



Bethany Beach Books Press Kit 2025

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 and beach 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.**

Jackie Inman Burns, Owner
Jackie@BethanyBeachBooks.com

Zandria Senft,
Operations Manager & Event Coordinator
For Events
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

Jenna Webb,
Manager & Billing Coordinator
Jenna@BethanyBeachBooks.com

Sarah Ashmore,
Manager & Marketing Coordinator
Sarah@BethanyBeachBooks.com

Event Information

- **Standard signing format: meet and greet**
- Ability to do either ticketed, RSVP, or free events in store
- Ticketed-event, off-site space available
- Peak Season: **Mid-June to Mid- August**
- Order **large amounts** of stock so author can sign and we can sell all season long
- Reports weekly bestsellers to **New York Times & ABA**
- **Weekly** children's story times

Travel | Socials

Facebook: 9,852 Follows | Bethany Beach Books
Instagram: 8,171 Followers | @BethanyBeachBooks
Twitter: 1, 431 Followers | @BethanyBooks

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

Advertising & Marketing

Website

www.BethanyBeachBooks.com

Weekly E-Newsletters

10,601 subscribers
54% average open rate
3% 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

Notable Events in 2024

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 2024-September 2024**

Author	Event Date	Event Notes	Title	Books Sold
Kristin Harmel	May 18		Frontlist Title	76
			Total Backlist	311
Stuart Turton	May 26	First event at BBB	Frontlist Title	83
			Total Backlist	172
Lisa Wingate	June 14	First event at BBB	Frontlist Title	63
			Total Backlist	99
Elin Hilderbrand	June 15	Ticketed Event 500 tickets	Frontlist Title	1,410
			Total Backlist	1,644
Liv Constantine	June 21	First event at BBB	Frontlist Title	102
			Total Backlist	144
Erika Robuck	June 26		Frontlist Title	73
			Total Backlist	132
Beatriz Williams	July 2	First event at BBB	Frontlist Title	68
			Total Backlist	73
Ethan Joella	July 6		Frontlist Title	84
			Total Backlist	82
Mary Kubica	July 16	First event at BBB	Frontlist Title	75
			Total Backlist	303
Jamie Brenner	July 17		Frontlist Title	75
			Total Backlist	70
Lucy Score	August 3	First event at BBB Ticketed Event: 200 tickets	Frontlist Title	270
			Total Backlist	574
Hannah McKinnon & Sarah Pekkanen	August 18		Frontlist Title	45 (HM) & 46 (SP)
			Total Backlist	45 (HM) & 114 (SP)
Liz Moore	August 25	First event at BBB	Frontlist Title	255
			Total Backlist	66