

# [w o r d s]

B O O K S T O R E

179 Maplewood Avenue | Maplewood, NJ 07040 | 973-763-9500 | [wordsbookstore.com](http://wordsbookstore.com)  
Contact: Jonah Zimiles, Owner | [jonah@wordsbookstore.com](mailto:jonah@wordsbookstore.com)

[words] is  
a unique  
bookstore.

## PROUD SOCIAL ENTERPRISE

Autism awareness mission PLUS over 70 individuals with autism have worked at [words] in our job training program

Town literary, social hub, 3x named **Best Indie Bookstore** by NJ Monthly Magazine

Must-visit for socially aware authors

Maplewood is  
a remarkable  
community.

## EVERYONE IS WELCOME

Home to top figures in NYC arts, publishing, media, and entertainment

Diverse, cultured commuter town

Only indie bookstore in the region and direct neighbor to America's wealthiest town (Time Magazine, May '14)

NYT and WSJ frequently give Maplewood considerable national attention

Population: 40k

[words] hosts  
extraordinary  
events.

## TOP 10 EVENTS

Hosted in-store during 2014 + 2013

	# Guests	# Sales
R.J. Palacio	300	500
Mookie Wilson	300	275
Earl Monroe	180	200
Daniel Pink	170	200
Anne Lamott	150	170
Jim Cramer	140	130
Wally Lamb	140	70
Dan Gutman	130	160
Peter Yarrow	125	120
Andrew Solomon	100	85

WHERE IS MAPLEWOOD NJ?

**15 miles from Times Square**

### DRIVE:

**TIMES SQUARE**  
30-60 minutes

**NEWARK AIRPORT**  
15 minutes

**NY-DC AMTRAK**  
Metropark, NJ  
20 minutes

### TRAIN:

**PENN STATION**  
30 minutes

*[words] is 1 block from Maplewood train station*

*NYC/airport/train pick-up available*

## OFF-SITE, TICKETED EVENTS

Maplewood Middle School

SEATS: 800

LOCATED: 1 block from [words]

2014	# Guests	# Sales
Ted Boies & David Olson	250	175

2013	# Guests	# Sales
Khaled Hosseini	600	600

Other available venue:

**SOPAC** (South Orange Performing Arts Center)  
SEATS: 415

LOCATED: 1 train stop from store / 4 minute drive

## SOCIAL MEDIA MARKETING

### Before the event:

**FACEBOOK** | daily posts | 2600+ likes  
[facebook.com/wordsmplewood](https://www.facebook.com/wordsmplewood)

**TWITTER** | daily tweets  
[twitter.com/wordsbookstore](https://twitter.com/wordsbookstore)

**INSTAGRAM** | weekly posts  
[instagram.com/wordsbookstore](https://www.instagram.com/wordsbookstore)

**WEBSITE** | event listings + feature page  
[wordsbookstore.com](https://www.wordsbookstore.com)  
[wordsbookstore.com/EVENTS](https://www.wordsbookstore.com/EVENTS)

**MAILING LIST** | monthly e-news  
**7000 subscribers**  
PLUS mid-month e-blasts for major events

### After the event:

**FLICKR** | event photo gallery  
[flickr.com/wordsbookstore](https://www.flickr.com/photos/wordsbookstore/)

**YOUTUBE** | professional event video  
[youtube.com/wordsbookstore](https://www.youtube.com/wordsbookstore)



## OUR DEDICATED EVENT SPACE

**CAPACITY:** 200 PLUS 100 in upstairs book space  
**SOUND:** Pro AV system wired throughout store  
**SIZE:** 1570 square ft.  
**CLAIM TO FAME:** [words] wall; [words]' Authors Shelf

## CONNECTING AUDIENCES WITH AUTHORS

**PAID ADS:** NPR + WNYC on-air ads | Leonard Lopate, Drive Time  
NJ Train Station Platform ads  
Newspaper ads | Star Ledger, NJ Jewish News  
Online Ads | Patch.com, NJVillageGreen.com

**MEDIA:** Press Releases sent to local and state media contacts  
Interviews can be arranged (optional)

**IN STORE:** Flyers, Posters, Postcards, Ticketed Event Postcard  
TV Slideshow of monthly event calendar  
Both Storefront Windows  
- (north) dedicated to monthly event line up  
- (south) dedicated to featured event display

SOCIAL MEDIA + E-NEWS (see top left)

## [WORDS] IN THE NEWS

Frequent international, national, and local coverage, including:

Entrepreneur  
MSNBC  
New York Times  
Financial Times of London  
Business Week

[wordsbookstore.com/category/PRESS](https://www.wordsbookstore.com/category/PRESS)

WE REPORT SALES TO NYT +  
INDIEBOUND BESTSELLER LISTS

WE ATTEND ALL REGIONAL +  
NATIONAL BOOK CONFERENCES,  
ACTIVELY PROMOTING [WORDS]  
AUTHORS

## 100+ EVENTS PER YEAR

[words] works closely with each author / publicist to secure optimal event date and time

[words] is the proud provider of books for numerous local schools, book groups, non-profits, festivals, and NJ-based conferences each year!



MEET ELLEN + JONAH

Owners Ellen and Jonah Zimiles have lived in Maplewood for over 20 years and have raised their two children, one of whom has autism, in town. Ellen and Jonah are former practicing lawyers. Jonah, who manages the day to day at [words] Bookstore, went back to school full time at age 50 to obtain his MBA. Shortly thereafter, Jonah and Ellen combined their vision--creating a vocational training center for youth with autism--with the opportunity to rescue their community bookstore. It was a win for everyone. [words] happily celebrated five years of business in January 2014.

[ words ]  
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