



INKWOOD BOOKS

106 KINGS HIGHWAY EAST
HADDONFIELD, NJ 08033

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Located less than ten miles from Philadelphia, Inkwood Books serves the densely-populated NJ suburbs in a beautiful historic downtown. **We are the ideal location for two-day PA/NJ regional author visits!** Inkwood Books has served as our region's primary source for books and literary events for the past six years. In that time we have developed strong relationships with dozens of schools, libraries, community organizations, and book clubs.

In the past year, we have upgraded both our physical and digital storefronts. **We offer custom web pages for author events, book festivals, and school book fairs.** Due to our



enhanced ability to manage e-commerce and efficient shipping, **we are now the primary bookseller for the Katz JCC and Collingswood Book Festivals,** and are hosting an average of two hybrid (online and in-store) school book fairs each month.

In April 2020 Inkwood Books outgrew our original location and moved just across the street to double our size. **Despite the COVID-19 pandemic, our online and in-store traffic and sales have increased,** and we are excited to use our new space to its full capacity with larger and more frequent events.

Social Media

- 2646 followers
- 2605 followers
- 425 followers
- 2500 subscribers

Weekly sales reported to
New York Times
and IndieBound

Date	Author and Title	Publisher	Venue/ Attendance	Sales
11/1/2020	Jeff Kinney <i>Wimpy Kid #15 The Deep End</i>	Hachette	Haddonfield Middle School 250 Cars (Drive-Thru)	450
3/5/2020	Martha Hall Kelly <i>Lost Roses</i>	Random House	Haddon Fortnightly 125 attendees	180
11/26/2019	Pam Jenoff <i>The Ambassador's Daughter</i>	Harper Collins	In Store 150 attendees	108
10/8/2019	Donna Gephart <i>The Paris Project</i>	Simon & Schuster	In Store 50 attendees	28
10/1/2019	Gilbert Gaul <i>The Geography of Risk</i>	Macmillan	In Store 60 attendees	22
9/15/2019	Amor Towles <i>A Gentleman in Moscow (paperback)</i>	Penguin Books	Haddonfield Middle School 415 attendees	175
9/4/2019	Jason Wilson <i>The Cider Revival</i>	Abrams	In Store 60 attendees	31

HADDONFIELD, NEW JERSEY is consistently listed as one of the **best small towns in America** (e.g., *USA Today*, May 2019, Top 10 Small Towns). Inkwood events draw audiences from the entire area, including **Philadelphia: less than ten miles away, and only a 15 minute drive. A convenient commuter train to Center City is only a block away from our store.** Event attendees frequently stay for a day of shopping and dining at the **200+ spots in Haddonfield's walkable downtown.** The surrounding tri-county area is one of the **most densely populated regions** in the country, with a population of 1.2 million people. Our location is **perfect for overnight/two event schedules** – only 15 miles from PHL International Airport. It's easy to visit Philadelphia one day, South Jersey the next.



IN-STORE EVENTS

- ◆ 150 seats for presentation & signing
- ◆ 600+ capacity for signing only
- ◆ 200+ space parking lot on block
- ◆ Gated parking for authors



SCHOOL VISITS

We have strong relationships with all of our area school districts and many local private schools.

When COVID protocols allow, **virtual and in-person** events are both eagerly welcomed. We create **dedicated web pages for easy and efficient online ordering**, as well as paper order forms to send home if desired.

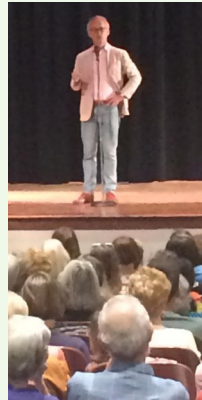
Local delivery to schools is provided free of charge, with in-store pickup and shipping available to families attending remotely. A subsidy is provided to families for author visits to Title I schools.

Partner School Districts Include:

- Haddonfield: 2780 students
 - 3 elementary, 1 middle, 1 high school
 - Cherry Hill: 11,000 students
 - 12 elementary, 3 middle, 2 high school
 - Haddon Township: 2000 students
 - 5 elementary, 1 middle, 1 high school
 - Moorestown: 4000 students
 - 4 elementary, 1 middle, 1 high school
 - Collingswood: 2135 students
 - 4 elementary, 1 middle, 1 high school
- Plus dozens of other private and public schools in our area.

OFFSITE VENUES

- Haddonfield Middle School Auditorium – across street (415 seats)
- Haddon Fortnightly – 3 blocks (125-250 seats)
- Haddonfield High School – 5 blocks (550 seats)
- Cherry Hill Library – 2.6 mi (up to 700 seats)
- Scottish Rite Auditorium – 4 miles (1050 seats)
- Additional school, library and smaller outdoor venues available



DRIVE-THRU VENUES (For Socially Distant Events)

- Former Bank Drive-Thru – directly behind store, with access via back door; covered area for author/staff/books
- Haddonfield Middle School – across the street, drive-thru and large blacktop available for outdoor events



EVENT PARTNERS:

- Katz JCC
- Haddon Fortnightly
- Cherry Hill Library
- Haddonfield Library
- Collingswood Library
- Collingswood Book Festival
- Borough of Haddonfield
- Haddonfield Historical Society
- Partnership for Haddonfield
- Bess the Book Bus
- Camden FireWorks
- Dozens of area schools

EVENT PROMOTION

- Press releases sent to over a dozen print and online media outlets
- In-store and online event calendars
- Event posts and links on InkwoodNJ.com
- Email blast to 2500 subscriber email list
- In-store signage and display tables, sidewalk chalk board, and community bulletin board
- Dedicated and repeated social media postings, and paid Facebook “boosting” for at least one week prior to the event
- Regular paid ad in *The Haddonfield Sun*, our community newspaper, and/or their sister papers in surrounding towns, depending on the event

