



DETAILS

**45 South Main St
Concord, NH 03301
(603) 224.0562**

www.gibsonsbookstore.com

Store size: 10,500 square feet
+ café (1,500)

Event capacity: 100 seated +
standing room

Offsite venue locations:

Capitol Center for the Arts:
(Seats 1,300)

Red River Theatres:
(seats 150/110/70)

Bank of New Hampshire Stage:
(seats 280)

Drive times:

Boston: 75 minutes

**INDIE SPIRIT
AWARD
2014**

AWARDED BY BPRNE

NH'S OLDEST INDEPENDENTLY OPERATED BOOKSTORE, EST. 1898.

Gibson's Bookstore is the **largest independent bookstore in New Hampshire**. Serving the state capital, Gibson's is a community center for **lawyers, doctors, and other professionals**, as well as for **young families, retirees, and nature-loving tourists**. Gibson's tripled in size in 2013, moving to its current location and expanding staff, inventory, and services. Carrying **40,000 book titles** and a **wide assortment of toys and games**, Gibson's is the region's premier bookstore and gathering place. Since hiring an events coordinator in 2008, Gibson's has hosted over 1,000 events.

Author	Year	Publisher	Venue	Books Sold	Attendance
<i>A Trick of the Light</i> , Louise Penny	2018	Minotaur Books	Capitol Center for the Arts	766	1,012
<i>What Happened</i> , Hillary Clinton	2017	Simon & Schuster	Gibson's	1,000	1,000
<i>Bobby: My Story in Pictures</i> , Bobby Orr	2018	Viking	Gibson's	800	300
<i>Quiet</i> , Tomie dePaola	2018	Simon & Schuster	Gibson's	136	200
<i>Ninety Percent Mental</i> , Bob Tewksbury	2018	Da Capo Press	Gibson's	152	200
<i>The Snowy Nap</i> , Jan Brett	2018	G.P. Putnam	Gibson's	350	500+
<i>I Have the Right to</i> , Chessy Prout	2018	Margaret K McElderry	Gibson's	121	130
<i>The Flight Attendant</i> , Chris Bohjalian	2018	Doubleday	Gibson's	75	140
<i>Timeless</i> , R.A. Salvatore	2018	Harper Voyager	Gibson's	75	90

KEY STAFF MEMBERS FOR EVENT INQUIRIES:

Michael Herrmann, Owner, michael@gibsonsbookstore.com

Elisabeth Jewell, Events Coordinator, gibsonsevents@gmail.com

John LeDonne, Jr., Adult Buyer, john@gibsonsbookstore.com

Heather Weirich Roy, Children's Buyer, heather@gibsonsbookstore.com

Key booksellers for advance reading copies: Hillary Nelson, Ryan Foley





MARKETING CHANNELS

eNewsletter (Subscribers: 4,000)

Downtown Shopping and Street Visibility

Frequent Buyers Program, Sales Rep Recommendation Night, Educator Appreciation events

Programming for local book clubs

Website with eCommerce Site

Monthly Adult Book Club and Youth Reviewers ARC review program

Active Facebook, Instagram, and Twitter Accounts. Staff run podcast: *The Laydown*.

NHPR underwriting

LOCAL PRINT ADVERTISING

Concord Monitor, 17,000 Paid Subscribers, 2 million page views/month

Hippo Press (206,000+ readers)

ACTIVE MEMBERSHIPS

New England Independent Booksellers Association, ABA, Independent Booksellers Consortium, Greater Concord Chamber of Commerce, Intown Concord

SUCCESSFUL SCHOOL VISITS

David Wiesner—Christa McAuliffe School

Mike Lupica—Rundlett Middle School

Leigh Bardugo—Hopkinton Middle High School and Rundlett Middle School

Andy Griffiths—Christa McAuliffe School and Abbot-Downing School.

Soman Chainani — Broken Ground School, Maple Street School, Rundlett Middle School

3 colleges within a half hour drive, 5 nearby public school districts

WEEKLY SALES REPORTING

New York Times, Indiebound, and Bookscan

CUSTOMER BASE

City population: 42,630, with 50,000 more in surrounding communities

Median household income: \$54K

Leading employers: State of NH Government, Concord Hospital/Dartmouth Hitchcock, Concord School District, St Paul's School



GIBSON'S: HIGHLY ACTIVE IN THE NH COMMUNITY

Bookseller each year for the NH Writers' Project's Writers Day (2018 keynote speaker Gregory Maguire)

Bookseller each year for the NH Humanities Council's annual dinner (guest authors have included Salman Rushdie, Michael Chabon, David Brooks, James Fallows, and Elie Wiesel).

Host for monthly readings/open mic events with Poetry Society of NH

Active partnership and frequent board membership with Concord Reads, the community-wide reading program of the Concord Public Library

And event and fundraising partnerships with

NH Charitable Foundation
SPCA

NH Peace Action
NH Historical Society

St. Paul's School
NH Women's Fund

And many more



True Brew Café, coffee, snacks, atmosphere



Past Noteworthy events

Author	Year	Publisher	Venue	Books Sold	Attendance
<i>Never Caught</i> , Erica Armstrong Dunbar	2017	37 Ink/Atria	Gibson's	21	70
<i>Strange Weather</i> , Joe Hill	2017	William Morrow & Company	Gibson's	98	130
<i>Will's Red Coat</i> , Tom Ryan	2017	William Morrow & Company	Gibson's	91	150
<i>Wishbones</i> , Virginia Macgregor	2017	HQ Young Adult	Gibson's	47	70
<i>The Best of Us</i> , Joyce Maynard	2017	Bloomsbury	Gibson's	42	120
<i>Our Revolution</i> , Sen Bernie Sanders	2016	St Martin's Press	Capitol Center for the Arts	600	1200
<i>A Court of Mist and Fury</i> , Sarah Maas	2016	Bloomsbury	Capitol Center for the Arts	101	150
<i>The Underground Railroad</i> , Colson Whitehead, and <i>Underground Airlines</i> , Ben Winters	2016	Doubleday, Hachette	Capitol Center for the Arts	160	140
<i>Dead Wake</i> , Erik Larson	2015	Random House	Concord High School	125	300
<i>Petty: The Biography</i> , Warren Zanes	2015	Macmillan	Gibson's	50	70
<i>The One and Only Ivan</i> , Katherine Applegate	2015	HarperCollins	Gibson's	45 + 340 school orders	85
<i>The Soul of an Octopus</i> , and <i>The Octopus Scientists</i> , Sy Montgomery	2015	Simon & Schuster, Houghton Mifflin Harcourt	Gibson's	74	75
<i>Essays After Eighty</i> , Donald Hall	2014	Mariner Books/ Houghton Mifflin	Red River Theaters	110	156 (full house)