

54 Fairfield Street | Montclair NJ 07042 | 973.744.7177  
 Mon-Fri 10-7 / Sat-Sun 10-5  
[watchungbooksellers.com](http://watchungbooksellers.com)

watchung booksellers  
 YOUR COMMUNITY BOOKSTORE

Owner: Margot Sage-EL | [margot@watchungbooksellers.com](mailto:margot@watchungbooksellers.com)  
 Events: Kathryn Counsell | [kathryn@watchungbooksellers.com](mailto:kathryn@watchungbooksellers.com)



watchung booksellers is located in the heart of lovely **Montclair, NJ**, a suburb 12 miles from NYC, and serves a thriving **artistic and literary** community with a strong **publishing and media** industry influence. Montclair boasts **over 70 local authors** and draws visitors near and far to its lively restaurant scene, vibrant arts venues, annual Literary Festival, Film Festival, Jazz Festival, Design Festival and Restaurant Weeks.

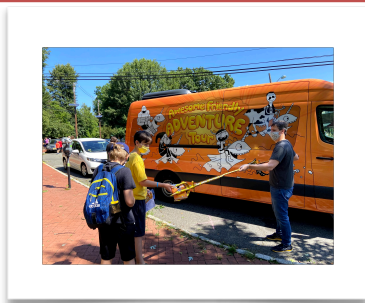
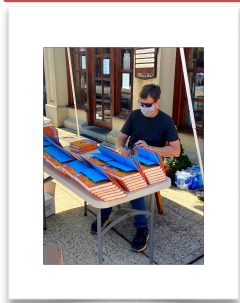
**Established in 1991**, we have **established community partnerships** with various organizations that enable us to host larger scale and more creative events, from intimate debut author evenings to large-scale celebrity book signings. We have maintained our **loyal customer following** throughout the pandemic, while pivoting to online sales and virtual events, in addition to limited **in-store browsing, weather-appropriate outdoor children’s storytime, and socially distant book signings.**

**Our Store: Welcoming and Browsing Friendly**

- 1300 sq feet
- Attached Café/Restaurant: da pepo cucina
- 200 events a year
- Sunny, plush-carpeted kids area
- Caters to a literary NYT/NPR crowd
- Robust Nonfiction sections; clever, artistic, concept-driven displays; quirky, hand-picked gifts; cozy chairs throughout
- Strong young adult and children’s market

**Weekly reporting:** NYT and Indie Bestseller list

**Membership:** ABA, NAIBA, ABC



**Our Community: Urban Meets Suburban  
 Community Demographics**

- Essex County, New Jersey population 800,000
- Montclair, population 39,000
- Median Household Income \$95,000
- Median Age 39.9
- Families (non-single residences) 64.5%
- 62% white, 37% African American, 5% Latino, 4% other
- **Schools/Universities:** Montclair Public Schools (6,500 students)
- 4 Private Schools, 20 private preschool/nursery schools, Montclair State University, Seton Hall University
- 70+ published authors, whom we proudly support
- Nearly 200 events per year (pre-pandemic)
- Weekly virtual events and virtual book fairs (during pandemic)
- Artistic, literary, and politically engaged community

**Montclair Neighbors**

- New York City (12 miles east)
- Nearby NJ Bookstores (for tours): [words] Maplewood; Just Us Books, East Orange; Books & Greetings, Northvale; Little City Books, Hoboken; Word, Jersey City
- Easy access by train or bus to NYC via NJ Transit train or bus (approximately 45 minutes), plane to EWR/exit 151 on Garden State

**Our Media and Promotion**

- [www.watchungbooksellers.com](http://www.watchungbooksellers.com) features e-commerce, events calendar, staff reviews, features, links
- Weekly newsletter: 9K subscribers (Constant Contact)
- Media outreach: Montclair Local, [baristanet.com](http://baristanet.com), [NJ.com](http://NJ.com), [NJ patch.com](http://NJpatch.com), TapIntoMontclair
- Social Media: Instagram (2K), Facebook (4K), Twitter (100) @watchungbooksellers
- Community outreach boards: Montclair Mommies and Daddies, Secret Montclair, Local libraries

**Before-times Event Highlights (2019-2020)**

Author	PUB	Venue	Title	Date	Sales	Attend
Paula McClain	PRH	GRCC	<i>Love and Ruin</i>	2/21/19	150	150
Julia Alvarez	Algonquin	OB/OM	<i>In the Time of the Butterflies</i>	4/11/19	154	154
Kris Ferraro	Macmillan	store	<i>Energy Healing</i>	5/1/19	30	31
Ben Brashares	Hachette	store	<i>Being Edie Is Hard Today</i>	5/23/19	26	30
Dionne Ford	Rutgers	store	<i>Slavery's Descendants</i>	6/6/19	60	36
Ibram X. Kendi	PRH	MFF	<i>How to Be An Anti-Racist</i>	8/14/19	196	225
RJ Palacio	PRH	UUCM	<i>White Bird</i>	10/1/19	140	140
Jodi Kantor	PRH	OB/OM	<i>She Said</i>	11/22/19	280	280
Isabel Allende	PRH	MLF	<i>Long Petal of the Sea</i>	1/22/20	273	273
Malcolm Gladwell	Hachette	MLF	<i>Talking to Strangers</i>	2/6/20	630	630
Jeremy Q Harris	TCG	Mtc Film	<i>Slave Play</i>	2/12/20	49	100
Taylor Jenkins Reid	PRH	GRCC	<i>Daisy Jones and the Six</i>	2/20/20	166	166

**Our Partners, Venues, and Formats**

**Community Partners:**

Montclair Film Festival, Montclair Library (MPL: Open Book/Open Mind), Montclair Literary Festival, Montclair State University, Glen Ridge Country Club, Montclair Bounce, Montclair Art Museum, Fleet Feet, Montclair Democrats, Montclair Board of Education (elementary-HS)

**Seated Venues:**

Instore Seating: 70, standing room 100 plus, book signings only 200-1000  
 Offsite Options: 150-1500 seats (multiple auditoriums and theaters)

**Formats:**

Virtual: Crowdcast platform with unlimited "seating," a dedicated "buy" button, safe viewing and an easily shared recording for secondary viewing and later purchasing  
 Outdoor: public green just outside store, perfect for children's events  
 InStore: socially distant, one-way traffic for author meet and greet events



**Event Highlights (2020-2021)**

Author	PUB	Venue	Title	Date	Sales	Attend
Nancy Star	Lake Union	virtual	<i>Rules for Moving</i>	6/6/20	50	105
Anthony dePalma	PRH	virtual	<i>The Cubans</i>	6/18/20	70	86
Jeff Kinney	Abrams	store/outdoor	<i>Rowley Jefferson's... Adventure</i>	8/4/20	330	330
Theanne Griffith	PRH	virtual	<i>Magnificent Maker Series #3</i>	8/27/20	43	20
Christina Baker Kline	HC	OB/OM virtual	<i>The Exiles</i>	9/13/20	82	82
Jessica Henry	UC Press	virtual	<i>Smoke, But No Fire</i>	9/20/20	36	101
Kristine Lombardi	McMillan	store/outdoor	<i>The Belonging Tree</i>	10/1/20	29	30
Harvey Araton	PRH		<i>Our Last Season</i>	11/5/20	39	67
Jane Fonda / Chelsea Clinton	PRH / S&S	MLF/virtual	<i>What Can I Do / Gutsy Women</i>	12/4/20	211 / 77	368
Susie Arons/Peggy Panosh	S&S	virtual	<i>Billions of Besties</i>	11/18/20	98	37
Arthur Levine	PRH	virtual	<i>Hanukkah Magic of Nate Gadol</i>	12/8/20	51	193
Joan Garry	Wiley	virtual	<i>Joan Garry's Guide to Nonprofit Leadership</i>	1/7/21	217	1173
Alexi Pappas	PRH	Bounce/virtual	<i>Bravey</i>	1/19/21	34	170
Gabrielle Glaser	PRH	virtual	<i>American Baby</i>	1/27/21	31	116
David Sedaris	Hachette	in-store	<i>The Best of Me</i>	2/12/21	60	60
		stock signing		11/5/20	181	181

**Our Future**

Our loyal community has kept our doors open and events alive during the past year. As we celebrate our 30th anniversary in 2021, we look forward to continuing our support of authors with with creative and caring events, whether it be in person, virtually, or both.