



Launched in 2018, Baltimore Read Aloud is an **online and mobile bookshop** featuring diverse children's literature.

We celebrate and promote quality children's literature that represents the experience of every child.

We are becoming one of the **Baltimore region's premier resources** for quality books, educational resources, and programming to support childhood literacy.

BALTIMORE
**Read
ALoud**

Our Community

Geographic Reach

Baltimore City, Baltimore County, Anne Arundel County, and Howard County.

Educators, Homeschoolers, and Librarians

Over 500 public schools serve over 320,000 students. Each is majority BIPOC. The local and regional customer base is racially and politically diverse.

Easy to Access

By Plane:

- Baltimore/Washington International Thurgood Marshall Airport
- Reagan National Airport

By Train:

- Baltimore-Penn Station and Union Station on Northeast Regional Lines

By Automobile

- 2-3 hours driving distance from major cities in Pennsylvania, Virginia, and Delaware

CONTACT US AT

MAILING AND SHIPPING ADDRESS
919 W 34th Street, #50215
Baltimore, MD 21211

EVENTS@BALTIMOREREADALLOUD.SHOP
W: BALTIMOREREADALLOUD.SHOP
I/F: @BALTIMOREREADALLOUD

What We Do

- Mobile retail for outdoor events and festivals; available for off-site events
- Pop-up bookstore at the Banneker Douglass Museum in Annapolis, MD
- Online sales via Baltimorereadaloud.shop, Bookshop.org, and Libro.fm
- School and community partnerships for In-person book fairs, author events, fundraisers, and online book drives

Nicole A. Johnson, Owner



Nicole has over 15 years of experience in youth development and education. She has worked with schools and nonprofit organizations to develop literacy programs for young children and teens.

Event Venue Options

Venue	Capacity
Banneker-Douglass Museum	150
Village Learning Place	75
School and Library Partners	Varies



Festivals & Conferences

- AFRAM Festival
- Fells Point Festival
- Kunta Kinte Heritage Festival
- Maryland Association of School Librarians
- Waverly Book Festival



Select 2023 Event Metrics

Event/# of Attendees/Sales	Attendees	Sales
MD Homeschoolers BHM Showcase	150	158
Maryland Association of School Librarians Annual Conference	100+	28
University of MD, School of Pharmacy Authors: D. Watkins and Kondwani Fidel	100	150
The Green School Book Fair	162	212
Stewart Family Book Party Author: Carole Boston Weatherford	30	156

Marketing and Promotion

- Facebook
- Instagram
- Monthly Newsletter
- Website

2024 Goals and Targets

Goal	Target	Sales
Author and Illustrator Events	18	1,100
# Book Fairs and Drives	6	2,000
Pre-order Campaigns	12	250



Memberships and Affiliations

- American Booksellers Association
- New Atlantic Independent Booksellers Association (NAIBA)
- Greater Baltimore Urban League
- NAACP, Greater Baltimore
- Bookshop.org
- Libro.fm

Weekly Reporting

The New York Times



AMERICAN BOOKSELLERS ASSOCIATION