

NEW DOMINION BOOKSHOP



94

years of
bookselling

116

miles from
the DC area

1,041

estimated attendance
of our largest event
to date

2,079

followers on
social media

20%

percent of local
population with a
graduate degree

SHOP PROFILE

One of the oldest bookstores in the country, New Dominion Bookshop has been hosting events for decades. Located on the Historic Downtown Mall in Charlottesville, VA, New Dominion draws audiences from both the University of Virginia, which is home to one of the nation's top MFA programs, and a highly educated, book-loving public. Charlottesville is a top destination for the country's intellectual retirees, as well as a thriving hub for socially conscious Millennials and Gen-Xers. This is a place where conversations about race, democracy, and the value of literature are happening. Our customers are passionate about literary fiction and essays, history, biography, and poetry—though our store offers books in a wide range of genres. New Dominion is also making a concentrated effort to engage the national literary community. We are broadening our reach through our frequently updated, modern website and our active social media accounts (Instagram, Facebook, and Twitter). Only about two hours from the DC area, New Dominion Bookshop is the ideal stop between Politics & Prose and Quail Ridge Books in Raleigh.

EVENTS

New Dominion Bookshop can accommodate seating for 60 people, plus standing room. We host off-site events on the Charlottesville Downtown Mall at Common House (100-person capacity), The Haven (250-person capacity), and The Paramount (1,041-person capacity). Our shop has hosted author events for nationally recognized authors such as John Grisham, Jan Karon, Lisa Ko, and Jon Meacham, whose June 2018 event drew a crowd of more than 1,000 people. Our highlighted author events receive promotion through our social media channels, targeted flyering, our email newsletter, our website, and press releases to the local media.