

Kiss & Tell

BOOK CLUB

Read romance. Swoon. Chat about it.

MEDIA KIT

Welcome To Kiss & Tell

Do you love romances that make your heart race, your cheeks blush and your toes curl?

Kiss & Tell Book Club is a new online book club dedicated to celebrating the joy, emotion, and community of romance reading.

Hosted by Australia's own romance power-duo - Ally Blake and Clare Connelly - Kiss & Tell brings together readers who adore swoon-worthy stories, big feelings, flirty banter and (of course) happily-ever-afters.

Launching May 2026, the club will connect readers through:

- curated romance reads
- live discussions
- book store visits
- author interviews
- a vibrant online community
- companion book recommendations
- in person meet-ups and events



Meet Your Hosts: Ally and Clare

Ally Blake and Clare Connelly met on a dance floor, grooving to *Love Shack* at the Romance Writers of Australia awards after-party — and the rest was happily-ever-after. With *Kiss & Tell*, they're bringing their signature fun and friendship, and love of romance literature, directly to readers, in a space that's joyful, cheeky, and full of swoon.



Ally Blake

- **Award-winning author of 50+ novels**, over 4 million copies sold worldwide
- Winner of **RUBY Awards 2024**, runner-up 2025
- Co-founder of the **How to Write Academy**, teaching the art and craft of writing stories readers love
- Loves strong coffee, TV binges, and the satisfying glide of a pencil over great notepaper.

Clare Connelly

- **Bestselling author of 150+ novels**, including a March 2026 debut cowboy romance
- Vice President of **Romance Writers of Australia**
- Co-founder of the **How to Write Academy**, supporting budding romance authors
- Passionate about alpha heroes, swoony heroines, and unforgettable plot twists



Ally Blake and Clare Connelly are partnering with Bec Sparrow and Jane Sullivan - the founders of Books with Bec and Jane - to launch the *Kiss & Tell* Book Club. Bec and Jane are the force behind the *Birds of a Feather* book club, which in five years has become Australia's most popular online book club with over 7500 'Birds' who subscribe each year to scroll less and read more. They are excited to put the same energy into *Kiss & Tell* Book Club to help create Australia's largest bookish love fest.

LAUNCHING

Launching in MAY 2026, the inaugural book club slate boasts a delicious capsule of six romance novels lovers of love are certain to devour. Get ready to swoon!

WEBSITE: www.kissandtellbookclub.com

FACEBOOK: www.facebook.com/kisstellbookclub/

INSTAGRAM: www.instagram.com/kisstellbookclub

TIKTOK: www.tiktok.com/@kisstellbookclub

For Publishers & Authors

We're looking for **delicious, page-turning romances** to feature in our curated selection of monthly picks.

Requirements:

- Email **hello@kissandtellbookclub.com**
- One copy of your book mailed to each of the below:
Clare Connelly, PO Box 382, GLENELG SA 5045
Ally Blake, PO Box 322, BELLBOWRIE QLD 4070
- Two audio book copies/links appreciated but not imperative
- Widely available in Australian bookstores, eBook, audiobook, and libraries

Participation: Authors join a **live or pre-recorded Zoom chat** with our members and provide a **fun prize** for the winning reader.

For Booksellers

Become a **Certified Swoonworthy Bookshop:**

- Join our mailing list for **reading lists & promotional packs**
- Stay connected with **monthly updates & events**
- "Certified Swoonworthy" sticker for chosen books featured on your shelves
- Promotional materials for events and displays

No fees, no catches, just happy readers and happy books.



Why Everyone's in Love with Romance Right Now

Romance isn't just a genre — it's one of the **hottest trends in Australian reading culture**. Across the country, readers are flocking to love stories in droves, and bookstores, indie communities, and social platforms are responding with enthusiasm.

Romance sales are on the rise: Romance is **the highest-earning fiction genre globally**, generating **over \$1.4 billion annually**. While romance fiction in Australia jumped an impressive **37% in 2023** according to Nielsen BookScan, with more than **twice as many romance novels sold in 2024 compared with 2019**.

Outpacing the wider book market: Romance has grown faster than the broader Australian book industry over recent years, with average annual growth around **49%**, with over 3 million romance novels, valued \$46.4 million, selling across Australia in 2024.

Book stores are back: the success of romance-only independent book stores, has seen romance-positive bookish spaces opening up all over the country.

Readers love romance — a lot: Surveys show that most Australian romance readers say **at least half of the books they read are romances**, and many devour multiple titles each month.

Formats galore: Lovers of happily-ever-afters enjoy romance in all formats — physical, ebook, and digital audiobooks — making the genre a robust contributor to both traditional and digital reading trends.

Books to screen: The likes of **Bridgerton** and **Heated Rivalry**--romance novels turned TV series--have gripped the cultural zeitgeist.

Sub-genre variety: From contemporary and rural to fantasy, historical, and romantic comedy — Aussie romance readers are exploring a rich variety of sub-genres, keeping the category exciting and dynamic.

In a world craving connection, stories about love and hope continue to thrive.

FIND OUT MORE

Contact: hello@kissandtellbookclub.com

Socials: @kisstellbookclub