



JULIA DE BURGOS BOOKSTORE

AT TALLER PUERTORRIQUEÑO | THE CULTURAL HEART OF LATINO PHILADELPHIA



Julia de Burgos Bookstore at Taller Puertorriqueño is the region's principal destination for Latinx/Latin American books and cultural items, serving as **the only bilingual bookstore of its kind in the Pennsylvania, Delaware and South Jersey region**. Our mission is to amplify Latinx voices and provide our communities with resources and opportunities that enrich their understanding of Latinx culture(s) and history. **All income from the bookstore goes to support our arts & cultural education programs.**

**Our bookstore is growing rapidly!
Our sales have increased 300%
since 2021.**

About our space:

- Atrium for events up to 75 people
- Theater for events up to 270 people
- Free private parking lot
- Easily accessible by bus



The only Latine bookstore in Philadelphia

- Located inside Taller Puertorriqueño, a nonprofit cultural center in the heart of North Philly's Puerto Rican community
- Books in English and Spanish, with over 450 Spanish-language titles
- Exclusively hosts book events for Latine authors (1-3 times/month)
- Special emphasis on queer, BIPOC, and women writers

CONTACT

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shoptallerpr.org
tallerpr.org



@juliadeburgosbookstore
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Memberships & Reporting



Types of Events:

Children's bilingual storytimes
Book launch parties
In conversation
Book fairs & school visits
Debut & A-List authors
In-person and virtual
Pre-order campaigns
Off-site pop-ups & festivals
Non-book events (candle making, clothing swap, etc.)



7.9k+



@tallerpr

7.4k+



@juliadeburgos
bookstore

6.7k+



@tallerpr

3k



- ★ **Certified vendor for the School District of Philadelphia**
- ★ **Host of the Latin American Book Fair (Oct '23 and upcoming Oct 12 '24)**

Selected Past Events

Date	Author	Title	Publisher	Attendees	Total Books Sold
9/21/22	María Hinojosa	<i>Once I Was You</i>	Simon & Schuster	45	61
2/25/23	Tanya Katerí Hernández	<i>Racial Innocence</i>	PRH	80	42
4/15/23	Alyssa Reynoso-Morris	<i>Plátanos Are Love</i>	Simon & Schuster	75	185
1/6/24	Sheila Colón-Bagley	<i>La Noche Before Three Kings Day</i>	HarperCollins	150	96
9/30/24	Luis Miranda	<i>Relentless</i>	Hachette	75	52
11/9/24	Bessie Flores Zaldívar	<i>Libertad</i>	PRH	12	16
11/23/24	Patricia Coral	<i>Women Surrounded by Water</i>	Ohio State	15	20
2/18/24	Andrea Beatriz Arango	<i>It's All or Nothing, Vale</i>	PRH	3 schools*	185
3/20/25	Dalina Soto	<i>The Latina Anti-Diet</i>	Ballantine (RH)	50	43

Marketing Channels

- Biweekly newsletter with over 3k subscribers
- Families in Taller's after-school program & youth artist program, attendees of community events
- Other cultural organizations (Acción Colombia, Gente de Venezuela, Latin American Book Fair, etc.) and local press (Visit Philly, Philatinos Radio, NBC10, Telemundo)
- Flyers distributed in neighborhood, restaurants, schools, our lobby, etc.
- Word-of-mouth & long-time supporters (Taller was founded in 1974!)