



# Hitting the Mark with Sales & Media Kits

How to make your materials work  
for you in seeking prepublication  
reviews and articles.

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# It's Tough Out There These Days...

- The newspaper book review space is shrinking tremendously. *Los Angeles Times*, *Chicago Tribune*, *Newsday*, *Cleveland Plain Dealer*, *Dallas Morning News*, and *Atlanta Journal-Constitution* are among those that have eliminated or seriously cut back the number of reviews they write or run.
- The National Book Critics Circle Board of Directors earlier this month launched a campaign to save book reviewing (see <http://www.bookcritics.org/?go=saveBookReviews>).



## But Remember the Long Tail Can Apply to Reviews Too

- Chris Anderson's "long tail" theory is that products that are in low demand or have low sales volume can collectively make up a market share that rivals or exceeds the relatively few current bestsellers and blockbusters, if the store or distribution channel is large enough. The same can be said of review sites and publication that seemingly have limited reach.
- Don't forget about Web sites, blogs, newsletters, and other media that speak directly to your target audience.

# Where to Find Reviewers

- PublishersMarketplace.com has a nifty database of people who have written 25 or more reviews for major newspapers posted to Web sites.
- *Midwest Book Review* has a for the most part up-to-date listing of a variety of review sources at [http://www.midwestbookreview.com/links/othr\\_rev.htm](http://www.midwestbookreview.com/links/othr_rev.htm).
- Amazon provides a list of its top reviewers ([http://www.amazon.com/gp/customer-reviews/top-reviewers.html/ref=cm\\_aya\\_bb\\_tr/002-9207381-2948023](http://www.amazon.com/gp/customer-reviews/top-reviewers.html/ref=cm_aya_bb_tr/002-9207381-2948023)). Contact information frequently is available.



# Now That You've Found Them...

- Remember, whether you're pitching *The New York Times* or a blog, you're up against the big guys who have entire departments devoted to creating sales and media kits.
- Editors aren't going to say, "Oh, this is really good for an independent publisher."
- They're going to consider possible reviewing or article use based on the quality of the idea—and the presentation.
- Your news release, graphic materials, and folder all must look professional—and should be downloadable from your Web site.



## ...Give Them What They Want

- Check review guidelines to determine whether the reviewer wants a book with cover or galleys. Always include your media kit; it's easier for the reviewer to find your contact information.
- Send the galley or actual book when the guidelines indicate—three months in advance, a week in advance, within three months of publication.
- Pitch articles early, but work with the editor to make sure your book will be available when the article runs.
- In lieu of book reviews, some online and traditional magazines seem to be most interested in excerpts. Pick the most appropriate part of your book—and again, send a media kit. Don't expect the editor to select the excerpt unless that's what the guidelines say.

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