



Bethany Beach Books & The Book Drop



99 Garfield Parkway, P.O. Box 904
Bethany Beach, Delaware 19930

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.

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.**

Event Information

- **Standard signing format: meet and greet**
- Ability to do either ticketed, RSVP, or free events in store
- Off-site, ticketed event 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

Socials

Facebook: 11,012 Follows | Bethany Beach Books
Instagram: 9, 834 Followers @BethanyBeachBooks

The Book Drop

Monthly Genres

- Historical Fiction*
- Mystery/Thriller*
- Romance
- Fantasy
- Large Print
- Young Adult
- Middle Grade*
- Graphic Novels

- Early Readers

- Picture & Board Books

Quarterly Genres

- Romantasy
- Literary Fiction
- Cozy Mystery
- Beach Reads
- LGBTQ+ Romance
- Horror

Advertising & Marketing

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

Website

www.BethanyBeachBooks.com

Weekly E-Newsletters

10,929 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

ALL subscription books are reported to NYT and ABA.

Every mailing includes a bookmark, the Indie Next list for the month, a booklet detailing all of the other subscription selections, and the featured book, hand-wrapped in tissue paper by our team.

We only feature paperbacks (except picture and board books).

Goodies from publishers and authors welcome!

Quarterly mailing genres send out 4 books per year on a set schedule.

Notable Events in 2025

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 2025-September 2025**

Author	Event Date	Event Notes	Title	Books Sold
Jeanine Cummins	May 18th	Ticketed offsite 90 tickets sold	Frontlist Title	109
			Total Backlist	110
Mary Alice Monroe	May 24th		Frontlist Title	80
			Total Backlist	159
Lucy Foley	May 25th	Ticketed in store 1st event at BBB	Frontlist Title	273
			Total Backlist	468
Brenda Novak	June 7th		Frontlist Title	99
			Total Backlist	153
Kristin Harmel	June 18th		Frontlist Title	165
			Total Backlist	344
Audrey Ingram	June 21st	1st event at BBB	Frontlist Title	63
			Total Backlist	63
Sarah Penner	July 9th	1st event at BBB	Frontlist Title	185
			Total Backlist	219
Hannah McKinnon	August 8th		Frontlist Title	81
			Total Backlist	67
Francesca Serritella	August 9th		Frontlist Title	44
			Total Backlist	18
Marjan Kamali	August 15th	1st event at BBB	Frontlist Title	137
			Total Backlist	74
Victoria Benton Frank	August 17th	1st event at BBB	Frontlist Title	72
			Total Backlist	89
Erika Robuck	August 20th		Frontlist Title	81
			Total Backlist	218
Madeline Martin	August 30	1st event at BBB	Frontlist Title	75
			Total Backlist	120