



# JULIA DE BURGOS BOOKSTORE

AT TALLER PUERTORRIQUEÑO | THE CULTURAL HEART OF LATINO PHILADELPHIA



The 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. **Because we are part of a cultural center with a constant influx of people and multiple programs a week, we are in a prime location for our target audience.**

**Our bookstore is growing rapidly!**  
**Our sales doubled from 2021 to 2022.**  
**Online orders increased +157% last year.**  
**We are on track to see similar growth this year.**

## About our space:

- Atrium for events up to 75 people
- Theater for events up to 300 people
- Free private parking lot
- Easily accessible by bus



# The only Latinx 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 Latinx authors (1-3 times/month)
- Special emphasis on queer, BIPOC, and women writers

## CONTACT

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[shoptallerpr.org](http://shoptallerpr.org)  
[tallerpr.org](http://tallerpr.org)



@juliadeburgosbookstore  
@tallerpr

## 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.)



6.3k+



@tallerpr

2.1k+



@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
9/23/23	Lucas Rivera	<i>My AfroRican State of Soul</i>	World Stage Press	65	254
1/6/24	Sheila Colón-Bagley	<i>La Noche Before Three Kings Day</i>	HarperCollins	150	96
2/7/24	Camille Gomera-Tavarez	<i>The Girl, the Ring, and the Baseball Bat</i>	Levine Querido	20	8
2/8/24	Sandra Proudman	<i>Relit</i> (Virtual Event)	HarperCollins	12	14

## Marketing Channels

- Newsletter with 3k subscribers, over 13k followers on social media
- 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!)