



Bethany Beach Books Press Kit 2023

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 since 1991.** Bethany Beach Books is family-owned and operated.

Bethany Beach is best known as a **vacation destination for many families** and visitors from the **Washington DC, Baltimore, and Philadelphia areas.** With the boardwalk just feet away, we are located on a prime corner of our main street. The store is about 2,100 square feet.

Every summer Bethany Beach bursts with business as our population increases to tens of thousands of visitors. Due to this huge influx in population, we concentrate most of our events from mid-June to mid-August. **We host over 125 events every year within these 15 weeks.**

Zandria Senff, Manager & Event Coordinator
For Events & Marketing

Zandria@bethanybeachbooks.com

Certified in Event Management and Store & Operations Management from the Professional Booksellers School

Amanda Zirn Hudson, Manager
For Buying & The Book Drop

Amanda@bethanybeachbooks.com

Jackie Inman Burns, Owner
Jackie@bethanybeachbooks.com



Event Information

- **Standard signing format: meet and greet**
- Ticketed-event, off-site space available with space for up to 100 guests
- Peak Season: **Mid-June to Mid- August**
- Weekly children's story times
- Order large amounts of stock so author can sign and we can sell all season long

Other Information

- Able to do virtual events via **StreamYard**
- **Best format:** Two authors in-conversation
- Reports bestsellers to New York Times & ABA
- Strong book club following
- Book Fairs with local schools
- B2B
- Very active in the community & with the Chamber of Commerce

Monthly Subscription Box



- **17,300** lifetime subscribers (roughly 2,000-3,00 each month)
- Over **20** subscription options
- Focuses on **hidden gem paperback frontlist** titles
- **Contact:** Amanda Hudson
38017 Fenwick Shoals Blvd
Selbyville, DE 19975
www.TheBookDrop.com

Social Media

- 7,630 Follows | Bethany Beach Books
- 6,334 Followers | @BethanyBeachBooks
- 1,525 Followers | @BethanyBooks
- 793 Followers | @BethanyBeachBooks

Notable Events in 2022

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. **Numbers displayed below reflect our sales from May 2022-September 2022**



Author	Title	Books Sold
Elin Hilderbrand	Frontlist Title	870
	Total Backlist	1,326
Jane Green	Frontlist Title	56
	Total Backlist	100
Emily Giffin	Frontlist Title	249
	Total Backlist	207
Friends & Fiction	Frontlist Titles (All combined)	256
	Total Backlist (All)	833
Erika Robuck	Frontlist Title	111
	Total Backlist	146
Brooke Lea Foster	Frontlist Title	62
	Total Backlist	58
Jamie Brenner	Frontlist Title	45
	Total Backlist	282
Julie Clark	Frontlist Title	51
	Total Backlist	31
Brenda Novak	Frontlist Title	101
	Total Backlist	70

Advertising & Marketing

Website
www.BethanyBeachBooks.com

Weekly E-Newsletters
7,561 subscribers
58% average open rate
8% average click rate

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

Local newspapers
Run ads weekly in the Coastal Point, 20,000 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

Accommodations

Bethany Beach Ocean Suites, a Marriott Residence Inn
302-539-3200
www.bboceansuites.com
Across the street from store

Hotel Bethany Beach
302-541-9200
.7 miles from store

Addy Sea Bed & Breakfast
302-539-3707
www.addysea.com
.4 miles from store

Travel

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