

Want to launch your book at Strand? You can email us at events@strandbooks.com with your pitch. Here is a list of items to include in an event proposal:

Publication Date: Please note that we can only host events within the week of a book's publication and book 4-6 months in advance. This means if it's February, we'll already be booking summer events and our schedule for February will most likely be full.

We also primarily host a book's launch event; if you have already scheduled a launch event --especially if it's in Manhattan or Brooklyn-- we may not be able to host your event.

If your book has already been published, chances are we will not be able to host an event for it, though you could always [rent our space for your own book launch](#). We are also happy to consider paperback launches for books; the guidelines below should be adhered to for paperback launches as well.

Publisher: We work with all major publishing companies.

Expected Crowd Size: Our average events sell around 70+ tickets. We try to get crowds of close to 200 for our events. If an event is predicted to have 200+ guests we have various offsite partnerships which can provide accommodation.

*We lean heavily on authors to promote their own events and pull from their fans/networks because we produce so many events annually.

Group of Authors: We love hosting panels! If you have a group of published authors you've already gathered who can talk about one shared topic, feel free to pitch your panel to us. Include the names of everyone who'd participate. Not everyone participating has to have a new book for us to host a panel, though we do favor groups who have multiple new releases.

General Info: Make sure to include your name and contact information as well as any websites or social media channels you'd like us to be aware of in relation to you and your work.

The events staff at Strand receives a high volume of proposals, and we are not able to reply to everyone. Please allow up to 2 weeks for a reply to your proposal. If you do not hear from Strand after 2 weeks, we are unfortunately not able to host your event.

For your information...

Tickets: In order to pay our employees and keep the lights on, we ticket all of our events. On occasion we have hosted free events, though typically with "minimum guaranteed book sales." This means Strand agrees to host the event with the understanding a certain number (the number depends on the price of the book) will be sold on the day of the event. As an example,

the minimum guaranteed sale might be 75 books, but only 60 sell at the event. In this case, the publicist/author is required to purchase the difference (15 books) at full price.

A Non-Book Event: We've hosted comedy shows, writing workshops, book clubs, and more. If you have a great idea that you think will work well with Strand, send it our way! Please keep in mind, these events would most likely still need to be ticketed, so make sure it's something that people would pay to attend.

Self-Published: We love supporting smaller voices, but self-published books are more complicated to order and have a more unreliable rate of sales. If you're a self-published author who can guarantee you can bring in a crowd of at least 60, feel free to submit.

Are we not the right fit for you? Here are some other local bookstores who host events:

McNally Jackson

WORD Bookstore(s)

Book Culture

Books Are Magic

Greenlight Bookstore(s)