

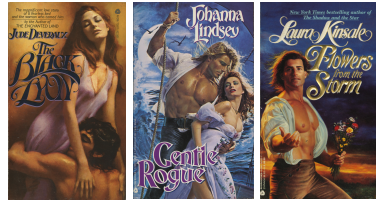
Historical Timeline

AVON BOOKS: The Diamond Standard of Romance



AVONBOOKS

November 29th: Avon Books, one of America's first paperback publishing houses, becomes an industry leader in releasing mass market novels with wide popular appeal.



1978-1992: The original "Avon Ladies" were formed with the publications of *The Kadin* by Bertrice Small, *Black Lion* by Jude Deveraux, *Gentle Rogue* by Johanna Lindsay, *Sweet Savage Love* by Rosemary Rogers, *Flowers from the Storm* by Laura Kinsale, among others.



Night Song by Beverly Jenkins is the first African-American historical romance to be published and paves the way for today's "diverse books" movement.

Susan Elizabeth Phillips's *It Had to be You* is published, the first in the iconic Chicago Stars series.

1941



Avon's publication of *The Flame and The Flower* by Kathleen E. Woodiwiss revolutionizes the historical romance genre and changes publishing history by throwing open the bedroom door.

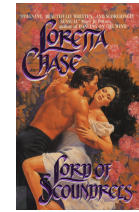
1972

1978

1984

1994

"Joan Wilder? THE Joan Wilder? I read your books! I read ALL your books." Kathleen Turner stars on the silver screen as an Avon author in the rom-com hit, "Romancing the Stone."



Lord of Scoundrels by Loretta Chase is published. Since its publication, it's been widely cited as readers' favorite historical romance novel of all time.

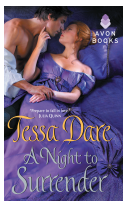
AvonRomance.com is created, gathering a community where romance readers interact with their favorite Avon authors.



At the height of the paranormal romance popularity, *A Quick Bite* by Lynsay Sands is published, the first book in the Argeneau vampire series.

Smart backgrounds, smart books: Eloisa James publishes op-ed in *The New York Times* after revealing her true identity as a university professor, elevating public perception about the credentials of romance writers.

2008



AvonFanLit.com becomes the first-of-its-kind interactive online writing/mentoring community, and catapults the career of national bestselling author Tessa Dare, among others!

2006

2005

2000

1995



Julia Quinn's *The Duke and I* is published, launching one of the most beloved Regency era families, the Bridgertons.



AVONIMPULSE

Avon Impulse, a digital-first romance imprint, is launched as e-book sales take off.



Saved by the Rancher by Jennifer Ryan is the first Avon Impulse original full-length novel to hit the *New York Times* bestseller list.



The National Book Festival in Washington D.C. hosts the first-ever Romance Pavilion, spotlighting bestselling authors Sarah MacLean and Beverly Jenkins.

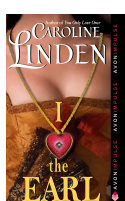
2011

2012

2013

2014

2015



Caroline Linden's *I Love The Earl* wins 2012 RITA for Best Romance Novella, the first digital-first publication to win this award.

Introducing the Avon Addicts: a new platform for brand-loyal readers rolls out the red carpet for consumers passionate about Avon authors.

kisscon

Avon launches KissCon, an interactive new multi-author event model, giving the genre greater traction in the independent bookseller channel.



AVONBOOKS

2016: Avon Books celebrates its 75th Diamond Anniversary.