



## **THE NATIONWIDE LEADER IN BOOK PUBLICITY IS CELEBRATING OVER 55 YEARS OF CONNECTING AUTHORS TO THE MEDIA**

Book publicity is what differentiates one author from another -- and establishes a voice and brand for a writer. Book publicity can grow a writer's career. It is what helps sell books and what positions an author to get his or her message out there.

Media Connect has been a leader for nearly six decades in helping authors generate publicity for their books. Here are examples of our work. Please keep in mind we often work with first-time authors, self-published authors, and indie press writers, as well as traditionally published, best-selling authors.

I have been with Media Connect for 20 years, serving as the chief marketing officer, and have an award-winning book publicity blog. Visit: [www.bookmarketingbuzzblog.blogspot.com](http://www.bookmarketingbuzzblog.blogspot.com)

**Here is a news slider that highlights some of our weekly booking highlights:**

<http://www.media-connect.com/about/news/index.html>

**Samples case studies of our work can be found here:**

<http://www.media-connect.com/clients/case-studies/index.html>

**Samples of bestsellers that we have promoted include these:**

<http://www.media-connect.com/clients/bestsellers.html>

I am happy to customize a PR plan that meets your career objectives and your budget. This plan would also be one that we believe will be successful with the media we recommend targeting. These customized campaigns can range in fees, starting from \$3,500, depending on the duration and depth of the campaign executed. Further, we have economical packaged plans below for your review:

**Radio Tour \$3,500 (2 months)**

We will schedule a guaranteed 20 radio interviews, by phone, with local and national stations from across the country, targeting listenership that matches the demographics of your readers. We will draft a pitch letter and suggested interview questions and prepare you to perform well during the interviews. It is a great way to speak directly to your potential consumers.

**Expert Consulting Package \$3,850 (2 months)**

We will read your book, brainstorm with you on marketing ideas, review your website and provide constructive feedback, advise you on a best-seller strategy,

review which book awards you can submit your book to, and consult with you on how to grow your social media. We will also set up several media coaching sessions by phone, draft your press kit materials, and explain how you can reach out to—and influence—the news media.

**Radio Plus Consulting** \$5,800 (2 months)

Discounted package of radio and consulting, as stated above.

**Radio/Podcasts/Consulting/Newsire** \$6,700 (2 months)

We will guarantee a combination of radio interviews and podcasts, totaling 25 interviews.

We will also include our full consulting package.

We shall create a 400-word story about you and your book and run it on a newswire - -and guarantee at least 150 media websites will post the story.

**Online Media Plus Consulting** \$9,600 – 3 months

In addition to the consulting package above, we will reach out to online media: bloggers, podcasters, online book reviewers, and major media websites, seeking out: interviews, reviews, guest-post opportunities, and feature stories for you and your book. We shall also create a 400-word story about you and your book and run it on a newswire—and guarantee at least 150 media websites will post the story. This affords you a great way to reach many potential readers for your book.

**All Media Plus Consulting** \$12,000 (3.5 months)

We will go after all media—newspapers, magazines, newswires, radio, television, and online media: bloggers, podcasters, websites, reviewers—as well as provide our consulting package to you. We will pitch producers, editors, columnists and all local and national media—and send you weekly updates of our progress. This is a comprehensive, all-out approach that ensures your book and message are being put in front of all major news media.

We understand the book publicity is an investment in your book and writing career, and that you seek to maximize your ROI. With that in mind, it would be our pleasure to work with you.

To further discuss your book, please contact me directly and be sure to mention that you found me through the IAPS website:

Brian Feinblum, CMO

MEDIA CONNECT

301 E. 57<sup>th</sup> Street, 4<sup>th</sup> floor

New York, New York 10022

212-583-2718

[Brian.Feinblum@finnpartners.com](mailto:Brian.Feinblum@finnpartners.com)