



Old Town Books is a woman-owned bookstore in Alexandria, Virginia.

We have five full-time employees including dedicated buyers for adult and children's titles. Our team hosts popular book clubs, in-store and offsite events, and special partnerships with other local businesses and community organizations.

WE ♥ OUR COMMUNITY

The Old Town neighborhood of Alexandria is a world famous historic district and tourist destination. Our corner store is in the heart of an urban hub with small-town charm, complete with cobblestone streets and a bustling pedestrian friendly waterfront. We like to say that Old Town Books is close enough to D.C. to be a convenient book tour add-on, but still feels like it's a world away.

MARKETING

- PR professional on retainer for large events
- Quarterly printed events flyers
- In-store events display
- Frequent collaborations with local bookstagramers

eNewsletter
2019
SUBSCRIBERS

Website and Webstore
6400
USERS PER MONTH

MEMBERSHIPS

ABA
NAIBA

SALES REPORTINGS

NEW YORK TIMES

SOCIAL MEDIA



TOP-SELLING GENRES

- LIT-FIC
- KIDS/YA
- HISTORY
- MYSTERY
- SCI-FI/FANTASY

THE BASICS

ADDRESS 130 South Royal St.
Alexandria, VA 22314

PHONE (703) 647-9749

EMAIL hello@oldtownbooks.com

WEBSITE oldtownbooks.com

NAMES TO KNOW

- **Cate Elmore**
General Manager
EMAIL manager@oldtownbooks.com
CELL (703) 473-0542
- **Ally Kirkpatrick**
Proprietor
EMAIL ally@oldtownbooks.com
CELL (703) 624-2961

GETTING HERE

ALL ACCESSIBLE BY PUBLIC TRANSPORTATION

- 5 MILES** Washington, DC
- 3.5 MILES** Ronald Reagan Intl Airport
- 3 MILES** Regional Amtrak Station
- 30 MILES** Dulles International Airport
- 15 MIN** Acela Express Amtrak Station



FALL 2022 — WINTER 2023
★ EVENT HIGHLIGHTS ★



| DATE | TITLE AUTHOR | TICKETS SOLD | BOOKS SOLD* | FORMAT / REVENUE |
|----------------|--|--------------|-------------|--|
| MARCH 2024 | <i>Finlay Donovan Rolls the Dice</i> , Elle Cosimano | 80 | 82 | Author Event, In-Person Bundled Tickets |
| SEPTEMBER 2023 | <i>Take the Lead</i> , Sasha DiGiulian | 89 | 68 | Author Event, In-Person Bundled Tickets |
| AUGUST 2023 | <i>The Burning</i> , Anna Todd | 30 | 42 | Author Event, In-Person Bundled Tickets, & Livestream (20+ hours playback) |
| MAY 2023 | <i>Happy-Go-Lucky</i> , David Sedaris | 311 | 357 | Author Event, In-Person Bundled Tickets |
| JANUARY 2023 | <i>Finlay Donovan Jumps the Gun</i> , Elle Cosimano | 107 | 91 | Author Event, In-Person Bundled Tickets |
| JANUARY 2023 | <i>Moonrise Over New Jessup</i> , Jamila Minnicks | 30 | 44 | Author Event, In-Person RSVP & Bundled Tickets |

*includes sales from in-store events displays

VENUE RELATIONSHIPS & CAPACITIES

| VENUE | SEATS | DETAILS |
|----------------------------|-------|--|
| Carlyle House | 45 | historic mansion with outdoor area |
| Athenaeum | 60 | art gallery |
| The Lyceum | 120 | museum with large indoor meeting space |
| Alexandria Public Library | 120 | large indoor meeting space |
| St. Paul's Church | 250 | theater style seating |
| Episcopal High School | 400 | theater style seating |
| George Mason University | 1000 | theater style seating |
| Capital One Hall | 1600 | theater style seating |
| Theater at National Harbor | 3000 | theater style seating |

ADVERTISING & CALENDARS

- Washington Post Events Calendar
- Visit Alexandria Events Calendar
- Alexandria Living Magazine
- Northern Virginia Magazine
- Old Town Boutique District
- Old Town Business
- Alexandria Chamber of Commerce

