



WONDERLAND EST. 2024 BOOKS

We are Bethesda, Maryland's new independent bookstore—the only bookstore serving a large, dynamic community of highly educated readers. We sell new books for all ages and have a robust events calendar. Our customers are loyal to indie bookstores, eager to engage and learn and enthusiastic about attending author events.



84%

of residents have a bachelor's degree or higher

<8 miles

to downtown Washington, DC
3 miles to DC border

\$185K

median household income



7920B Norfolk Ave
Bethesda, MD 20814



301-347-7136



info@wonderlandbooks.com



WonderlandBooks.com

RECENT AUTHOR EVENTS



1/12/25 Jamie Raskin, <i>Unthinkable</i>	90	25
1/29/25 Jamie Metzl, <i>Superconvergence</i>	120	43
1/15/2025 Neha Ruch, <i>The Power Pause</i>	100	57
2/4/2025 Jesse Dougherty, <i>Buzz Saw</i>	50	23
2/9/2025 Mac Barnett	84	107
2/19/2025 Weike Wang, <i>Rental House</i>	45	16
3/5/2025 Brian Myers, <i>Hidden History of Montgomery County</i>	51	19
3/8/2025 Melissa Ludtke, <i>Locker Room Talk</i>	62	23
3/18/2025 I. S. Berry & Lindsay Moran, <i>The Peacock and the Sparrow</i>	45	28

"The store fills a gap that's been missing for years in downtown Bethesda."

- WASHINGTONIAN MAGAZINE, DECEMBER 2024



EVENT TYPES

- ▶ in-store readings/Q&As/panels
- ▶ launch parties, book club meetings
- ▶ "speed dating" book parties
- ▶ offsite bookselling
- ▶ storytimes
- ▶ community partnerships

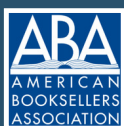
EVENT PROMOTION

- ▶ newsletter (7,300+ recipients)
- ▶ press list and local media
- ▶ social media (4,500 Instagram)
- ▶ in-store signage
- ▶ neighborhood listservs
- ▶ word of mouth



REPORTING

- ▶ currently reporting sales to ABA
- ▶ NYT starting in May
(6 months post-opening)



wonderlandbookstagram



wonderlandbooksbethesda

WOMEN-OWNED BY GAYLE WEISWASSER AND AMY JOYCE

