

BOOKSHOP EVENTS MANAGEMENT TEAM

Store Owners - Lauren & Damian Ford
 Director of Marketing & Events - Krisy Elisii
 Doylestown Manager/Buyer - Jennifer Brenninger
 Doylestown Buyer - Hannah Smith



REPORTING STORE TO NYT AND INDIEBOUND

CONTACT INFORMATION

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 Marketing & Events Manager
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 The Doylestown Bookshop
 16 S. Main Street
 Doylestown, PA 18901

COMMUNITY PARTNERS

Discover Doylestown
 The Central Bucks Chamber of Commerce
 The Heritage Conservancy
 Pearl S. Buck International
 The Doylestown Historical Society
 Doylestown Hospital
 Delaware Valley University
 Central Bucks YMCA
 Mercer Museum
 James A Michener Art Museum

UPCOMING EVENTS



Martha Hall Kelly 4/9
 Erik Larson 5/3
 Matt de la Pena 5/14
 Kristin Harmel 5/17
 Daniel Handler 5/24
 Nicola Yoon 6/15

The Doylestown Bookshop is an Independent store located in eclectic Doylestown, PA. We have been host to thousands of events, both big and small, over the past **25 years**. With just over 20,000 students educated in our school district, there are a large number of schools in close proximity to the bookshops that are always interested in author visits and participate in our author-to-school events program, which grows annually. Our Doylestown location is unique in that it is 8,000 square feet in size and holds nine monthly book clubs, workshops, poetry nights, community meetings, and more.

Our second location, The Lahaska Bookshop, opened in 2017.

event date	author	venue	publisher	sales & attendance
02/24/23	Lucy Score <i>Things we hide from the light + backlist</i>	in-store/ ticket bundled	Source books	365/200
03/30/23	Jeannette Walls <i>Hang the Moon + backlist</i>	off-site/ ticket bundled	S&S	254/211
05/03/23	Max Brallier <i>The Last Comics on Earth + backlist</i>	school visits	PRH	141/400
06/27/23	Marie Benedict & Victoria Christopher Murray <i>The First Ladies + backlist</i>	off-site/ ticket bundled	PRH	217/144* <small>*venue capacity</small>
09/20/23	John Connolly <i>The Land of Lost Things + backlist</i>	in-store/ ticket bundled	Random House	92/60

Doylestown Social Media

14,935 followers
 7,173 followers
 1.5 K monthly views
 5K followers
 1,423 followers
 87 subs

Lahaska Social Media

1,300 followers
 656 followers
 1,950 followers

EVENT LOCATIONS

On-site at Doylestown:

150 person capacity for presentation & book signing

700+ person capacity for signing only

Parking available in the parking lot behind the bookshop and metered spots in town. There is a free parking garage within a 5-10 minute walk from the store.

On-site at Lahaska:

50 person capacity for presentation

150 person capacity for signing only

Free parking available at the bookshop and around the Peddler's Village.

Off-site:

The Pearl S. Buck House - 7.6 miles

The Mercer & Michener Museums - 0.3 miles

Delaware Valley University - 2.4 miles

Multiple Elementary, Middle, and High Schools - 5-15 minutes from each bookshop.

TRAVEL & ACCOMODATIONS

Philadelphia - 27 miles

New York City - 80 miles

Philadelphia International Airport - 46.7 miles

Lehigh Valley International Airport - 36.3 miles

The Lansdale/Doylestown Line of SEPTA regional rail connects Doylestown to Philadelphia.

Doylestown is served by SEPTA bus route 55 and heads south to Warrington, Willow Grove, Abington, and Olney transportation center in Philadelphia.

Doylestown is connected to New Jersey and New York by Trans-Bridge bus lines, with some daily runs extending north to Bethlehem, PA.

Hargrave House B&B - in downtown Doylestown

Hampton Inn Doylestown - 3.3 miles

The Golden Plough Inn - in Peddler's Village, Lahaska

EVENT PROMOTION

- In-store signage/posters
- Event flyers inserted in bags
- Prominent and interesting book displays
- Webpage on website and online calendar
- Targeted social media advertising
- Select print advertising
- Event-specific e-Newsletter to 6,000+ person mailing list
- Sidewalk & community board signage
- In-store printed event calendars
- Local business cross-promotion
- Local online event calendar postings
- Community bulletin boards
- Flyers and signage at local businesses
- Press releases to all local and Philadelphia-area print, radio, online, and TV outlets