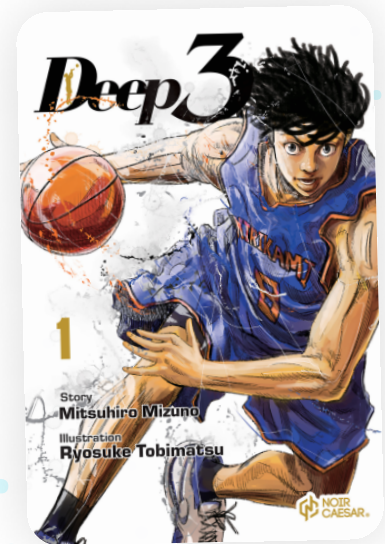


The Manga Collection Development Toolkit

Everything you need to build, promote, and grow a manga collection readers love.

The right manga collection does more than boost circulation. It helps readers discover new interests, build confidence, and develop lasting reading habits. This toolkit shares practical ideas to help your library build a collection readers come back to again and again. practical ideas to help your library build a collection readers will return to again and again.



Manga Helps Libraries



Build Reading Confidence

Readers experience success quickly through engaging stories and approachable pacing.



Support Reader Choice

Adventure, mystery, fantasy, romance, sports, history, horror, humor, slice of life, and more.



Grow Reading Stamina

Long-running series encourage sustained reading across hundreds, or even thousands, of pages.



Strengthen Visual Literacy

Readers combine text, artwork, pacing, and visual cues to build meaning.

Manga is one of the fastest-growing publishing categories worldwide, fueled by rising reader demand across ages and the rapid growth of digital reading.

Source: Fortune Business Insights, "Manga Market Size, Share & Industry Analysis," 2025.

Terminology at a Glance

Manga

Comics from Japan
(translation:
"whimsical pictures")

Manhwa

Comics from Korea

Kodomomuke

Comics for Children

Shonen

Comics aimed at
Boys

Shoujo

Comics aimed at Girls

Seinen

Comics aimed at Adult Men

Josei

Comics aimed at Adult Women

**MANGA
MYTH**

Myth: Manga readers won't read anything else.

Reality: Manga often opens the door to broader reading. Once readers discover stories they love, many go on to explore graphic novels, novels, nonfiction, and new genres throughout the library.

Building a Collection Readers Will Love

Build a strong foundation with popular series, then expand your collection as readers discover new favorites.

Include a Variety of Genres

Adventure & Action

Fantasy

Mystery & Suspense

Romance

Sports

Science Fiction

Horror

Slice of Life

Humor

Historical Fiction

Recommend with Confidence

Help readers discover manga by starting with the stories they already enjoy. Ask, "What kinds of stories do you enjoy?" instead of "Do you like manga?" Familiar interests make it easier to connect readers with stories they'll love.

Start Small, Then Grow

You don't need hundreds of volumes to create a meaningful manga collection. Begin with a strong foundation, then expand based on what your readers enjoy most.

Starter Collection Checklist

☐ One popular action/adventure series

☐ One fantasy series

☐ One sports series

☐ One romance or slice-of-life series

☐ One all-ages series

☐ One stand-alone or shorter series

☐ One recently published series

Tip: Include titles for children, teens, and adults to create a collection that serves your entire community!

Reader Interest	Try...			
	Kids	Teen	YA	Adult
Adventure	Avatar: The Last Airbender - The Promise Part #1	Cat + Crazy Volume 1	Solo Leveling, Vol. 1 (comic)	Lone Wolf and Cub Volume 1: The Assassin's Road
Fantasy	Little Witch Academia, Vol. 1 (manga)	Delicious in Dungeon, Vol. 1	Fullmetal Alchemist, Vol. 1, Attack on Titan 1	Berserk Volume 1
Sports	Soccer Robots vs. Battle Robots: Book 1 (The Robot Makers)	Deep 3, Volume 1, Ace of the Diamond 1	DIVE!!, Vol. 1	Boys of Summer Vol #1, Air Gear Omnibus 1
Mystery	Yotsuba&I, Vol. 1, Manga Math Mysteries: The Ancient Formula: A Mystery with Fractions	Purgatory Funeral Cakes Volume 1	The Summer Hikaru Died, Vol. 1	Kurosagi Corpse Delivery Service Volume 1
Romance	Crush	In So Deep, It's Love Already, Volume 1	The Guy She Was Interested In Wasn't a Guy at All, Vol. 1, Not-Sew-Wicked Stepmom Vol. 1	On-the-Job Training, Volume 1
Sci-Fi	Dinosaur Explorers Vol. 1: Prehistoric Pioneers	God Bless the Mistaken, Vol. 1	Battle Angel Alita 1	Gantz Omnibus Volume 1
Horror	Disney Manga Tim Burton's Nightmare Before Christmas	A Terrified Teacher at Ghou! School! Vol. 1	Soul Eater, Vol. 1, H.P. Lovecraft's The Call of Cthulhu	Battle Royale Deluxe Edition, Vol. 1
Kawaii (cute)	Chi's Sweet Home 1, Fuku Fuku Kitten Tales 1	Cat + Gamer Volume 1	Toxy Noxy Foresty Forest, Vol. 1	Dur-an-ki

Turning Manga Into Engagement

Building a great manga collection is only the beginning. Thoughtful displays, engaging programs, and opportunities for readers to share what they love can turn casual interest into ongoing library engagement.

Make Discovery Easy

Help readers find their next favorite series with simple, inviting displays:

- **"New to Manga?"** recommendations for first-time readers
- **Staff Picks** featuring favorite series
- **Genre spotlights** for fantasy, sports, romance, mystery, and more
- **New Releases** to encourage repeat visits
- **"If You Liked..."** displays that connect manga to popular books, movies, TV shows, or video games

Inspire Readers to Explore

Manga fits naturally into reading challenges and library programs because it encourages curiosity, discovery, and sustained reading. Invite readers to:

- ☐ Read a manga from a new genre
- ☐ Start the first volume of a series
- ☐ Read a staff recommendation
- ☐ Explore a new creator
- ☐ Recommend a manga to a friend
- ☐ Finish a complete story arc

How Manga Builds Reading Habits

Long-running series naturally encourage readers to keep turning the page, helping them build confidence, reading stamina, and a lasting connection with books.

Discover a Series → Read the Next Volume → Find a New Favorite → Recommend It → Keep Reading!

MANGA MYTH

Myth: Manga isn't real reading.

Reality: Readers decode text, analyze visual cues, infer meaning, follow complex plots, and synthesize information across words and images.



Bring Readers Together Through Manga

Building a great manga collection is only the beginning. Thoughtful displays, engaging programs, and opportunities for readers to share what they love can turn casual interest into ongoing library engagement.

5 Ways to Grow Manga Engagement

Make It Discoverable

Face covers out. Feature Volume 1.
Create a "New to Manga?" display.

Ask Questions

Ask readers what they're enjoying
and what they want to read next.

Create a Reading Challenge

Invite readers to try a new genre,
finish a series, or recommend a title.

Celebrate Reader Recommendations

Display staff and reader picks side by side.

Create a Reading Challenge

Pair manga with novels, nonfiction, or TV/movie adaptations.

Let Them Lead the Conversation

Readers are some of your best advocates. Give them opportunities to:

- Write book reviews
- Recommend future purchases
- Vote on display themes
- Create reader recommendation lists
- Share favorite characters or series

Conversation Starters

Help readers discover their next favorite series.

- What made you keep reading?
- Which character stood out the most?
- What should someone read after this?
- Would you recommend this series to a friend?

Reader Insight

The best collection development tool isn't a bestseller list; it's your readers. Pay attention to:

- Frequently requested series
- Reader recommendations
- Popular displays
- TV and movie adaptations
- Circulation trends

The more readers help shape your collection, the more they'll see the library as a place built for them.



Manga Collection Self-Assessment

How Strong Is Your Manga Collection?

Great manga collections aren't defined by the number of volumes on the shelf. They're measured by how easily readers can discover, access, and enjoy the stories they love. Use this quick assessment to identify your strengths and uncover opportunities for growth.

Collection

- ☐ Offers multiple genres
- ☐ Includes titles for different age groups
- ☐ Balances popular series with new discoveries
- ☐ Represents diverse creators and perspectives

Engagement

- ☐ Manga is included in reading challenges
- ☐ Readers can share reviews or recommendations
- ☐ Programs encourage readers to discover new series
- ☐ Reader feedback helps shape the collection

Next Steps

Choose one goal to focus on this season:

- ☐ Add a new genre or age level.
- ☐ Create a "New to Manga?" display.
- ☐ Gather reader recommendations before your next purchasing cycle.
- ☐ Explore ways to expand access to high-demand titles.

Discovery

- ☐ New readers know where to start
- ☐ Manga is featured in displays year-round
- ☐ Staff feel confident recommending titles
- ☐ Readers can easily browse by genre or interest

Access

- ☐ Popular series are readily available
- ☐ Readers can continue a series without long waits
- ☐ Digital access extends reading beyond library hours
- ☐ Access barriers are minimized whenever possible



With Comics Plus, libraries can:

- Expand access with no holds or waitlists
- Support readers at school, at home, or on the go
- Introduce readers to new creators and series
- Complement print collections with always-available digital titles



Help More Readers Find Their Next Favorite Series

Every great manga collection helps readers discover what to read next. Comics Plus® extends that experience with unlimited, simultaneous access to thousands of digital manga titles from leading publishers, making it easy for readers to continue their favorite series anytime, anywhere.

