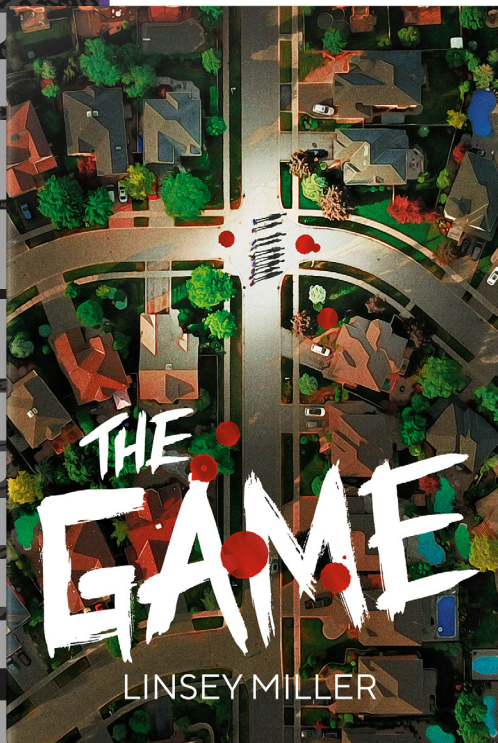
This Reader Loves . . .

- Horror movies like *The Conjuring* and *The Vow* and shows like *Stranger Things*
- Cult stories
- Demons
- Suzanne Young, Ransom Riggs, and Rory Power



SEE ON EDELWEISS

Scary good



978-0-593-17978-9

THE GAME

by Linsey Miller

Every year the senior class at Lincoln High plays assassin. Lia Prince has been planning her strategy for years. But this year, the game isn't any fun—it's real. Abby Ascher, Ben Barnard, and Cassidy Clarke have all turned up dead. Can Lia stop the ABC killer before he reaches L?

Key Selling Points

- **Seasonal Opportunity:** Halloween, summer horror blockbuster releases, spring semester
- **Merchandising Suggestion:** Halloween, retellings, and mashups placement
- **Handselling Tip:** This is Agatha Christie's *The A.B.C. Murders* meets *Riverdale*.

This Reader Loves . . .

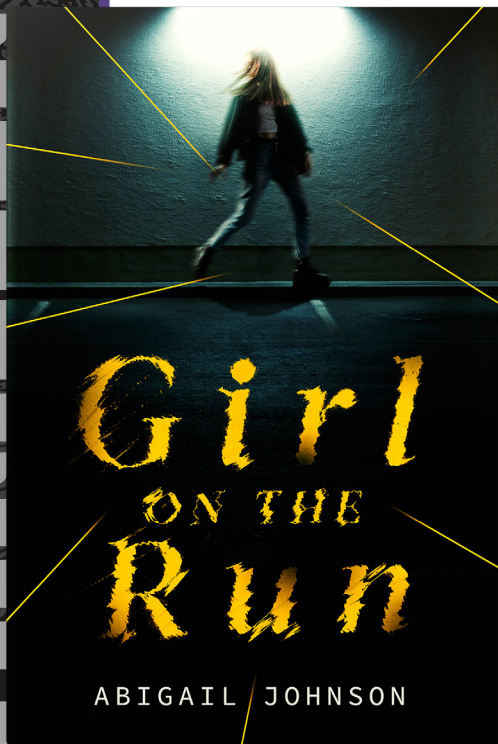
- *American Horror Story*
- *1984*, *The A.B.C. Murders*, and *Riverdale*
- Deadly games
- Serial killers
- Karen M. McManus, Stephanie Perkins, and Kara Thomas



SEE ON EDELWEISS

The suspense will kill you





978-0-593-17981-9

GIRL ON THE RUN

by Abigail Johnson

Katelyn wants the best for her widowed mom. Surprising her with an online dating profile seems like a good idea. It isn't. Katelyn's mom hasn't just been overprotective all these years—she's been hiding something . . . and now it's hunting them both.

Key Selling Points

- Seasonal Opportunity: Halloween and summer thriller beach reading
- Merchandising Suggestion: Halloween, books to read when the show is over placement
- Handselling Tip: Abigail Johnson is a seasoned author known for her fresh, fast-paced, and fun writing. Her previous novel was a Junior Library Guild Selection.

This Reader Loves . . .

- Freeform and Lifetime movies, or shows like *You* and *The Sinner*
- Murder podcasts
- Family secrets
- Mother-daughter duos
- Kara Thomas, Natalie Richards, and Stephanie Perkins



SEE ON EDELWEISS

The suspense will kill you



NEW SUMMER 2022

GIRL OVERBOARD

by Sandra Block

When Izzy meets Jade on a cruise to Bermuda, her new daredevil friend turns Izzy's boring family vacation into the trip of a lifetime. Until Jade goes missing.

Key Selling Points

- Seasonal Opportunity: Spring Break and summer reading
- Merchandising Suggestion: Spring break and travel displays
- Handselling Tip: This is Ruth Ware's *The Woman in Cabin 10* for teens.

This Reader Loves . . .

- Sandra Block's acclaimed adult thrillers
- Vacations gone wrong
- Tropical escapes
- Kara Thomas, Holly Jackson, and Maren Stoffels
- TV shows like *Cruel Summer* and *Outer Banks*, and cruise ship mysteries



SEE ON EDELWEISS

The suspense will kill you



KILLER CONTENT

by Kiley Roache

Thirty-five million followers. One dead body. The six teenagers who make up the LitLair have it made, living in their beachfront mansion and making videos about their perfect lives. That is, until one of them ends up dead and they are the only suspects.

Key Selling Points

- Seasonal Opportunity: Halloween, summer horror blockbuster releases
- Merchandising Suggestion: Halloween, BookTok placement
- Handselling Tip: *Knives Out* meets *One of Us Is Lying* with TikTok

This Reader Loves . . .

- Hype House, TikTok trends, and Charlie D'Amelio
- Movies like *Bling Ring*, *Ingrid Goes West*, and *Nerve*
- Lilia Buckingham, Sara Shepard, and Karen M. McManus



SEE ON EDELWEISS

The suspense will kill you



A NIGHT TO DIE FOR



LISA SCHROEDER

978-0-593-48153-0

A NIGHT TO DIE FOR

by Lisa Schroeder

When a boy finds a girl's body in a ditch on prom night, he becomes the primary suspect in her murder.

Key Selling Points

- Seasonal Opportunity: Back to school, Halloween, prom season
- Merchandising Suggestion: Back to school, murder mystery, prom placement
- Handselling Tip: *The Night Of* meets *Carrie*

This Reader Loves . . .

- *I Know What You Did Last Summer* and *Riverdale*
- Murder mysteries
- Prom-gone-wrong tropes
- Karen M. McManus and Diana Urban



SEE ON EDELWEISS

The suspense will kill you



978-0-593-18005-1

PROM HOUSE

by Chelsea Mueller

Kylie couldn't wait for the prom after party at the perfect beach house with her friends. But once the power goes out and people start disappearing, it's starting to feel less like a party house and more like a house of horrors.

Key Selling Points

- Seasonal Opportunity: Halloween, summer horror blockbuster releases, spring break, prom
- Merchandising Suggestion: Halloween, spring break, and prom placement
- Handselling Tip: A killer after-party that will leave you wondering if someone's prom date is a killer.

- Regional Opportunity: The beach setting will call to all your coastal readers and vacationers

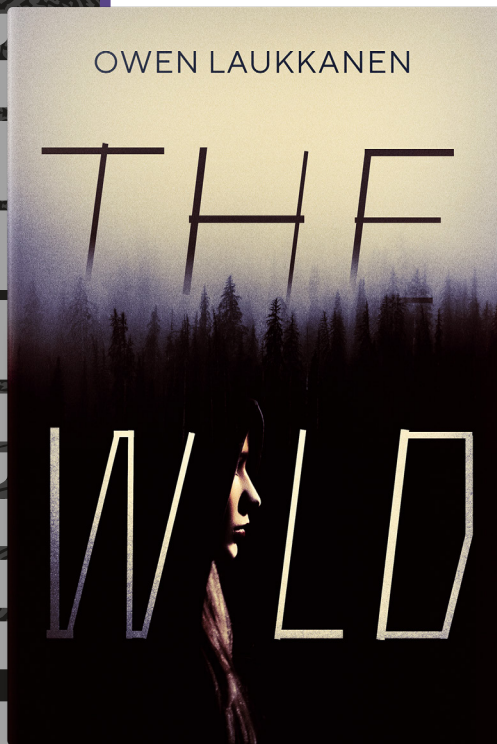
This Reader Loves . . .

- Movies like *Prom Night*, *Carrie*, and *I Know What You Did Last Summer*
- Slasher flicks
- Natasha Preston, Kara Thomas, and Danielle Vega



SEE ON EDELWEISS

The suspense will kill you



978-0-593-17974-1

THE WILD

by Owen Laukkanen

Dawn isn't a bad person—she's just made some bad choices. But she wasn't expecting her parents to ship her off to a wilderness boot camp with a bunch of other messed up kids. Because what happens in the woods isn't what their parents planned. Something has gone very, very wrong.

Key Selling Points

- **Seasonal Opportunity:** Halloween, summer horror blockbuster releases, camping season
- **Merchandising Suggestion:** Halloween, books to read when the show is over placement
- **Handselling Tip:** Owen Laukkanen is also the author of adult thrillers and has been praised by the *New York Times Book Review* which said, "Owen Laukkanen knows which

crimes and misdemeanors are too monstrous to be ignored."

This Reader Loves . . .

- Movies and shows like *The Wilds*, *The Hunger Games* and *Yellowjackets*
- Survival thrillers
- Bands of misfits
- Natalie D. Richards, Ruth Ware, and Kate Alice Marshall



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The suspense will kill you





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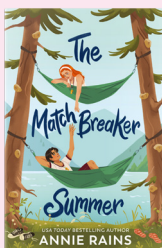
PAPERBACKS



SUMMER
2022



GET
THEM
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For all things **ROMANCE**, **HORROR**, and **THRILLER**

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