**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.

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

**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**

**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 Bookstore Publicity Kit

**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

Gibsonsbookstore.com

45 South Main St, Concord, NH 03301

Call us! (603) 224.0562

True Brew Café, coffee, snacks, atmosphere
### Past Noteworthy events

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