



BookTowne is prominently **located in the beautiful downtown shopping and restaurant district of Manasquan, NJ.** We are a **YEAR ROUND** dynamic, community located at the beach. Our area attracts many authors, artists and pro athletes as well as being a vacation destination for families. Our inventory holds over 5,000 titles. We host **events all year, for adults and young children.** BookTowne is adjacent to The *Algonquin Arts Theatre*. Having the Theater as a neighbor **consistently positions BookTowne in-front of new buying customers.** Each year, BookTowne has doubled the amount of events hosted in the store and offsite. We look forward to working with the publishers to find new ways to make our events a memorable and profitable experience. Thank you for considering BookTowne!

**BookTowne reports weekly to NY Times**

**QUICK REFERENCES**

171 MAIN STREET  
 MANASQUAN, NJ 08736  
 (732) 722-7255  
 BOOKTOWNE.COM

**Contact for Events:**

**Rita F. Maggio:** Owner,  
[rita@booktowne.com](mailto:rita@booktowne.com)

(732) 722-7255

**Maribeth Pelly:** Event Planner,

[events@booktowne.com](mailto:events@booktowne.com),

(732) 245-4975

**STORE CAPACITY: 25 SEATED.**

**OFFSITE PARTNERS:**

**ALGONQUIN ARTS THEATRE**  
 (SEATS 540)

**ALGONQUIN ARTS DANCE STUDIO**  
 (SEATS 40)

**MANASQUAN PUBLIC LIBRARY**  
 (SEATS 40)

**BRIELLE PUBLIC LIBRARY (SEATS 100)**

**SPRING LAKE LIBRARY (SEATS 80)**

**SPRING LAKE THEATER (SEATS 350)**

**OUTDOOR COURT YARD ( 100+)**

**Traveling to BookTowne:**

**Manhattan: 1.25 hours**

**Philadelphia: 1.25 hours**

**NJ Transit Train Station**



BOOKTOWNE.COM

BookTowne's Best Events in 2016!			
Title and Author	Publisher	Venue	Attendance
<i>Yoga Girl</i> <b>Rachel Brathen</b>	Touchstone	Off Site - Free	1000
<i>The Jersey Shore Cookbook</i> <b>Deborah Smith</b>	Quirk Books	Off Site- Ticketed	30
<i>The Last Mile</i> <b>David Baldacci</b>	Little Brown	Off Site- Free	300
<i>All Summer Long</i> <b>Dorothea Benton Frank</b>	William Morrow & Company	Off Site - Ticketed	50
<i>Harry Potter and the Cursed Child</i> , <b>J.K. Rowling</b>	Scholastic	Brielle Library Ticketed	60
<i>Pirates Perfect Pet</i> , <b>Beth Ferry</b>	Candlewick	In Store- Free	150
Tom Watson	HarperCollins	School Tour	400
Panacea <b>F. Paul Wilson</b>	Macmillan	In Store- Free	100
Pam Janoff	MIRA	Off Site	200
Einstein & Rosa Parks <b>Chris Eliopoulos</b>	Penquin-RandomHouse	Off Site	500
Mary Higgins Clark	Simon & Schuster Ltd	Brielle Library	130

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CONTACT US! (732) 722-7255

## How BookTowne Gets the Message Out!

### BookTowne eNewsletter (Active List: 3700)

- Street Facing Window Displays
- Sidewalk Marquee
- Bag Stuffers & Counter Flyers
- Weekly Preschool Story Time
- Monthly Adult Book Club
- Active Facebook, Twitter & Instagram Accounts
- Frequent Buyers Program
- Website with eCommerce Site & online RSVP
- Educator's Night with the Publishers (Fall)

### Local Print Ads

- Ocean Star (5,801 Paid Subscribers)
- Coast Star (12,037 Paid Subscribers)
- Asbury Park Press,
- Algonquin Arts Theatre Playbills

### Online Calendars

- [APP.com](http://APP.com)
- [nj.com](http://nj.com)
- [starnewsgroup.com](http://starnewsgroup.com)
- [hulafrog.com](http://hulafrog.com),
- [manasquanchamber.org](http://manasquanchamber.org)

### 7 Local School - 5 Miles Drive

- Manasquan Elementary School & High School
- Brielle Elementary School
- Spring Lake Heights Elementary School
- Wall High School District (Includes 5 Schools)
- Sea Girt Elementary School
- St. Catherine's Elementary School
- H.W. Mountz Elementary School

### Local Colleges - 30 Minute Drive

- Georgian Court College
- Ocean County College
- Brookdale Community College
- Monmouth University

### Active Memberships

- America Book Sellers Association,
- The New Atlantic Independent Booksellers Assoc.
- Manasquan Chamber of Commerce

### Weekly Sales Reporting

- New York Times
- Indie Bound

## What's New at BookTowne Celebrating 10 Years!

### New Book Groups in 2017

- Spine Crackers (20 New Customers)
- Word Nerds. Book Club for Literary Teens
- Video Book Reviews on YouTube
- Tumblr Blog

### More (Bundled) Ticketed Events

- Elin Hilderbrand - Here's to Us
- Deborah Smith - Jersey Shore Cookbook
- Dorothea Benton Frank - All Summer Long
- Happy Potter and The Cursed Child - Midnight Release Party (non author event)

### New School Visits

- Wannamassa School - Chris Eliopoulos - Illustrator
- Emma Havens School - Tom Watkins
- Bradley School - (Asbury Park) Tom Watkins

### B2B Development (In Progress)

- Monmouth University
- Ocean County College
- Borough of Manasquan
- Brielle Historical Society

### New Venue Partners

- Remingtons - Manasquan, NJ
- Fratello's - Sea Girt, NJ
- Pine Belt Arena, Toms River, NJ
- Manasquan High School
- The Scone Shoppe- Brick, NJ
- Barlow's Garden Center, Sea Girt NJ

