

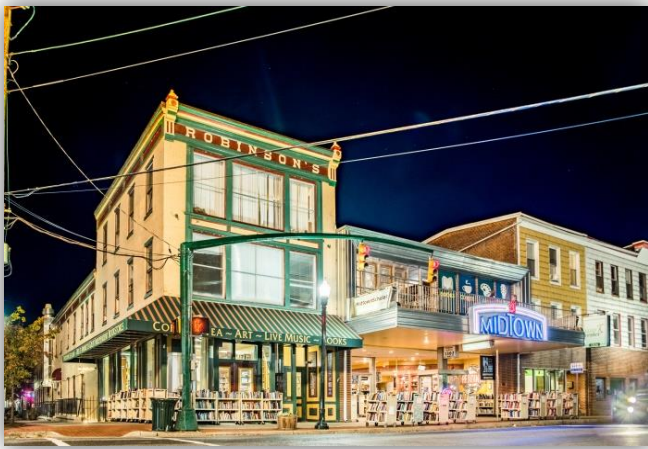


“A NEARLY RELIGIOUS EXPERIENCE”

NEW YORK TIMES

“ONE OF THE TOP INDEPENDENT BOOKSTORES
EVERY BOOKLOVER SHOULD VISIT”

TRAVEL & LEISURE



Midtown Scholar Bookstore

1302 N. Third St.
Harrisburg, PA 17102

Owners | Catherine Lawrence & Eric Papenfuse
Events Coordinator | Alex Brubaker | alex@midtownscholar.com
717-236-1680

“AN INDIE BOOKSTORE JEWEL”

PUBLISHERS WEEKLY

With over 15,000 square feet of space and over 200,000 new and used books, the Midtown Scholar Bookstore is a venue capable of hosting large, successful author events in the heart of Pennsylvania’s capital. The bookstore is located less than a mile from the Harrisburg Train Station and is a quick ten minute drive to the Harrisburg International Airport – making the store an easy thoroughfare between major East Coast cities.

We have been voted Simply the Best Independent Bookstore by Harrisburg Magazine every year since 2004, and we have strong relationships with local community groups and media, including a Pick of the Month Partnership with WITF, Central Pennsylvania’s NPR & PBS affiliate.

We are a New York Times and American Bookseller Association reporting store, and we will be hosting the 2017 Harrisburg Book Festival this October, which will likely be the largest book festival in Pennsylvania.



Quick Facts

Venue capacity: 120+ seating, 320+ attendee capacity

Venue Size: 15,000+ square feet

Venue details: Main stage, second stage, full sound system, stage lights, mezzanine balcony, café, bakery, rare books and fine prints room, children’s area, and six levels books.

Transportation from Bookstore
Harrisburg Amtrak Station: 1 mile
Harrisburg Airport (MDT): 9.8 miles

Driving Times from Major Metropolitan Areas
Baltimore: 90 Minutes
Philadelphia: 2 hours
Washington, D.C.: 2 hours
New York City: 3 hours
Pittsburgh: 3.5 hours

Local Population: The bookstore is centrally located in the Harrisburg-York-Lebanon combined statistical area, which is the 3rd most populous CSA in Pennsylvania behind Philadelphia and Pittsburgh, and 43rd most populous in the United States with a population of 1.2 million.

Recent Author Events

Date	Author	Book	Books Sold	Attendance
4/16	Brent D. Glass	50 Great American Places	58	105
10/16	Jon Krakauer	Missoula	122	220
2/17	George Lakey	Viking Economics	61	120

Local Media Contacts

All of our events are posted on local media event calendars in digital and print formats, including Penn Live, Patriot-News, The Burg, and Central PA Parent.

- WITF** | Scott Lamar | scott_lamar@witf.org
- Penn Live** | Janet Krajscik | jkrajscik@pennlive.com
- Lancaster Newspaper** | Jon Ferguson | jferguson@lnpnews.com
- The Burg** | Lawrence Binda | lbinda@theburgnews.com
- York Daily Record** | Scott Fisher | sfisher@ydr.com

Local Universities

- Penn State University
- Dickinson College
- Susquehanna University
- Lebanon Valley College
- Millersville University
- Messiah College
- Bucknell University
- Harrisburg Area Community College
- Franklin & Marshall College
- Gettysburg College
- Albright College
- Alvernia University

Marketing Outreach

E-Newsletter Subscribers: 6,000+

Twitter Followers: 4,370

Facebook Follows: 8,478

Facebook Likes: 8,721

Instagram Followers: 1,668

Organic + Paid Facebook post reach:
25,000-55,000 potential impressions

Local ads: digital billboards, print advertisements, paid promo via radio and TV on WITF (60 spots per year)



Weekly & Monthly Community Events

- Almost Uptown Poetry Cartel
- Spoken Word Café
- Comedy Night
- Third in the Burg Musical Performances
- LGBT Book Club
- Harrisburg Young Professionals Book Club
- Sci-Fi Writers Group
- Watch the Skies Sci-Fi and Fantasy Book Club

