



Bethany Beach Books Press Kit 2018

99 Garfield Parkway, P.O. Box 904
Bethany Beach, Delaware 19930
302-539-2522
www.BethanyBeachBooks.com | www.TheBookDrop.com

Located just steps off the boardwalk in Downtown Bethany Beach, Bethany Beach Books has been **Bethany's only independent bookstore for over 25 years.** The store was established in 1991 and sold to the second and current owner, Jacklyn Inman Burns in late 2010.

Bethany Beach is best known as a **vacation destination for many families** and visitors from the **Washington DC, Baltimore, and Philadelphia areas.** Since Hurricane Sandy, we have also seen a huge increase in visitors from the New Jersey and New York areas.

Bethany Beach is a sleepy town during the winter months with under 2,000 full-time residents, however, our **population increases dramatically to tens of thousands of visitors every summer.** Due to this huge influx in population, we concentrate most of our events from Memorial Day to Labor Day. **We host over 100 events every year within these 15 weeks, at times hosting up to three events per day.**



Quick Info.

- **Reports to New York Times** Bestseller List
- Hosts **8 book clubs** that actively meet every month, **over 110 members**
- Hosts **over 100 events every year**
- Holds **2-3 story times a week** during summer months, including author story times. **Space for 25 children**, competitive wait list for every event

Contact

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For The Book Drop, marketing, buying
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Zandria Zielinski, Event Coordinator
For events & consignment
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Monthly Subscription Box

THE BOOK DROP

Bringing the independent bookstore to you from Bethany Beach, Delaware.



BOX STATS

Over 1,800 subscribers

Subscribers in:

⇒ **49 States**

⇒ **32+ Countries**

*Our Monthly Subscription Box:
The Book Drop*

Bringing the independent bookstore to you.

Currently 4 boxes to choose from:

2 adult boxes

1 young adult

1 middle grade children 8-12

Specializes in sending hidden gem books to readers around the world. Contact Amanda to suggest a title.

www.TheBookDrop.com

Social Media

Facebook 3,412 Likes

Twitter 1,088 Followers
@BethanyBooks

Instagram 1,770 Followers
@BethanyBeachBooks

Notable Events in 2017

One of the greatest perks of being in a vacation destination is **our customer base refreshes every single week**. This means we get to resell our signed books over and over again throughout the entire summer. The earlier the event takes place in the season, the more weeks we have to consistently sell copies. **Numbers displayed below reflect our sales for the 15 weeks between Memorial & Labor Day.**

DATE	AUTHOR	PUBLISHER	BOOKS SOLD
5/27/17	Mary Kay Andrews	MCM + Harper	299
6/21/17	Jim Duffy	Other/Indep.	55
6/22/17	Michael Morgan	Arcadia	285
6/26/17	Elin Hilderbrand	MCM + Harp.	595
7/4/17	Mary Alice Monroe	Simon	204
7/10/17	James Malloy	Other/Indep.	51
7/12/17	Lisa Scottoline & Francesca Serritella	MCM	211
7/26/17	Mark Lukach	Harper Collins	37
8/1/17	Lisa Kahn Schnell	Charlesbridge	36
8/3/17	Pam Jenoff	Harper/RH/SS	189
8/7/17	Steve Alten	MCM	52
8/18/17	Sue Levine	Other/Indep.	53
8/24/17	Dorothea Benton Frank	Harper Collins	186



Advertising & Marketing

Website

Mobile & Tablet Friendly
www.BethanyBeachBooks.com

Weekly E-Newsletters

3,135 subscribers
 32% average open rate

Press Releases

Regularly sent to local radio & TV stations. Printed in local newspapers

Local newspapers

Run ads weekly in the Coastal Point, 19,000 readers, coastal Delaware

Contact: Susan Mutz
Susan.Mutz@CoastalPoint.com

Also run ads for big events:

The Wave: 24,000 readers
Ocean City Today: 22,000 readers

Drive Times

Salisbury Airport (SBY)
 50 minutes

From Baltimore
 2 hours 40 minutes

Wilmington Train Station
 1 hour 55 Minutes

From Washington, DC
 2 hours 55 minutes

From Philadelphia
 2 hours 30 minutes

From New York City
 4 hours



Accommodations in Bethany

Bethany Beach Ocean Suites, a Marriott Residence Inn

302-539-3200
www.bboceansuites.com
 Across the street from store

Holiday Inn Express

302-541-9200
 .7 miles from store

ResortQuest

Condo & Home Rentals
 302-541-8815
www.wvrdelaware.com

Addy Sea Bed & Breakfast

302-539-3707
www.addysea.com
 .4 miles from store