

River Road Books

759 River Road
Fair Haven, NJ 07704
732.747.9455

www.riverroadbooks.net
riverroadbooks@verizon.net
Established 2006

A New York Times Reporting Bookstore

Owners

- Laurie Potter
- Karen Ramage

Social Media

Facebook:
River Road Books
533 Likes

Twitter:
[@riverroadbooks](https://twitter.com/riverroadbooks)
375 Followers

Instagram:
66 Followers

Location

River Road Books, sandwiched between the cultural enclave of Red Bank and the natural beauty of Rumson, is 4 miles from the beautiful Jersey shore. Roughly 50 miles from Manhattan, it is easily accessible by car, NJ Transit and the Seastreak Ferry.



Venue

Our newly-renovated general bookstore is 1,000 square feet. We hold many smaller events at the store (up to 40 people) and take larger events to Nauvoo Grill Club (www.nauvoogrillclub.com) located across the street. The room at Nauvoo accommodates 125 people and has food and bar options. For larger programs, we have many options thanks to our ongoing partnerships with the Monmouth County Library, The Junior League and local schools.

Advertising/Marketing

Ad runs daily on www.redbankgreen.com and can be updated daily.

Weekly emails sent via Constant Contact. (1200 people)

Press Releases regularly sent to Asbury Park Press, Two River Times, Tri-City News

Featured regularly in Patch, HulaFrog, Red Bank Green and other local blogs

Notable Recent Events

Partnerships

We maximize exposure for authors through great partnerships.

Count Basie Theater
countbasie.org

Two River Theater
tworivertheater.org

Rumson Country Day School
rcds.org

AAUW
aauw.org

Monmouth Historical Society
monmouthhistory.org/
Sections-read-65.html

Tim McCloone's Supper Club
timmccloonesupper-club.com/index.php

8/14 *Giada De Laurentiis* @ Count Basie Theater, attendance 300, sold 100

6/14 *Mary Kay Andrews* @ Nauvoo, attendance 50, 50 books sold

5/14 *Mary Higgins Clark*, @ Molly Pitcher Inn, attendance 200, 250 books sold

3/14 *Harlen Cohen* @ Rumson-Fair Haven HS, attendance 100, 50 books sold

2/14 *Bob Drury* @ RRB, attendance 30, 25 books

9/13 *Ina Garten* @Count Basie Theater, attendance 500, 150 books sold

7/13 *Beatriz Williams* @ RRB, attendance 25, 30 books sold

7/13 *Becky Aikman* @ Nauvoo Grill, attendance 50, 60 books sold

6/13 *Mary Kay Andrews* @ Nauvoo Grill attendance 65, 75 books sold

5/13 *Nathaniel Philbrick* @ Nauvoo, attendance 75, 80 books sold

4/13 *Bobby Flay* @ Count Basie, attendance 400, 150 books sold

4/13 *David Sedaris* @ Count Basie, attendance 500, 150 books sold

3/13 *Rainbow Rowell* @ RRB, attendance 40, 50 books sold



Based on a recent survey, we know our customer base is comprised largely of **women ages 30-55**. They shop for their **families and themselves** and take their commitment to the success of their local independent bookstore very seriously. Based on this and the success of past events, our most popular genres are **non-fiction, cooking, sports, women's issues** and **children's books**.