



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

We have 20 employees, including dedicated buyers for adult and children's titles, a community and schools liaison, and a communications and events professional. Our team hosts popular book clubs (six adult clubs and two children's 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. 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. Our loyal customer base is full of highly engaged community members who come out to support our monthly book clubs, author events and reading-adjacent community events.

## MARKETING

- In-store events displays
- Bi-monthly email newsletters
- Quarterly printed events flyer
- Frequent collaborations with local bookstagrammers
- Quarterly community festivals and themed "Bookstore Nights Out"
- Bi-annual staff-curated gift and reading guides for adults and kids
- Six monthly adult and two quarterly kids book clubs

eNewsletter  
**3,754**  
SUBSCRIBERS

Website & Webstore  
**10K**  
USERS PER MONTH

## SOCIAL MEDIA



## MEMBERSHIPS

ABA

NAIBA

## SALES REPORTINGS

NEW YORK TIMES

## TOP-SELLING GENRES

### ADULT

- 1 LIT-FIC
- 2 SCI-FI/FANTASY
- 3 MYSTERY
- 4 ROMANCE
- 5 HISTORY

### CHILDRENS

- 1 PICTURE BOOKS
- 2 BOARD BOOKS
- 3 MIDDLE GRADE
- 4 GRAPHIC/MANGA
- 5 NONFICTION

## THE BASICS

**ADDRESS** 130 South Royal St.  
Alexandria, VA 22314

**PHONE** (703) 647-9749

**EMAIL** hello@oldtownbooks.com

**WEBSTE** oldtownbooks.com

## NAMES TO KNOW

- **Ally Kirkpatrick**  
Proprietor, Creative Director  
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- **Cate Elmore**  
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- **Kim McCraw**  
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- **Robyn Rudish-Laning**  
Marketing & Events Manager  
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## GETTING HERE

ALL ACCESSIBLE BY PUBLIC TRANSPORTATION

**5 MILES** Washington, D.C.

**3.5 MILES** Ronald Reagan Intl Airport

**3 MILES** Regional Amtrak Station

**30 MILES** Dulles International Airport

**15 MIN** Acela Express Amtrak Station

FALL 2025 - SPRING 2026  
★ EVENT HIGHLIGHTS ★



DATE	TITLE/AUTHOR	TICKETS SOLD	BOOKS SOLD*	FORMAT / REVENUE
September 2025	The Sherlock Society: Hurricane Heist, James Ponti	200+	414**	In-person event, offsite venue, bundled tickets, school visits
October 2025	Dory Fantasmagory: Center of the Universe, Abby Hanlon and Bibsy Cross and the Time Capsule, Liz Garton Scanlon	187	266	In-person event, offsite venue, bundled tickets
October 2025	If I Built a Town, Chris Van Dusen	98	444**	In-person event, bundled tickets, school visits
November 2025	The Correspondent, Virginia Evans	85	200	In-person event, bundled ticket option
February 2026	Anatomy of an Alibi, Ashley Elston (in conversation with Elle Cosimano)	117	110	In-person event, offsite venue, bundled tickets
March 2026	Finlay Donovan Crosses the Line, Elle Cosimano (in conversation with Alex Finlay)	107***	92***	In-person event, offsite venue, bundled tickets

\*includes sales from in-store event displays    \*\*includes school sales and pre-orders    \*\*\* event tickets are still on sale

VENUE RELATIONSHIPS & CAPACITIES

VENUE	SEATS	DETAILS
Carlyle House	45	historic mansion with outdoor area
Athenaeum	60	art gallery
Alexandria Public Library	120	large indoor meeting space
The Lyceum	125	museum with large indoor meeting space
St. Paul's Church	250	theater-style seating
Nannie J. Lee Rec Center	400	theater-style seating
Episcopal High School	400	theater-style seating
George Mason University	1,000	theater-style seating
Capital One Hall	1,600	theater-style seating
Theater at National Harbor	3,000	theater-style seating

ADVERTISING & CALENDARS

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

OLD TOWN BOOKS JUNIOR

- Opened in 2024
- 1,500 sq. ft. space designed by grOH! Playrooms
- Features a storytime tree and reading nooks
- School author visits
- Educator programs

