

PUBLICITY FOR NONFICTION BOOKS

MONITORING

Source of Sources

sourceofsources.com
Weekday emails organized by categories

HARO

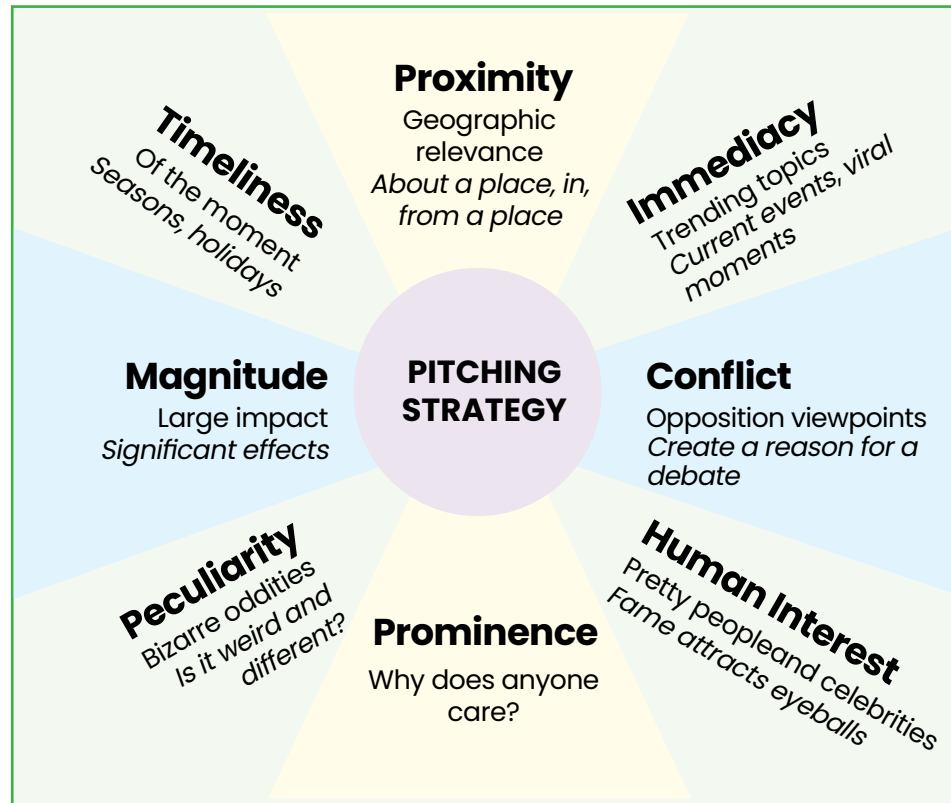
helpareporter.com
Weekday emails organized by categories

Qwoted

qwoted.com
Subject-focused email outreach database

#JournoRequest

Social media hashtag
Searchable on social media, mainly U.K. media



SAY YES, BE KIND

AVAILABILITY

Featured

featured.com
Subject-focused email outreach database

HARO

helpareporter.com
Weekday emails organized by categories

Qwoted

qwoted.com
Database for journalists

Response Source

responsesource.com
Paid U.K. focused Database

MEDIA LIST SPREADSHEET

OUTLET	NAME	TITLE	EMAIL	SOCIAL	NOTES	LAST CONTACT	RECENT ARTICLE
Sandwich News	Sammy Which	Food editor	sandwich@eatfood.com	@nycsandwiches	Thinks tacos are sandwiches	3/14 - pitched Pie story	"Is it a Sub or Hoagie?"



Ian MacAllen is the author of *Red Sauce: How Italian Food Became American*. He is a regular contributor to the Chicago Review of Books, and writes about food at *All The Things We Eat* and *Red Sauce America*. He is the founder of Design Is The Message, a design-forward marketing agency specializing in professionals, nonprofits, and small businesses.



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