



FRENCHTOWN BOOKSHOP PRESS KIT 2025

28 Bridge Street | Frenchtown, NJ

SCOTT SHELDON | 973-818-1810
FRENCHTOWNBOOKSHOP@GMAIL.COM

FRENCHTOWN BOOKSHOP is an upscale family-owned bookstore in a bustling and charming tourist town on the Delaware River. The store is at the main crossroads in a thriving artistic and literary community. We are also the official Author Event Curators for the town's new \$10 million, 21,000-square-foot arts center, the ArtYard, and its 162-seat state-of-the-art theater.

THE SHOP: NEWLY-REIMAGINED AND BROWSING-FRIENDLY

- 1000 sq feet in an 1863 Victorian building, thoughtfully gut-renovated in 2021
- Seven-foot-tall sidewalk bay window for event promotional displays
- 10,000 volumes and quirky, hand-picked sidelines
- Mission: "To inspire curiosity, connection, and compassion."



OUR COMMUNITY: A LITERATURE AND ARTS-LOVING GEM ON THE RIVER

- 60 miles from Manhattan, 60 miles from Philadelphia
- Perfect stop for an author routing through the NY/NJ/PA region
- Dining, shopping, and gallery-hopping destination for Hunterdon County, NJ (pop. 125,000; median

household income \$112,535), Bucks County, PA (pop. 628,000; median household income \$82,031), and weekend B&B vacationers from the tri-state area (population 16.7 million within 60-mile radius).

IN-PERSON EVENT INFORMATION



Seats 50 indoors; 60 outdoors

Landscaped back garden for outdoor readings

Full sound system, audio-visual presentation equipment

Other in-store events: Writers' Circle, curated poetry readings, five book clubs, "Sunday Music Club" concerts, cookbook-based suppers.



ARTYARD PARTNERSHIP



- State-of-the-Art 162-Seat Theater in major regional contemporary arts center, one block from the bookstore
- Professional sound and lighting designed by Chris Langhart (Fillmore East, Woodstock)

- Bar/cafe on site, lavish dressing rooms, gift shop for book sales
- Equipped for outdoor readings on the banks of the Delaware River

EVENT PROMOTION

- Facebook: 2500 followers. Instagram: 1500 followers. Email list: 1750 subscribers, weekly book-recommendation newsletter with 70+% open rate. Weekly book-recommendation radio program on WDVR terrestrial radio.
- Press releases to 25+ newspapers, bloggers, and online event listings
- In-store signage, large street-facing bay window, sidewalk chalkboard
- NYT and ABA Reporting Store

NOTABLE RECENT EVENTS

- Author Offsites: Neil Gaiman, 750 books sold; Sami Sage and Emily Amick, 232 books sold; Ross Gay, 150 books sold; Dorothy Kalins, 67 books sold; James Golden, 60 books sold; Chef Chris Scott 45 books sold (pictured).
- Author Readings: Rick Epstein, 95 books sold; Stacey Kent 62 books sold; Margaret Dulaney, 55 books sold; Ashley Goodall 35 books sold; Kate Brandes, 32 books sold.
- Poetry Readings: Billy Collins, 102 books sold; Paul Muldoon, 32 books sold; Hayden Saunier 35 books sold; Robert Pinsky (offsite), 34 sold.



THE BOOKSHOP FAMILY

Co-owner and Proprietress Barbara de Wilde is an award-winning book designer (Knopf, S&S, Norton, many others); magazine designer (Martha Stewart Omnimedia); and interaction designer (NY Times). Her long experience in-house at Knopf Doubleday is magnificent training for bookselling

Co-owner and Event Director Scott Sheldon is a retired trial lawyer who created and ran a 450-seat concert venue, The Sanctuary Concerts, for 15 years, and now is the Concert Coordinator for ArtYard. His hands-on experience in working with media partners and publicists, building mailing lists and attendance, and running large concerts is invaluable for creating successful author events