



KSB Promotions is happy to help publishers and authors increase awareness of their books/authors by:

- creating tailor-made campaigns for every project
- preparing media kit materials
 - targeted media releases
 - supplemental releases
 - author bios
- selecting appropriate media to receive material and/or review copies
 - build specialty media lists
 - supply mailing labels
 - review/update media lists
- thoroughly following-up with all key contacts to
 - encourage coverage
 - answer questions
 - suggest possibilities
 - arrange interviews or excerpts

KSB Promotions specializes in promoting cookbooks, travel guides, children's books, home/how-to, consumer health, gardening, outdoor/recreation, parenting and general lifestyle books — and their authors.

Let us put our 40+ years experience to work for you.

Reasonable Terms:

- by the project
 - by the hour
- www.ksbpromotions.com**

KSB Promotions
Visibility Specialists

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Resources for Building a Media List

Compiled by KSB Promotions, www.ksbpromotions.com, 5/10

There are many excellent ways to build a media list that is best targeted to your book, your topic, etc. But, you will also need to keep up with the journalists and their current needs. Here are just a few resources often used by publishers, authors, and book publicists. Some cost money, but some are free and others can sometimes be found in library reference rooms, although they may not always be the current editions.

Do your research about each and be sure you pick what best works for your needs.

Alex's Radio List - www.radiopublicity.com

Bill Stoller's Publicity Insider - www.publicityinsider.com

Bulldog Reporter - www.bulldogreporter.com

Cision (Bacon's Media Directories - www.us.cision.com/media-directories.asp

Dan Poynter's Para-Publishing - www.parapublishing.com

Food4Media North America maintains all of the following data bases:

www.food4media.com
www.TravMedia.com
www.Sport4Media.com
www.Property4Media.com
www.Homes4Media.com
www.Fashion4Media.com
www.Beauty4Media.com
www.Motoring4media
www.Technology4media.com
www.Health4media.com
www.Entertainment4Media.com

Gale Directory of Publications and Broadcast Media - www.gale.cengage.com

Gebbie Press - www.gebbiepress.com

Gift List - www.giftlistmedia.com

Gordon's Radio List - www.radiopublicity.net

Harrison's Guide to the Top National TV Talk & Interview Shows - www.freepublicity.com/getontoptv

Internet Newsletter Library - www.newsletter-library.com

Joe Sabah's Radio List - www.sabahradioshows.com

John Kremer's site - www.bookmarket.com

—more—

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Media Finder - www.mediafinder.com

Million Dollar Author Club - www.milliondollarauthorclub.com

My Media Info - www.mymediainfo.com

Newswise - www.newswise.com

Parrot Media Network - www.parrotmedia.com

PartyLine - www.partylinepublishing.com

PRleads - www.prleads.com

PR Matchpoint - www.prmatchpoint.com

PR News Wire - www.prnewswire.com

Radio Locator - www.Radio-locator.com

Radio Station World - www.radiostationworld.com

Web Radio Directory www.radio-directory.com

There are, of course, many other media resources — on the web and elsewhere. Some are free, some cost. Some give only a little information — outlet name, address, and basic email address — while others are more detailed. A little searching will lead you to the information you want in the format you want it.

For key print publications, you should read several current issues, check their mast head, and check their web site directly to see if there are submission guidelines or other things you can learn before you send a book, release, letter or email. The same applies to other media; know to whom you are pitching to be sure you are on target.

Of course, if you hire a publicist, these lists will be part of what you should expect to get.

Having a good, up-to-date, targeted list will save you a lot of time and money and should result in good coverage.

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