



619 S. 2nd Street
Philadelphia, PA 19147
215-923-9525

headhousebooks.com

sales@headhousebooks.com

Head House Books

Owner: Richard De Wyngaert

radewyngaert@headhousebooks.com

Twitter: @HeadHouseBooks

Facebook: <https://www.facebook.com/w3e4pages/Head-HouseBooks>

Centrally located in the heart of Philadelphia, straddling two historic communities, Head House Books was founded in 2005. **Our guiding belief:** no community is fully vital without the inspiration and exchange of ideas that is made possible by an independent, locally owned bookstore. **Head House Books is now a staple in our community with an exceptionally loyal customer base.** In addition to our carefully curated selection of books which reflects the intellectual appetite of our community, **we host over 75 events a year.** These range from intimate, local author book launches, monthly poetry readings, open mic nights, twice weekly story hours and book clubs, to larger scale book signings. Although our physical footprint is modest our reach is broad. **We have established partnerships with a number of well-known community nonprofits and institutions with which we frequently collaborate on off site events,**



Just the Facts:

Our Store: 1700 Sq. feet

Capacity: 75 standing, 60 seated
(Community Partners used for larger events)

Where We Are: Center City Philadelphia, minutes from 30th Street Station, Philadelphia Airport, the Free Library and I-95 off ramp.

Weekly Sales Reporting:

NYT Bestsellers
American Bookseller's Association

Memberships:

American Booksellers Association,
New Atlantic Independent Booksellers Association, Athenaeum of Philadelphia, Sustainable Business Network, After School Activities Partnerships South Street Head House District

Key Partnerships:

First Person Arts
Philadelphia Athenaeum
Women's Way
Mighty Writers

Highlighted Past Events

Author	Title	Publisher	Attendees	Sales
Joe Cross	<i>Reboot with Joe Juice Diet</i>	Greenleaf Book Group	105	127
Marcus Samuelsson	<i>Marcus Off Duty</i>	Houghton Mifflin	100	78
Kevin Morris	<i>White Man's Problems</i>	Sweet Devil Press	65	60
Andrew Meredith	<i>The Removers</i>	Simon & Schuster	85	131
Lily Ledbetter	<i>Grace and Grit</i>	Crown Publishing Group	75	68
Jax Lowell	<i>Gluten Free Revolution</i>	Holt	75	79

Upcoming Author Events 2015

Author	Title	Date	Expected Attendance
Ai -Jen Poo	<i>The Age of Dignity</i> The New Press	2/28/15	200
Anne Walker, Peter Pennoyer	<i>New York Transformed</i> Random House	3/2/15	100
Dr. Frances E. Jensen	<i>The Teenage Brain</i> Harper Collins	4/2/15	50



Non-Author Events at our bookstore
 Chess club for children (bi-weekly)
 Jubilant Thicket poetry readings (monthly)
 Book group meetings (monthly)
 Story time for little ones (weekly)
 (pictured above as featured in Philly.com)

Marketing and Local Print Advertising

Society Hill Newsletter
 Queen Village Crier
 Philadelphia Magazine
 Philadelphia Inquirer

Community and Event Outreach

Email Newsletters: 2000+ Constant Contact subscribers
 Features: Monthly news, Events,
 New & Noteworthy, Staff picks
 Facebook/Twitter: Event announcements, book buzz from
 our booksellers
 Event listings: Featured placement on
 headhousebooks.com,
 in- store event display

Community Partners

Athenaeum of Philadelphia
 College of Physicians
 First Person Arts
 Food Trust
 Essene Market
 Christ Church
 South Street Head House Dis-
 trict
 Sustainable Business Network
 Society Hill Civic Association
 WHYY
 Women's Way
 The Philadelphia School
 St. Peter's Church
 St. Peter's School
 Powel House
 Reading Terminal Market
 215 Festival

Book Clubs

Queen Village book club
 Society Hill book club
 St. Peter's book club
 Cosmopolitan book club

As seen in:



Special Awards:

Best Bookstore: Philadelphia Magazine
Best Bookstore: Philadelphia Style



Live children's performance



Our booth at Head House Square
 Pumpkin Fest

One thing Queen Village and Bella Vista lack is a chain bookstore—and that's just fine with residents and visitors, as they can get their bestsellers, classics, children's reads and more at this neat one-stop shop. Ever family-friendly, Head House gives kids a mini play (and read) space in its back.
 - from VisitPhilly.com



Community Demographics

Queen Village and Society Hill are frequently cited as Philadelphia's best neighborhoods to live and play in. Home to historic Head House Square, the area surrounding Head House Books is as picturesque as it is a vibrant community of families, retirees, young professionals and students.

Population: 28,284

Median Age: 34.7

Median Household Income: 85,074

Schools: William Meredith School, McCall Elementary and Middle School, Christopher Columbus Charter School, Furness High School, The Philadelphia School, St. Peter's School

Nearby Colleges: University of the Arts, UPenn, Drexel University, Temple University, Bryn Mawr, Swarthmore College



Local author Concha Alborg presenting her new memoir



Wayne Hoffman presents *The Great White Way*

Authors in Our Community

We have close ties with local authors and can offer our local and online customers signed copies of their books.

Authors including: Jennifer Weiner, Jax Lowell, Nathaniel Popkin, Charles Santore, Brian Biggs, Catherine Gilbert Murdock, Tara Mataranza Desmond



Author Jennifer Weiner signing books for her local fans



Angela Davis, Ana Castillo and Sonya Sanchez at First Person Arts Festival



The Spirit of Gin release party at the Oyster House



Kevin Morris at the release party for *White Man's Problems*



Jax Lowell signing *Gluten-Free Revolution* at Barbuzzo



Lily Ledbetter signing *Grace and Grit* at First Person Arts Festival