

Astoria Bookshop

2026 MARKETING KIT

EST. 2013

36-19 30TH STREET

EMILY GIGLIERANO

OPEN DAILY 11AM-7PM

ASTORIA, NY 11106

EVENTS COORDINATOR

WWW.ASTORIABOOKSHOP.COM

PHONE: (718) 278-2665

EVENTS@ASTORIABOOKSHOP.COM

ECOMMERCE OPEN FOR BUSINESS 24/7

Overview:

The Astoria Bookshop is a queer woman-owned, general interest bookstore in the heart of Western Queens. Our mission is to serve our diverse, vibrant community with the books we stock and the events we host.

Fast Facts:

- ~1,600 sq. ft. retail space, plus a back patio/garden
- Just off the N/W Subway at 36th Ave. (3 stops out from Manhattan); 12-min. walk from the M/R stop on Steinway stop; 15-min. from LGA Airport by car
- ABA and NAIBA Member store
- Weekly Sales reported to the *NYTBSL*, *USA Today*, Indiebound, and Bookscan

Our Award-Winning Team:

The Bookshop employs an assistant manager, an events coordinator, and 5 frontline booksellers. Our booksellers have won James Patterson Holiday Bookseller Bonuses 5 years running, including most recently Nino Cipri in 2025

Media: Owner **Lexi Beach** has appeared on local & national TV (CNBC, PBS, Fox News Channel, Fox 5 NY) and local radio (WNYC). *CBS Sunday Morning* filmed their Fall '25 interview w/ local author Kiran Desai (Jackson Hts) in the Bookshop before business hours.



SOCIAL MEDIA STATS (MAR '26)

 @ASTORIABOOKSHOP: 20.3K FOLLOWERS

 ASTORIABOOKSHOP: 7.3K FOLLOWERS

 NEWSLETTER 2X MONTH: 2.4K SUBSCRIBERS

WE'RE ALSO BUILDING AN AUDIENCE ON NEWER
PLATFORMS    AND GROWING EVERY DAY!

Highlights of Recent Events

DATE	AUTHOR	TITLE	PUBLISHER	ATTENDANCE	SALES (LTD)
IN-STORE					
2/26/26	AMY SPALDING W/ HEATHER HOGAN	<i>IN HER SPOTLIGHT</i>	KENSINGTON	30	19 + 4 BACKLIST
2/8/26	LILI CHIN W/ DR. ANDREA CHU & LIC FERAL FEEDERS	<i>KITTY LANGUAGE</i>	CLARKSON POTTER	25	27 (29)
11/13/25	SANGAMITHRA IYER W/ RAHNA REIKO RIZZUTO	<i>GOVERNING BODIES</i>	MILKWEED	30	20 (24)
10/8/25	JEANNA KADLEC W/ CASEY MCQUISTON	<i>HERETIC: A QUEER REVOLT AGAINST EVANGELICALISM...</i>	HARPERCOLLINS	28	11 (44)
OFFSITE					
2/25/26	RANA ABDELHAMID (THESPIS THEATER)	<i>GET HOME SAFE</i>	ALGONQUIN	~95 (89 TIX)	52 (66)
1/13/26	I.V. OPHELIA (THE GREATS OF CRAFT—LIC WAREHOUSE)	<i>THE POISONER</i>	SIMON MAVERICK	72 (46 w/BK)	50 (517)

Events Overview:

- Average 4 in-store author events per month + 6 recurring community events
- Community events include: Tarot meetup, The Moth-style storytelling, “story time” for Parents & Caregivers, in-store book club,
- Events can be ticketed /bundled (in store or offsite)
- In-Store capacity: 35 seated, up to 45 standing room

Offsite venues (Seating Capacity) in Queens:

Newtown Stage (40); Court Square Theater (85); The Greats of Craft—Rooftop (120); Thespis Theater (150); Frank Sinatra Sch. of the Perf. Arts (500+)

- Non-bookstore sales: Trade shows, conferences, book fairs, school visits, and other author appearances welcome (minimum 2 wks notice preferred)
- 2x yearly retail crawls with the thriving Astoria Small Business community (VERY popular in the neighborhood)

