

# Penguin Bookshop

*Serving the Greater Pittsburgh Area Since 1929*

- Always Women-Owned, Women- Managed
- A New York Times and ABA Reporting Store
- 1,100 Beautiful Sq. Ft. of Book Browsing

417 Beaver Street • Sewickley, PA 15143  
(412) 741- 3838  
[www.penguinbookshop.com](http://www.penguinbookshop.com)



## About Us

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Since 1929, the Penguin Bookshop has been a fixture in the heart of Sewickley, Pennsylvania, which is a suburb located 12 miles outside of Pittsburgh. The Village of Sewickley is a destination point for the surrounding suburban Pittsburgh area as well as city-dwellers, complete with unique boutiques, restaurants, and our own movie theater, The Lindsay Theater & Cultural Center. The Penguin is just a quick 20-minute drive from the Pittsburgh International Airport, 20 minutes from downtown Pittsburgh, and minutes away from major highways. We can offer authors who need overnight accommodations access to the beautiful Edgeworth Club just around the corner from the store.

## Meet Our Owner

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Susan bought the Penguin in 2014 after a long career in NY publishing. She continues to bring her life-long passion for bookselling and knowledge of the publishing industry to the Penguin by focusing on a high-quality, diverse range of books and providing the community with an interesting and diverse range of events. Susan is an active member of the American Booksellers Association (ABA), having served on the Indies Introduce Panel and the Booksellers Advisory Council.



Susan Hans O'Connor, Owner  
[shansoconnor@penguinbookshop.com](mailto:shansoconnor@penguinbookshop.com)

Introduce your authors to Pittsburgh-area audiences! One of the top ten literate cities in the US!

## Author Events

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### In-Store, Off-Site & Virtual Events

We host a range of literary talent, from local to national bestselling authors for both in-person and virtual events. In the last few years, the Penguin Bookshop has welcomed:

- Elin Hilderbrand offsite • 327 attendees • 327 books sold
- Marie Benedict in-store • 60 attendees • 100 books sold
- Dr. Will Cole virtual • 450 attendees • 450 books sold
- Jessica Merchant virtual • 100 attendees • 100 books sold
- Jessica Strawser in-store • 55 attendees • 50 books sold
- David Plouffe offsite • 100 attendees • 100 books sold
- Stephen King offsite • 650 attendees • 700 books sold
- David Baldacci offsite • 80 attendees • 80 books sold
- Ryan Shazier in-store signing • 250 attendees • 250 books sold
- Nathaniel Philbrick in-store • 60 attendees • 70 books sold
- Sara Shepard in-store • 40 attendees • 40 books sold

For larger events of 100+ attendees, we partner with one of our off-site venues, such as the Lindsay Theater & Cultural Center or the Edgeworth Club.



*Elin Hilderbrand with attendees at the Lindsay Theater & Cultural Center, June 2022*

## Event Promotion

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We have a dedicated social media coordinator that promotes our events through:

- Featured placement on our website & social media
- Monthly email newsletters
- Targeted email blasts & event reminders
- Press releases to the local newspapers
- Window and in-store displays

### Partnered Events

In addition to our in-store events, we have frequently partnered with universities and broader organizations to sell books at events off-site, including:

- David Sedaris 1200 attendees • 250 books sold
- Neil Gaiman 1200 attendees • 1000 books sold
- Rupri Kaur, Fran Lebowitz and Hannah Gadsby 50-100 books sold

### Virtual Book Club

The Penguin Evening Readers is a diverse group of readers, some of whom live out of state. We often work with authors by selecting their book for our monthly book club meeting, and invite them as a special guest to the book's discussion, often selling 25-30 books.



*Jessica Strawser with attendees at our store, April 2022*



**@penguinbookshop**  
3,400 followers on Instagram



**@penguinbookshop**  
4,200 followers on Facebook



**staff@penguinbookshop.com**  
3,400 newsletter subscribers