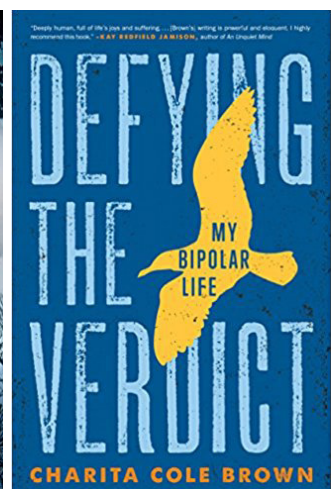
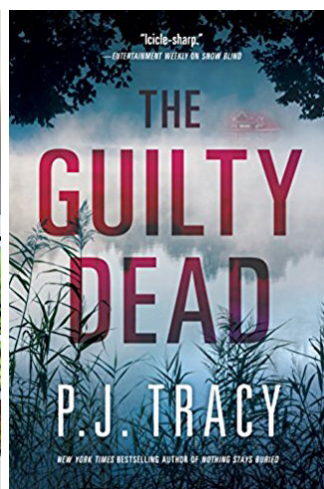
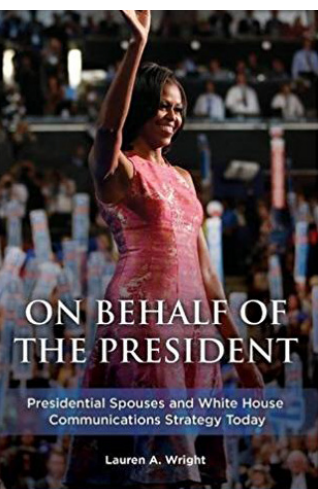


2019 MEDIA KIT

BookTrib

WHERE READERS MEET WRITERS

Introducing thousands of readers to up and coming authors



Creating unique platforms for writers, publishers and brands to grow fans and drive sales

WELCOME TO BOOKTRIB.COM

BookTrib.com is a discovery zone for readers who love books and a marketing engine for authors and publishers.

BookTrib.com brings discerning readers and rising authors closer together – and in a big way, with more than 70,000 unique monthly website visitors and close to 50,000 views on social media.

BookTrib.com is produced by **Meryl Moss Media**, a leading literary publicity and marketing firm which for more than 25 years has helped authors reach their readers through media exposure, speaking engagements and marketing initiatives. Through publicity campaigns that are seamless, newsworthy and on target, Meryl Moss Media has surpassed the competition because of its experience and skillful agility creating smart and powerful mediagenic stories and pitches.

When traditional media outlets started reducing their coverage of books and authors, Meryl Moss put a stake in the ground and founded BookTrib.com to keep books alive and relevant, featuring under-the-radar authors who deserved to be noticed and who readers would enjoy discovering, as well as the hot new books from well-known authors.

The site features in-depth interviews, reviews, video discussions, podcasts, even authors writing about other authors. BookTrib.com is a haven for anyone searching for his or her next read or simply addicted to all things book-related.

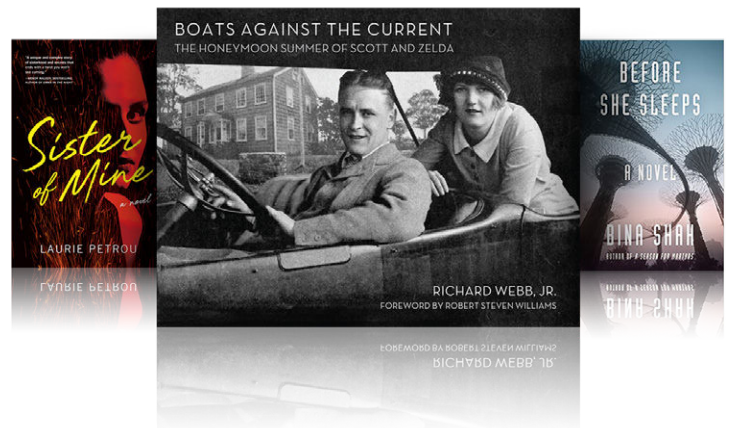
Debut, emerging and established authors, as well as book publishers and other brands associated with the book industry, come to BookTrib.com for help generating awareness, increasing followers, and ultimately selling more books.



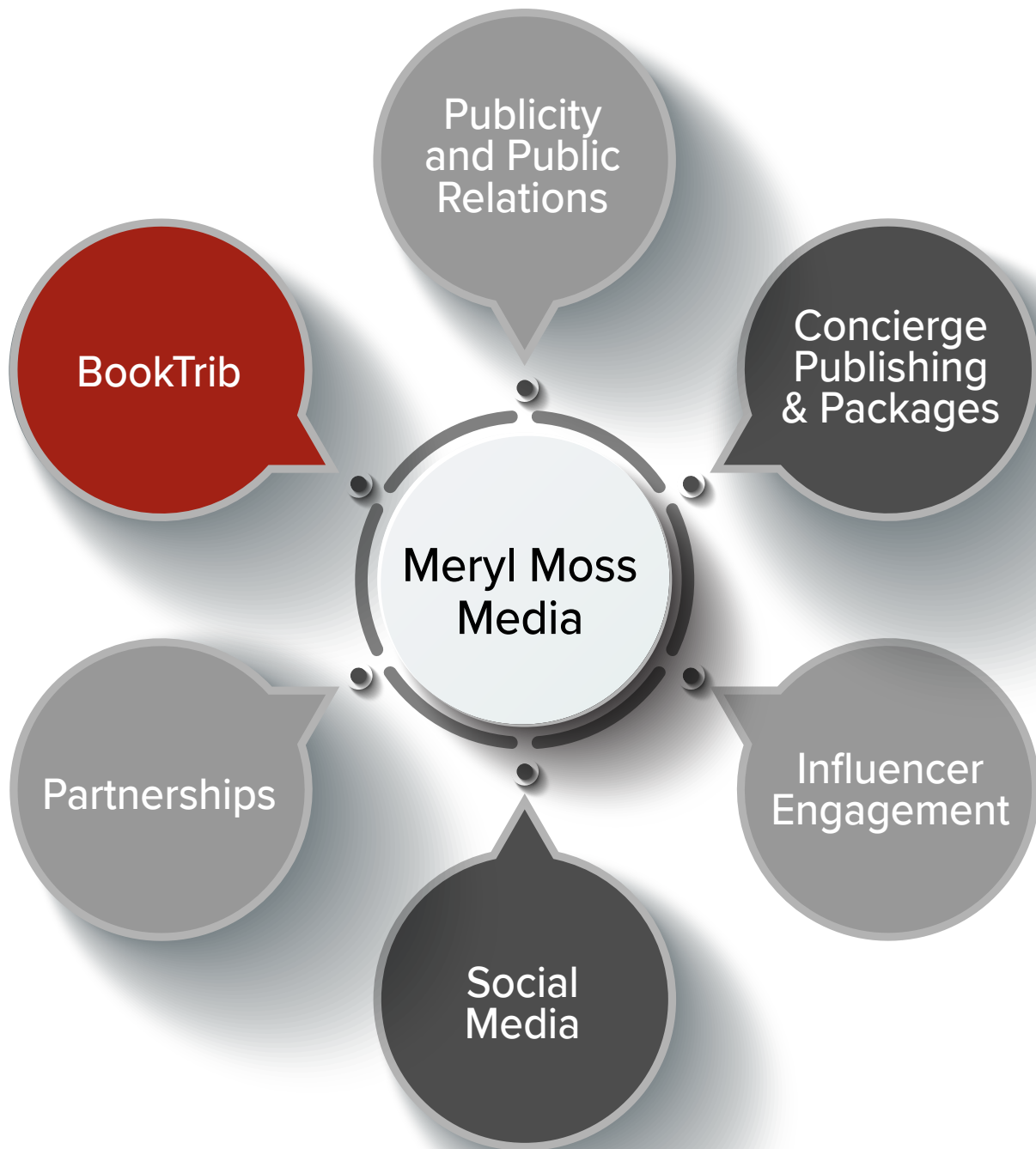
Meryl Moss

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BOOKTRIB IS PART OF
A GREATER WHOLE...



...WITH UNIQUE OPPORTUNITIES TO
PROMOTE BOOKS AND AUTHORS

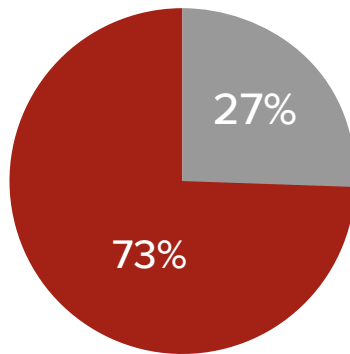


THE BOOKTRIB.COM ECOSYSTEM

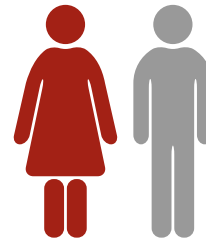


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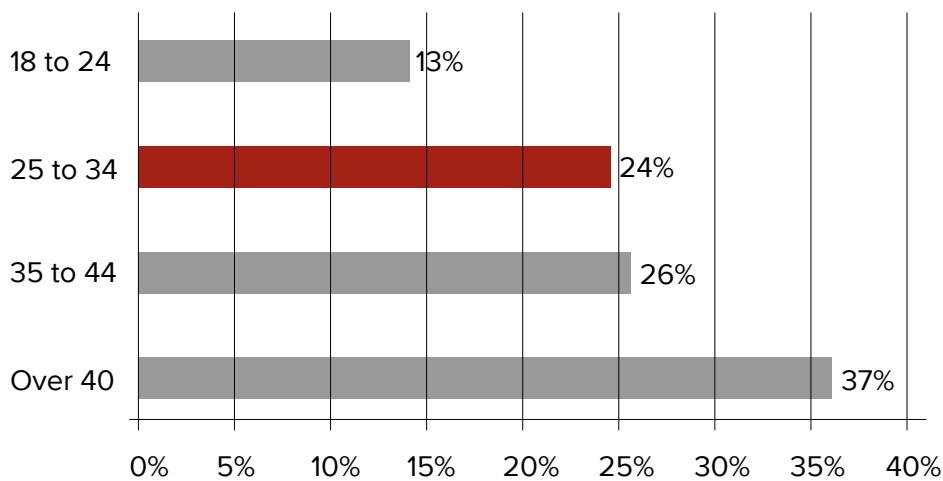
Page Views
Per Month



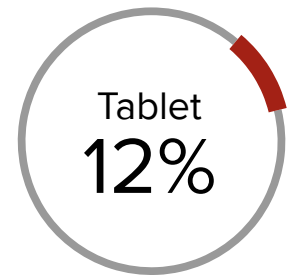
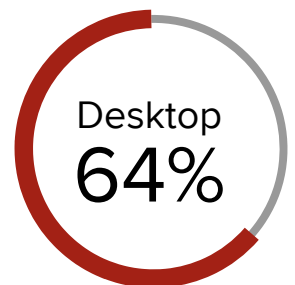
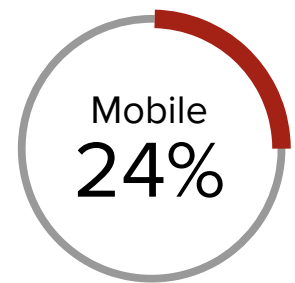
GENDER



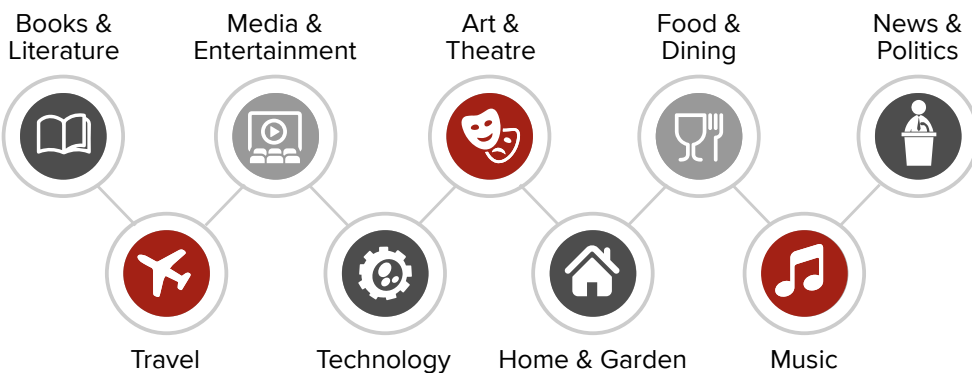
AGE



DEVICES



AUDIENCE INTERESTS



SOCIAL MEDIA



17,208 Followers



7,278 Followers



6,015 Followers

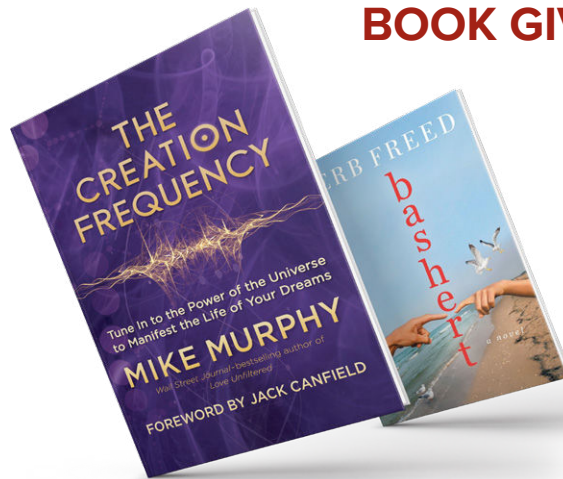


BOOKTRIB.COM
YOUTUBE CHANNEL

442,915 Views

Over **1 MILLION**
minutes watched

BOOK GIVEAWAYS



665
Entries
a month



NEWSLETTER

15,465 subscribers



GETTING THE WORD OUT ABOUT YOUR BOOKS

The experts at **Meryl Moss Media** totally understand publicity and marketing of books and created **BookTrib.com** to be able to offer a variety of affordable marketing programs for all budget levels to help authors and their publishers navigate this essential process.

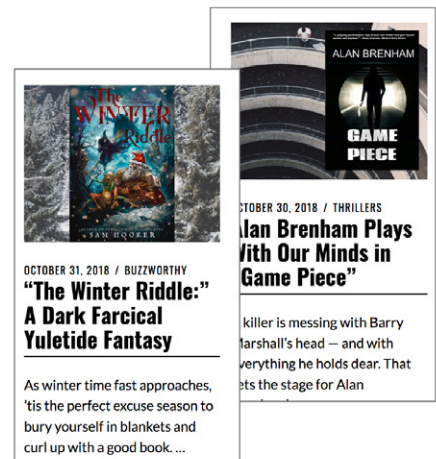
Here's a rundown of our popular marketing opportunities:

PROMOTE YOUR BOOK

A dynamic, five-layered marketing program that benefits authors seeking an affordable and effective way to develop an instant audience and get on the literary radar. The program is designed to extend the number of people who know about you and your book. It includes:

- Book review on BookTrib.com
- Author Profile Page on our website
- Social media exposure to our more than 40,000 engaged readers
- Newsletter exposure
- Book giveaway

[LEARN MORE](#)



BOOKBITES SYNDICATED BOOK NEWS COLUMN

Why reach thousands of people when you market your book, when you can reach millions? And at an affordable price? BookBites is a syndicated news column about books that BookTrib.com produces twice a month and distributes to 10,000 local newspapers in metropolitan markets. Each column provides a short synopsis of four books, one of which could be yours! The anticipated media placements of each column represent millions of print readers and online viewers.

[LEARN MORE](#)



Get The Word Out About Your Books (cont.)

BOOK CLUB BOOSTER PROGRAM

How many marketing programs can get your book right into the hands of 50 book clubs meeting in-person around the country? That's what BookTrib's Book Club Booster Program does. Your book will be showcased, discussed and given away in front of as many as 2,000 book club members attending in-person book club meetings. The program is supplemented with a book review, homepage ad and a promotional outreach to close to 100,000 passionate readers!

[LEARN MORE](#)



EMERGING AUTHOR SPOTLIGHT

Your book and our review of it will be front and center on the BookTrib.com home page in our newly created Emerging Authors feature. This program literally puts you in the spotlight to our audience of hungry readers seeking ideas about new and up and coming authors. Price: \$250 a week (one of four rotations).

[CONTACT US TO LEARN MORE](#)

CONTRIBUTING WRITER PROGRAM

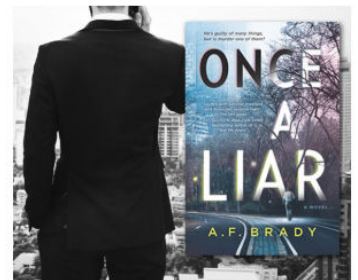
How do I get known? Authors ask us all the time – and the answer lies in our value-add programs. BookTrib's Contributing Author and Platform-Building Program is one good place to start. You read books, meet new authors, interview them, write reviews about their books, and build your following through these authors and their own followings.

Other benefits:

- A string of bylines on BookTrib
- A bio with your picture at the end of each review you write
- A link to your website
- You will be listed as a Contributor on the BookTrib website, with a bio and picture
- Hands-on editorial coaching
- Promotion on social media and our e-newsletter

[CONTACT US TO LEARN MORE](#)

Emerging Authors



A.F. Brady's "Could Be" Killer

A high-powered Manhattan defense attorney known for taking on the most despicable – and guilty – of clients finds himself on the defense when he appears to be set up as his former mistresses' brutal murderer. Compelling readers to turn...



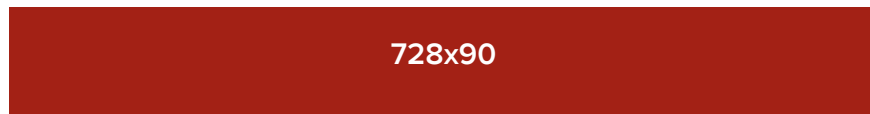
ADVERTISING

BANNERS

Leaderboard 728 x 90.....	\$400 a month
Run of site, header and footer (maximum four-ad rotation)	
Other 1200 x 200.....	\$325 a month
Within core content	

SIDEBARS

300 x 250.....	\$275 a month
300 x 100.....	\$200 a month
160 x 600.....	\$350 a month



ALL-STAR TEAM OF CONTRIBUTORS



Neil Nyren

Former Executive VP, Associate Publisher and Editor in Chief of G.P. Putnam's Sons. Winner of the 2017 Ellery Queen Award from the Mystery Writers of America. Writes a monthly publishing column for the MWA newsletter *The Third Degree* and is an Editor at Large for *CrimeReads*.



Susan Shapiro Barash

Susan Shapiro Barash is an established writer of 13 nonfiction women's books, including *Tripping the Prom Queen*, *Toxic Friends* and *You're Grounded Forever, But First Let's Go Shopping*. She is a well-recognized gender expert and teaches gender studies at Marymount Manhattan College. She also has taught creative nonfiction at the Writing Institute at Sarah Lawrence College. Her novel, *Between the Tides*, was published under the pen name Susannah Marren. Her most recent novel is *A Palm Beach Wife*. Please visit her website for more information.



Joseph Olshan

Award-winning American novelist. His first novel, *Clara's Heart*, won the Times/Jonathan Cape Young Writers' Competition and went on to be made into a feature film starring Whoopi Goldberg. Author of nine novels, has written extensively for newspapers and magazines, including the *New York Times*, *The Wall Street Journal*, *The Washington Post*, *The Chicago Tribune*, *Harpers Bazaar*, *People magazine* and *Entertainment Weekly*. He currently serves as Editorial Director at Delphinium Books.



Jon Land

Bestselling author of over 25 novels, many of them based on extensive travel and research as well as a 25-year career in martial arts. Associate member of the U.S. Special Forces and Vice President of Marketing for the International Thriller Writers.



Joanna Poncavage

Had a 30-year career as an editor and writer for *Rodale's Organic Gardening* magazine and The (Allentown, Pennsylvania) *Morning Call* newspaper. Author of several gardening books, she's now a freelance journalist.



All-Star Team of Contributors (cont.)



Claudia Keenan

Historian of American education and independent scholar who has published on such topics as progressive education, history of debate, and First Ladies.



Jim Parry

A Harvard graduate, has had long career in advertising, including starting two agencies with national accounts (Conoco, Pfizer, Best Western Hotels). His thriller, *The Discovery*, was published by Crowell, a division of what is now HarperCollins. He has co-written screenplays sold to Columbia and Universal and most recently has blogged for *Huffington Post*. He is back to writing thrillers and is collaborating with Ron Barrett (co-creator and illustrator of “*Cloudy with a Chance of Meatballs*”) on illustrated books for adults and children.



K.L. Romo

Writes about life on the fringe: teetering dangerously on the edge is more interesting than standing safely in the middle. She is passionate about women’s issues, loves noisy clocks and fuzzy blankets, but HATES the word normal. Visit KLRomo.com or @klromo.



Jennifer Blankfein

Freelance marketing consultant and book reviewer. Loves to talk about books, is an avid reader, and writes a blog, “*Book Nation by Jen.*”



Krista Beggan

A writer and a reader with a serious addiction to happy endings. She craves stories about inspiring characters with a passion for life and each other. Krista also loves chocolate and champagne (not necessarily in that order), hates the cold, and spends way too much time trying to convince her husband that talking to oneself is acceptable behavior for a writer. She’s currently working on her first novel. Visit her website at kristamariewrites.com.



Ann Lineberger

Ann Lineberger is the author of *Sunday Best* (2008), *The Adjustments* (Full Fathom Five Digital, 2016) and *New Spaces, Old World Charm* (McGraw-Hill, 2004). Ann has worked as a reporter, editor, and writer for numerous publications, including *Fortune*, *Entertainment Weekly*, *Cottages & Gardens*, and *Home Remodeling*. She earned a master’s degree in journalism and mass communication from New York University and an associate’s degree from the New York School of Interior Design. Visit her website for more information: annlineberger.com.



All-Star Team of Contributors (cont.)



Casey Barrett

Casey Barrett is the author of the *Duck Darley* crime series. His debut, *UNDER WATER*, was nominated for a Shamus Award in 2018. He is a Canadian Olympic swimmer and is the co-founder of Imagine Swimming, New York City's largest learn-to-swim school. He has won three Emmys and one Peabody award for his work on NBC's broadcasts of the Olympic Games. Casey lives in Manhattan and the Catskill mountains of New York with his wife, daughter, and dog. Visit his website at caseybarrettbooks.com.



Anne Eliot Feldman

After a career as a technical writer for the Library of Congress and other nooks and crannies of our Federal Government, she now happily writes women's fiction, with her first book about infidelity and the second about chocolate. She considers the two to be related in so many fascinating ways but that will be another book.



Janice Lombardo

Janice's career in the publishing industry began 25 years ago when she was a publicist for a boutique literary PR firm. Since then, she's worked her way up the masthead at such publications as *Natural Health*, *Men's Fitness*, *Whole Living*, and *Prevention*, to name a few, and today is the managing editor at *Inc.* magazine. When she's not pounding the internet in search of a literary agent to represent her with her first novel, you can find her at home in Brooklyn with her blind Bijon and deaf Shih Tzu working on her next book (and waiting for her kids to respond to her text messages).



Jessica Noyes McEntee

Jessica Noyes McEntee is a fiction instructor at Westport Writers' Workshop in Connecticut. Her debut poetry chapbook will be published by Finishing Line Press in June of 2019, and her website is jessicamcentee.com. Previously, she worked in the editorial department at Wiley. She graduated magna cum laude from Amherst College and has written five novels for which she's seeking representation.



Brielle Heini

Brielle Heini is an avid reader who always has a book with her. She has both undergraduate and graduate degrees in psychology and enjoys working with individuals with autism. She also loves writing, crafting, and traveling to new places around the world.



All-Star Team of Contributors (cont.)



Mary Ann Ryan

Recently retired after a 40-year career in higher education, Dr. Mary Ann Ryan now writes women's fiction. She and her spouse, Sarah, live in St. Paul, Minnesota with their puppies Salvador and Spunky.



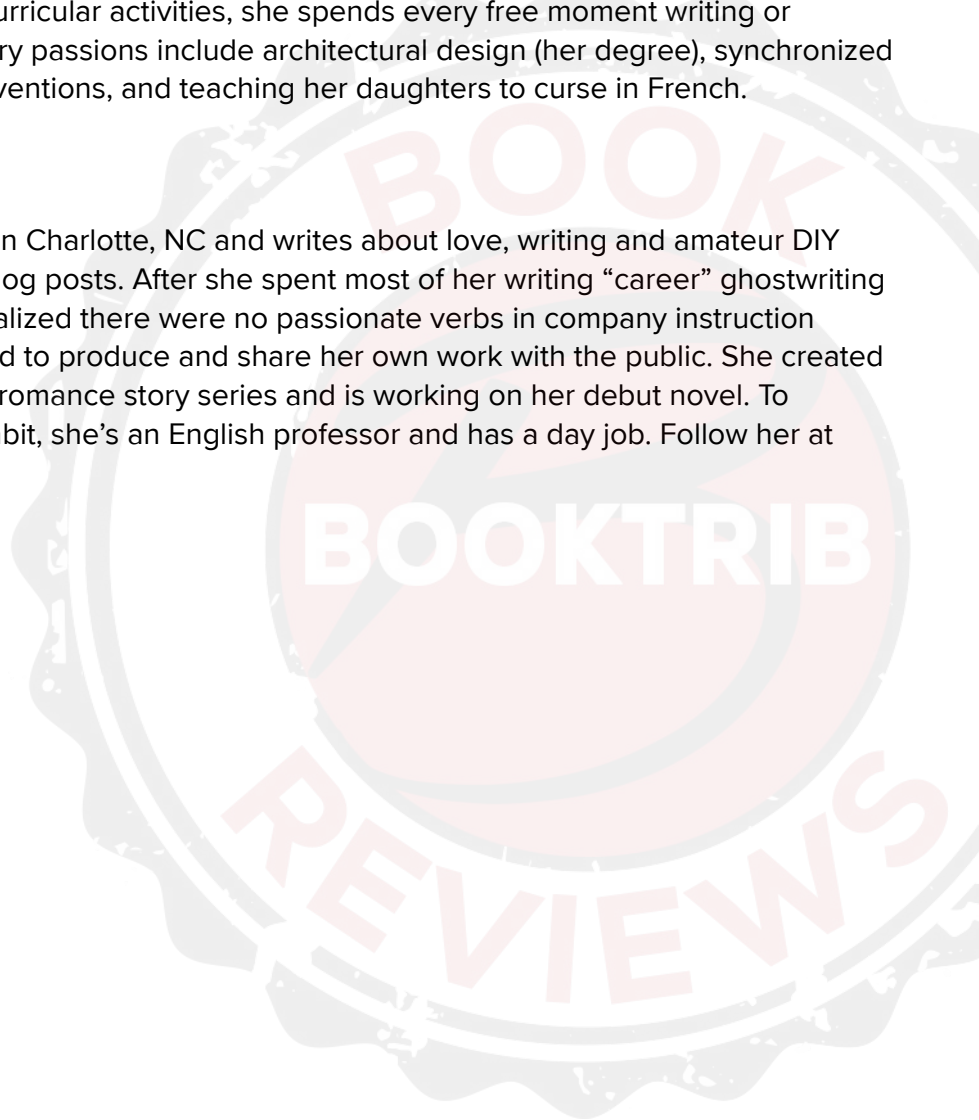
Gisèle Lewis

Gisèle Lewis is a native Bostonian transplanted to sweltering Florida. When not ferrying her children to extracurricular activities, she spends every free moment writing or reading. Her secondary passions include architectural design (her degree), synchronized swimming, cocktail inventions, and teaching her daughters to curse in French.



Y.M. Nelson

Y.M. Nelson is based in Charlotte, NC and writes about love, writing and amateur DIY through stories and blog posts. After she spent most of her writing "career" ghostwriting for companies and realized there were no passionate verbs in company instruction manuals, Y. M. decided to produce and share her own work with the public. She created the *Owen & Makayla* romance story series and is working on her debut novel. To support her writing habit, she's an English professor and has a day job. Follow her at ymnelson.com



CONTENT PARTNERS



Girly Book Club

Formed as a means to find new friends in a strange city, the Girly Book Club (GBC) now has over 95,000 members in 12 countries and 80 cities across the globe, making it the largest of its kind in the world. All GBC chapters read the same book at the same time and meet up once a month in a centrally located venue to discuss that month's book. The GBC works as a global sorority, provides a relaxed and casual atmosphere to meet friends in new cities and connects women with others who share their literary interests.

IngramSpark

IngramSpark is an award-winning independent publishing platform that offers indie authors the same quality print and global distribution services enjoyed by big-time publishers. Once you finish and format your book, IngramSpark makes it possible to share it with the world. Focus on what you do best—create innovative content—and let IngramSpark do the rest: print, ship, and distribute. It's your content. IngramSpark just helps you do more with it.



INscribe Digital



INscribe Digital has established itself as a leader in the eBook publishing services space. Combining technological expertise in the digital media distribution space, with knowledgeable publishing and bookselling veterans, INscribe is uniquely positioned to serve the needs of authors, agents, and publishers of all sizes in a dynamically changing industry. Its philosophy is simple – to manage digital complexity efficiently and effectively so its partners can focus on bringing great content to readers. INscribe is a division of Independent Publishers Group.

Delphinium Books



Committed to publishing original, important voices, be it fiction or non-fiction, in contemporary society. Recognizes excellence in writing, and thereby brings it to public attention.

Random House/Signature Views



Provides readers with unique points of view built atop a literary foundation. Creates videos featuring the brightest minds in print.

International Thriller Writers



An honorary society of authors, both fiction and nonfiction, who write books broadly classified as thrillers, including such subjects as murder mystery, detective, suspense, horror, supernatural, action, espionage, true crime, war and adventure, among others. It produces The Big Thrill magazine.



Content Partners (cont.)



Tall Poppies

A group of women writers in a variety of genres with all kinds of publishers, connecting with women readers all over the world.

NetGalley



NetGalley is an innovative and easy-to-use online service and connection point for book publishers, reviewers, media, librarians, booksellers, bloggers and educators. NetGalley delivers digital galleys, often called advance reading copies, or ARCs, to professional readers and helps promote new and upcoming titles. Professional readers—reviewers, media, journalists, bloggers, librarians, booksellers and educators—can join and use NetGalley at no cost.

Just the Right Book Podcast



A podcast hosted by Roxanne Coady, owner of famous independent bookstore R.J. Julia Booksellers in Madison, CT, that will help you discover new and noteworthy books in all genres and give you unique insights into your favorite authors.

AuthorBuzz



A marketing and promotion service that lets authors make a personal connection with the people who buy, sell, read, and recommend their books. Offers everyone from independent writers to major publishers the opportunity to connect their books with the right audience.

Westport Public Library

**The
Westport
Library...**

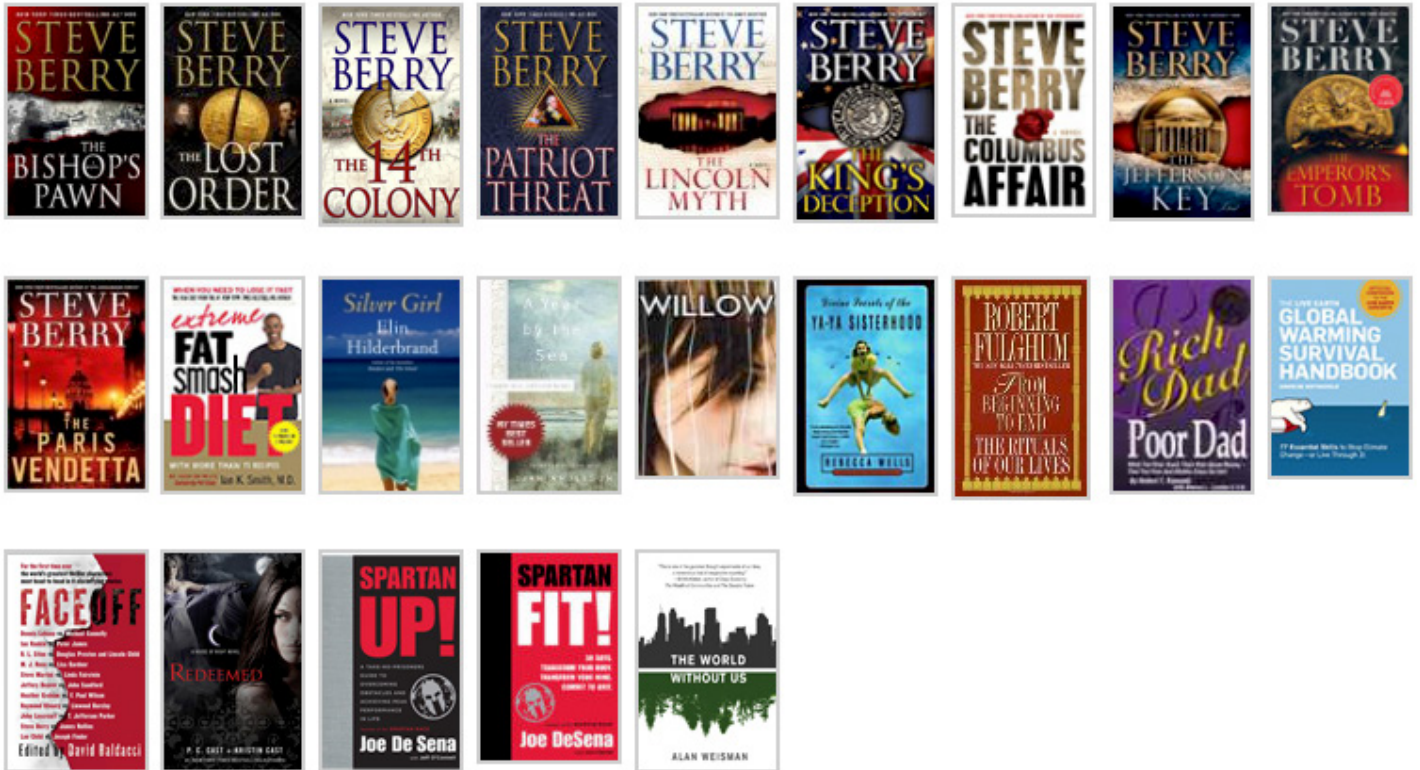
Since 1886, devoted to enriching the intellectual and creative lives of the Westport, CT, community. A vibrant community hub where people of all ages come to seek information, gain knowledge, exchange ideas and share experiences. A warm and welcoming destination where individuals read and research, shop the store, meet friends or simply enjoy the camaraderie of being in a shared space. Earned prestigious “Five-Star Library” status in 2013, 2015, 2016 and 2017 from Library Journal.



THE COMPANY WE KEEP

Here's a partial list of some of the clients that have worked with BookTrib.com parent Meryl Moss Media.

BESTSELLERS



ROMANCE BESTSELLERS



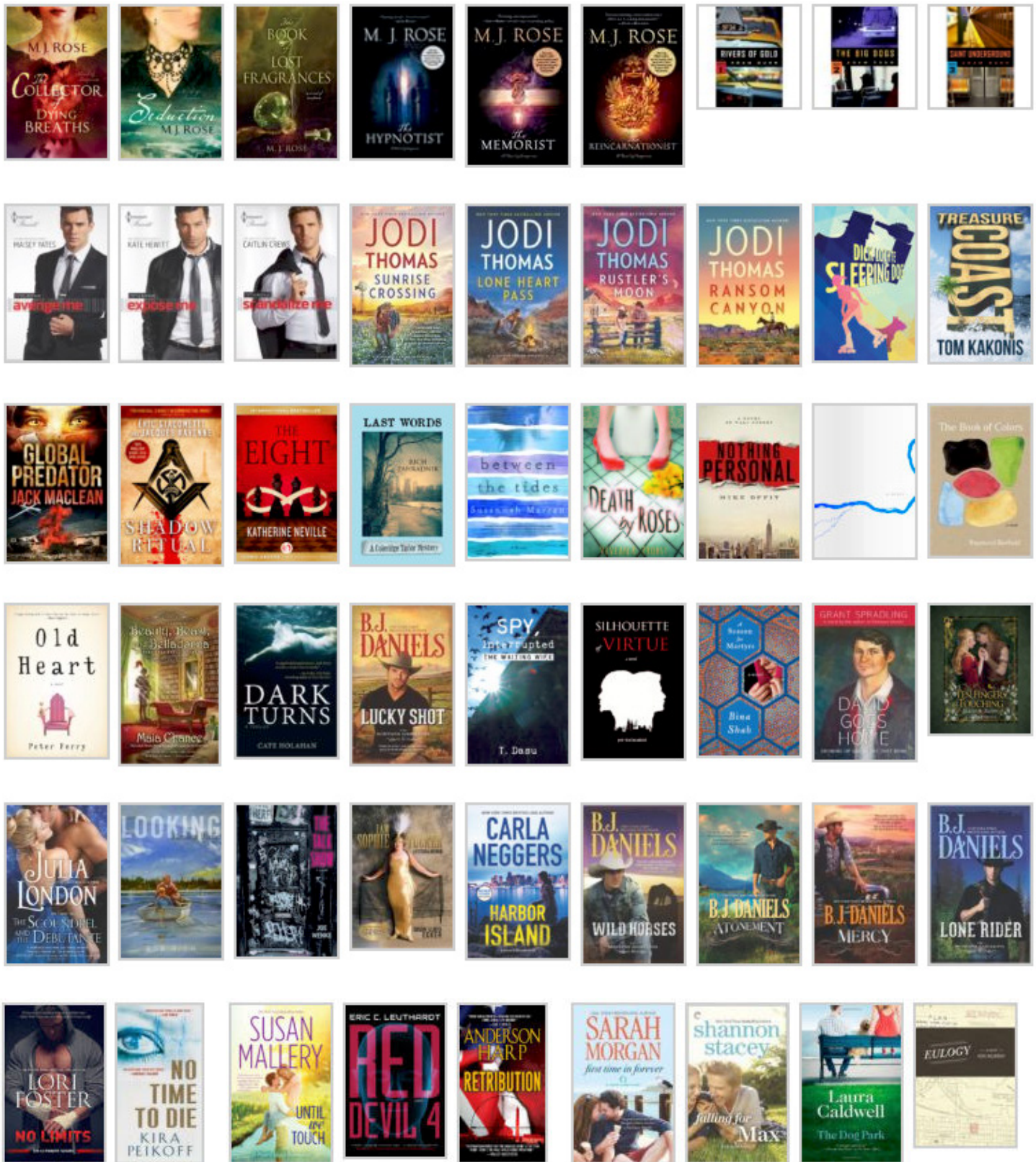
BUSINESS

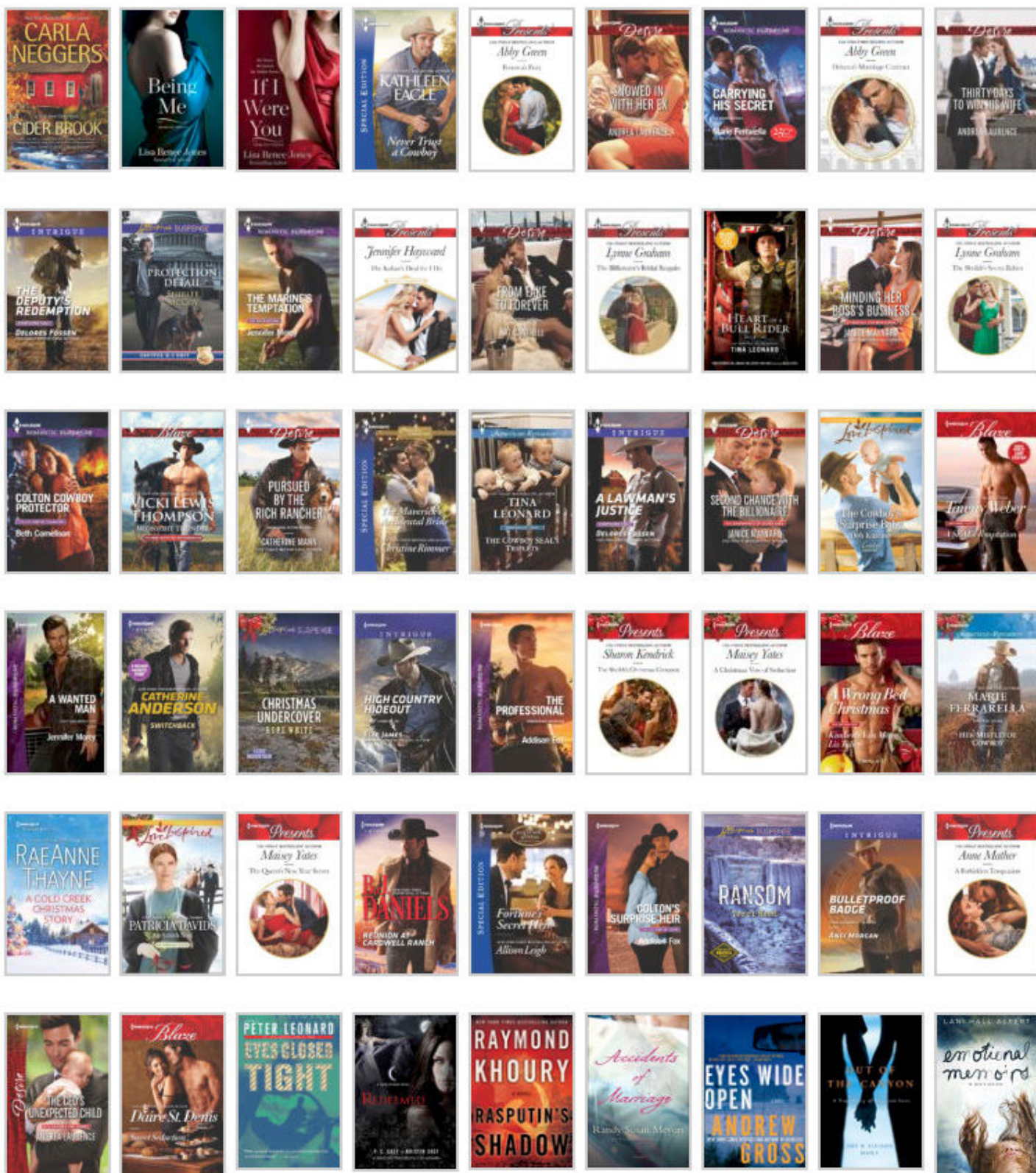


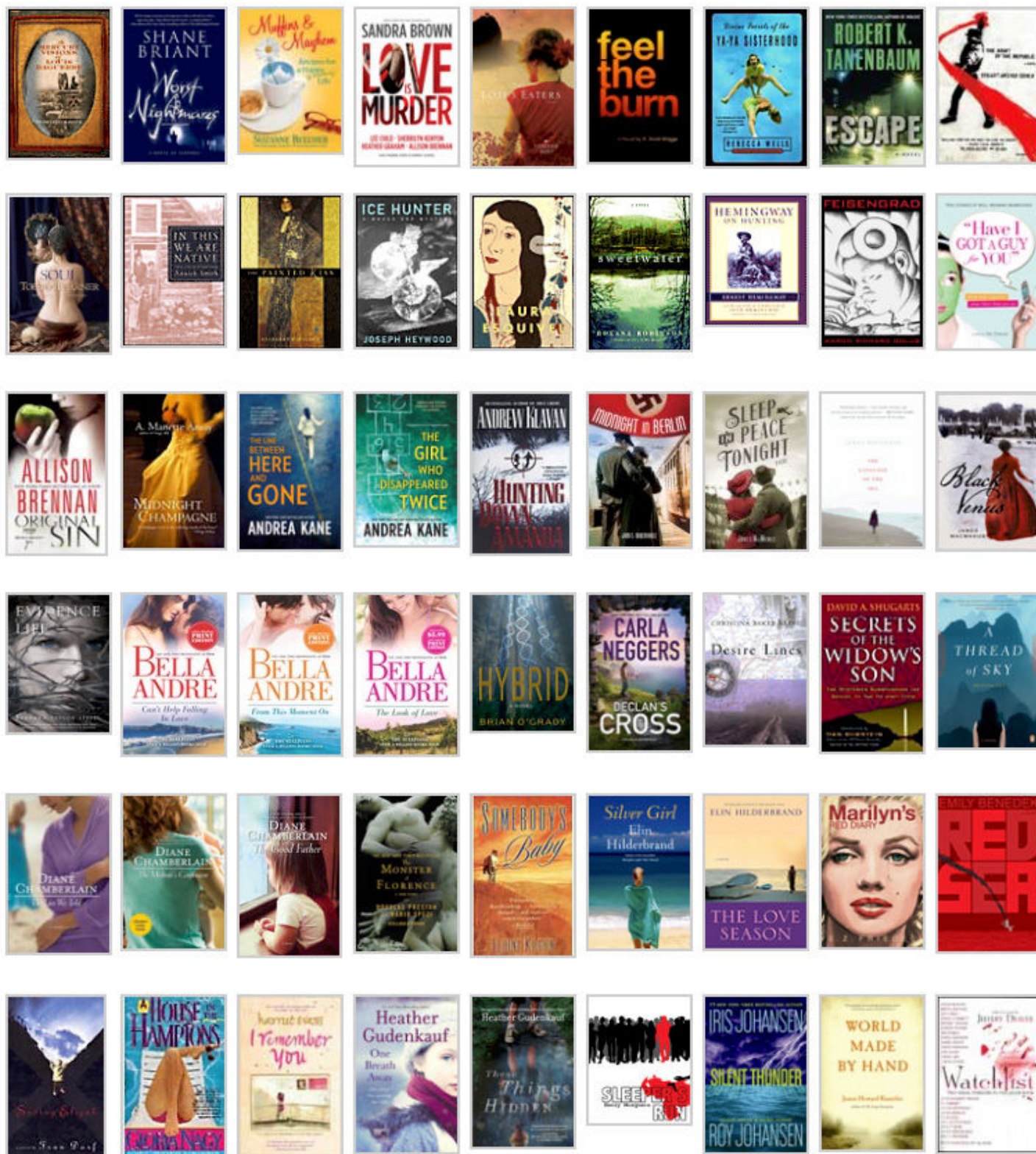


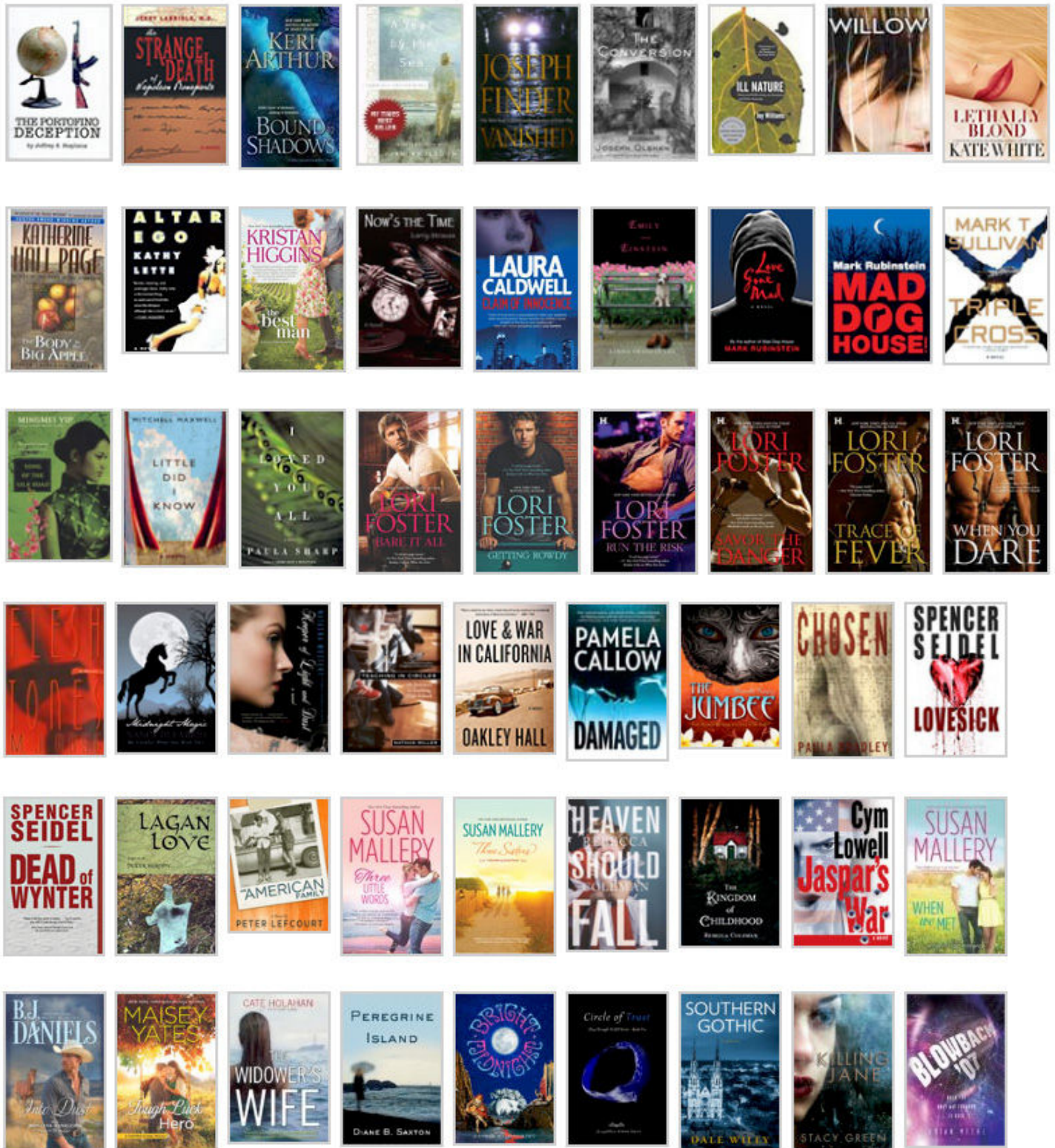
NOVELS

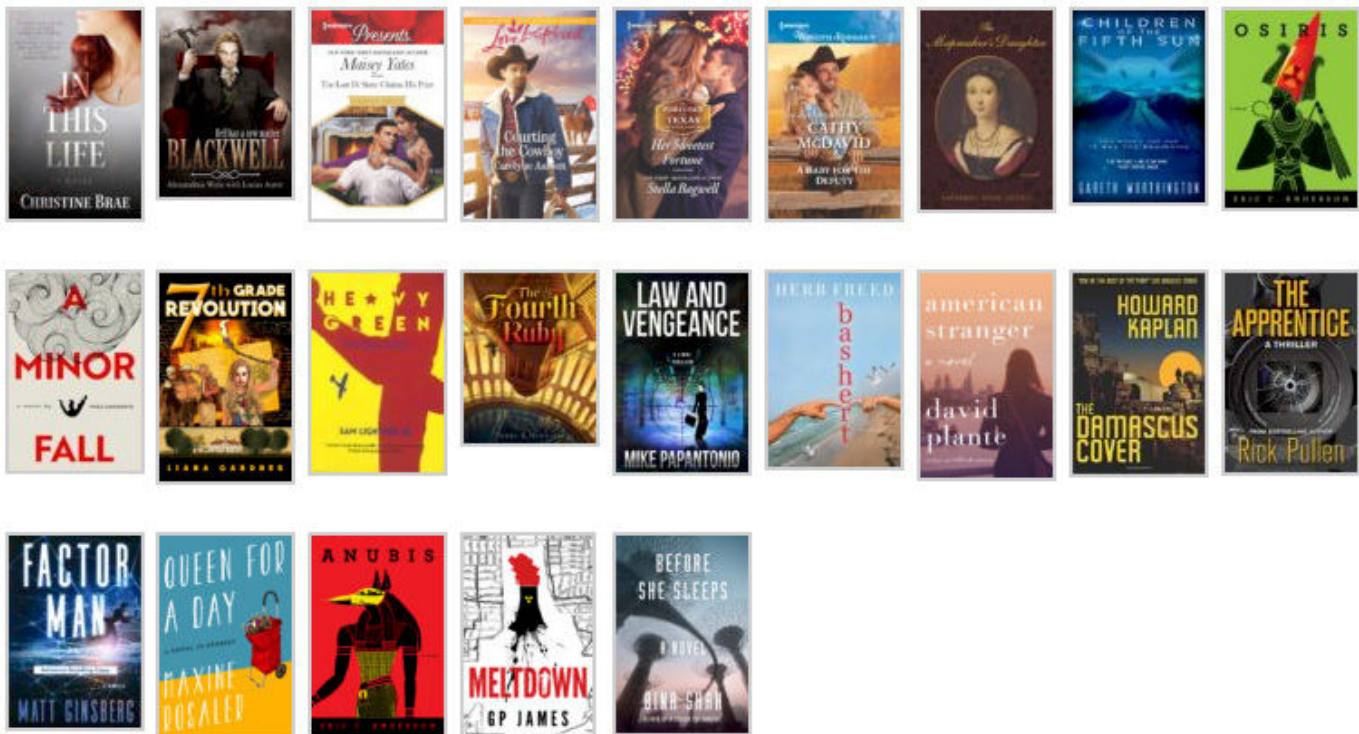






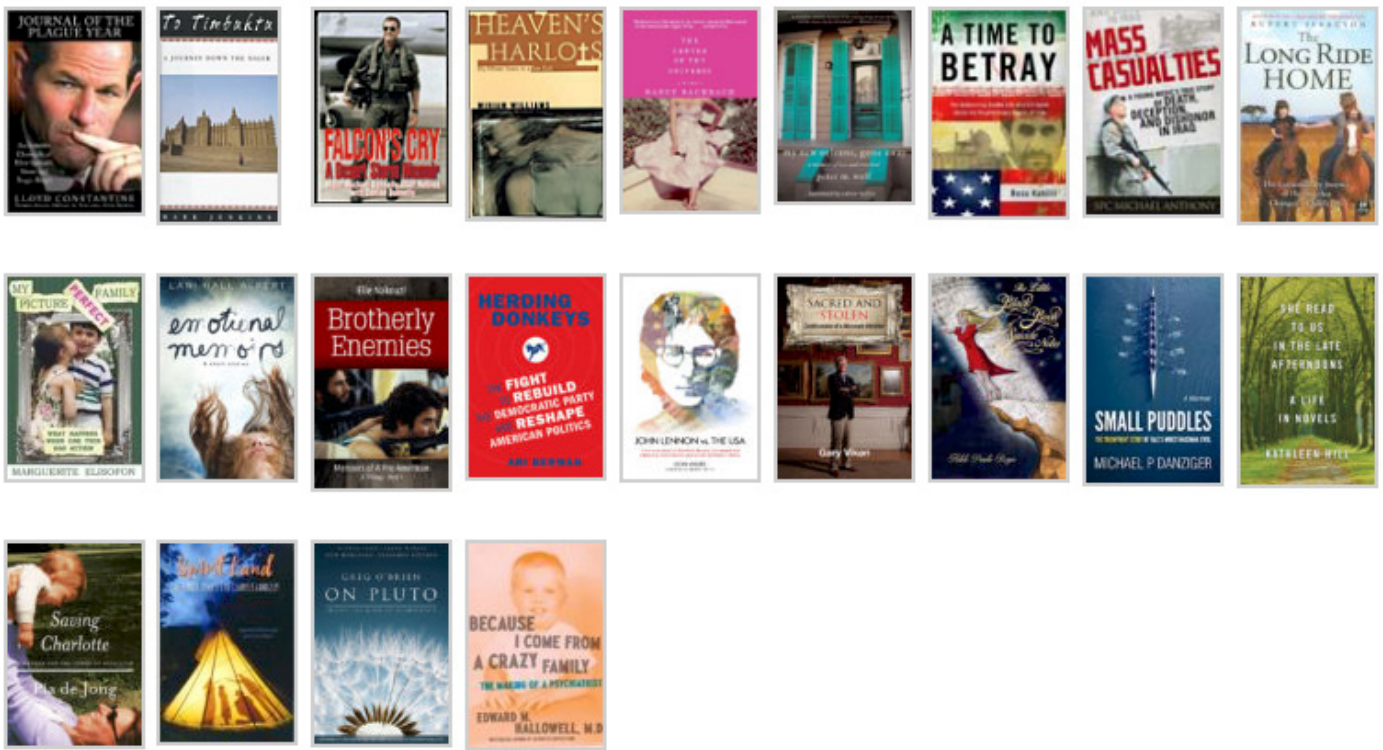






MEMOIRS





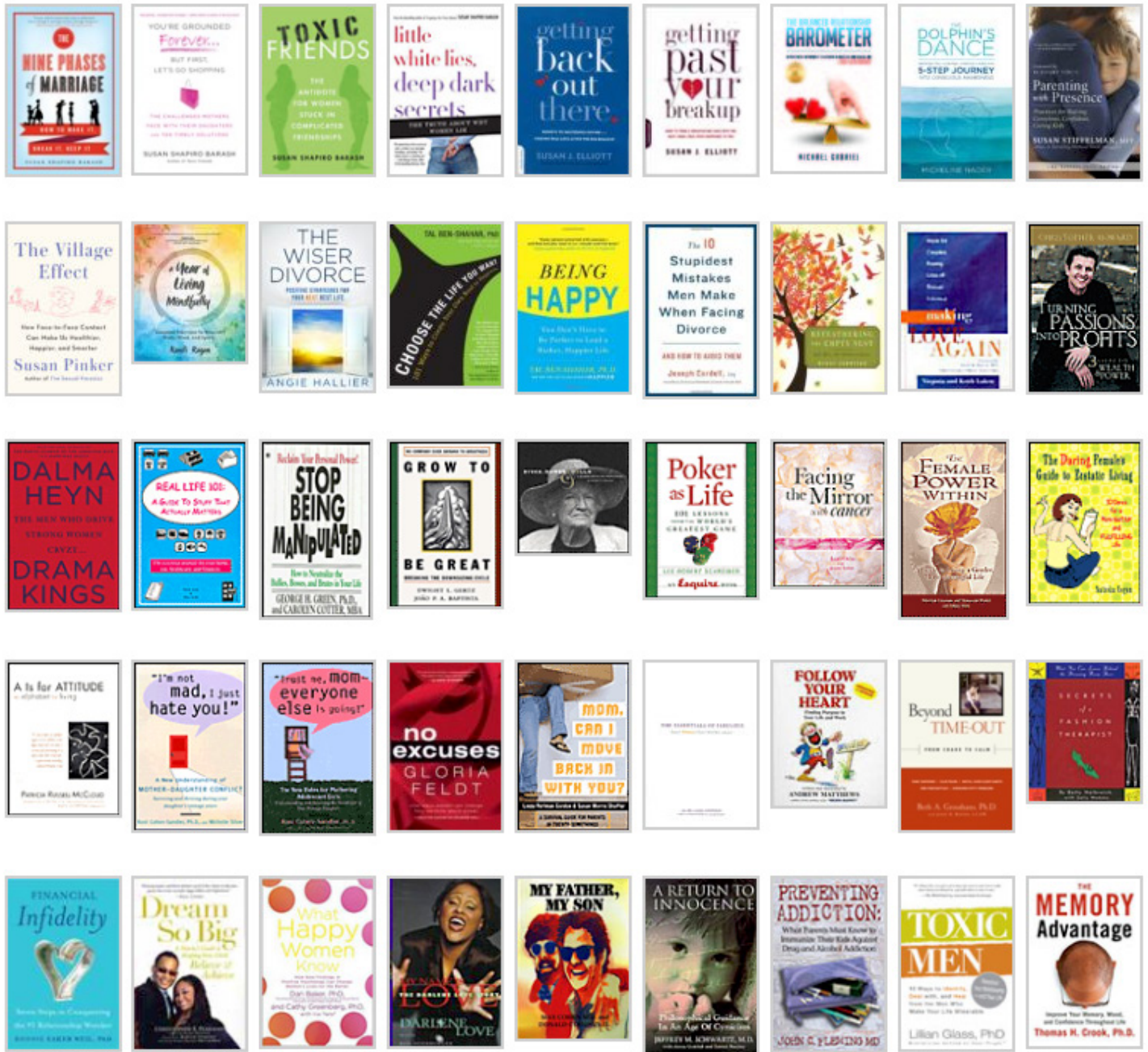
PERSONAL FINANCE

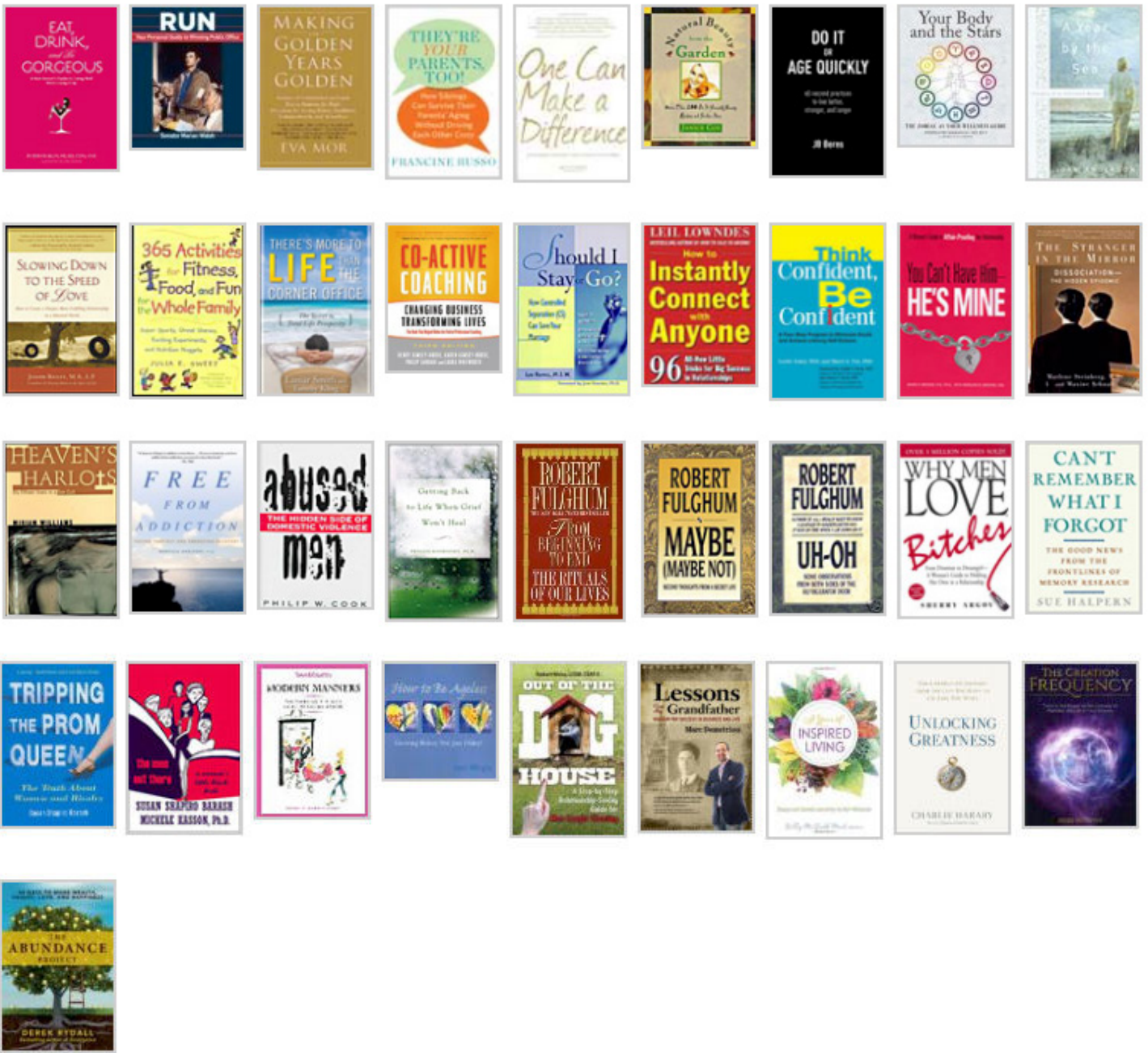


FOOD & WINE



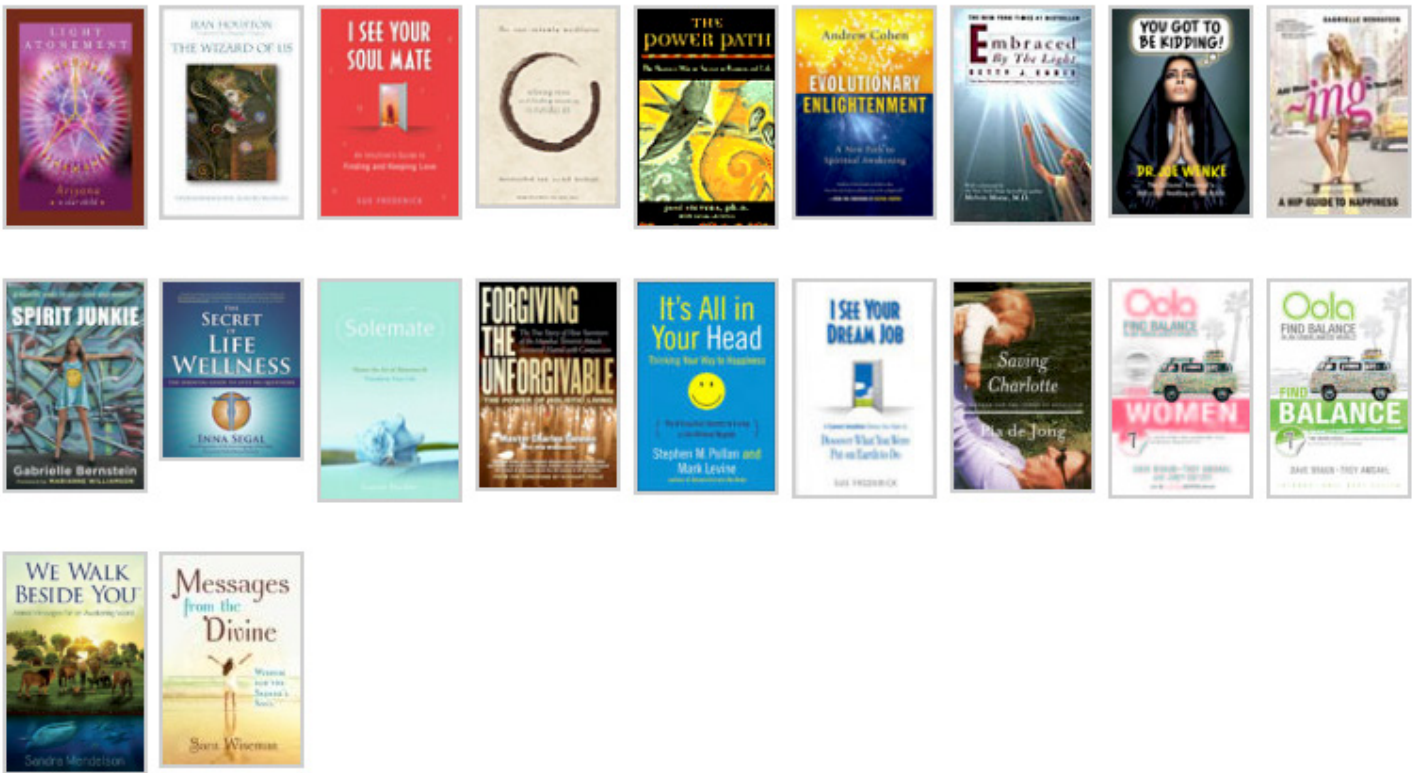
SELF HELP





SPIRITUALITY & RELIGION





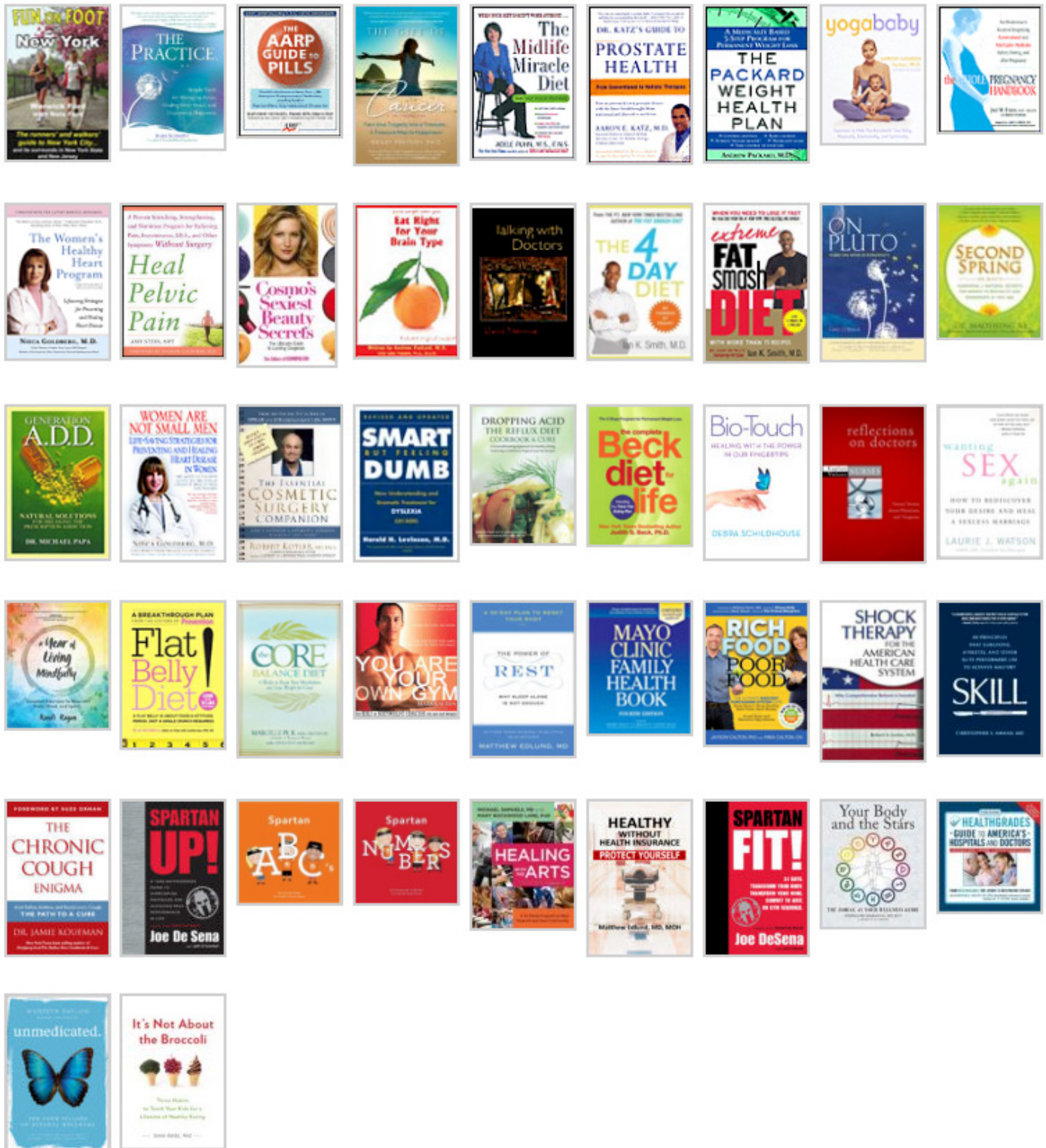
ENVIRONMENT



EDUCATION



HEALTH & FITNESS



PHOTOGRAPHY



WHAT AUTHORS ARE SAYING ABOUT BOOKTRIB



While I had doubts whether promotion would equal book sales, I can attest that BookTrib's review of my book definitely resulted in an uptick of activity and ultimately sales of books. Your professional approach and follow through (exactly as promised each step of the way) stands out as stellar in the often-murky world of book publicity. I highly recommend BookTrib as a 'minimum investment/maximum return' vehicle to help authors get their books in front of potential readers.



—Anne Goodwin
Author, *Come to the Lake*



I just read the review of my book and I'm more than just happy -- I'm ecstatic! The review means so much to me, and I will definitely share it on social media. It was well worth the wait and it surpasses all expectations of what I thought the program would be like. I am very happy I made the decision to use BookTrib, and look forward to many more projects.



—Charletta Barksdale
Author, *Desire of Whimsy*



We can't say enough about BookTrib — supportive, sharp, always insightful. They've become integral to our marketing for debut authors — their mission of connecting readers and writers rings true.



—Lindy Ryan
Owner/Publisher, Black Spot Books



BookTrib is the go-to platform for readers looking for their next great read and writers looking for a great way to build their brand. Reviews are incisive and insightful, and features bring books and authors to life. Whether it's print, digital or audio books, the future of reading entertainment begins here.



—Jon Land
USA Today bestselling author





My journey as a self-published author has been a long and often difficult one. There are so many decisions to make. Finding a professional marketing venue on a limited budget is one of the most challenging decisions. I feel very fortunate to have chosen BookTrib to help market my book. They were there for me all the way. I am impressed with the professional look of their site and their extensive social network. As an author, the most important thing is to reach as many readers as possible. I am delighted with the professional review of my book. It's clear the reviewer understood the essence of my stories. Most importantly, BookTrib is ethical. They did everything they promised, and to me that is so important. I highly recommend BookTrib.



—**Diana Grillo**
Author, *An Accidental Murder and Other Stories*



BookTrib reviews have helped us broaden our platform and connect with new, highly engaged readers who share —and most importantly — buy.



—**Ann Garvin**
Founder, Tall Poppy Writers



BookTrib is an important factor in getting my work known. I am delighted with the results of our goal: Get the word out!



—**Herb Freed**
Author, *Bashert and Love, Faith and a Pair of Pants*



BookTrib is not only the hub where booklovers discover hot new titles and up-and-coming authors, it's also a fantastic way for all authors to get marketing guidance from a seasoned staff and thoughtful reviews from a stellar stable of writers. BookTrib knows how to get a book to stand out and shine in a crowded marketplace. They refueled the fire of my debut thriller and were indispensable in the launch of my latest - and in such a short amount of time! And everyone at BookTrib is super nice to boot!



—**Martin Jay Weiss**
Author, *Second Son and Flamingo Coast*



BookTrib was immensely helpful to a debut author.



—**Samuel W. Gailey**
Author, *Deep Winter* and
The Guilt We Carry



Oh my goodness. That is the most wonderfully written review I've ever gotten. I will continue to use BookTrib with future books.



—**Jennifer Trethewey**
Author, *Tying the Scot*, *Betting the Scot*,
Forgetting the Scot and *Saving the Scot*

WHAT AUTHORS ARE SAYING ABOUT MERYL MOSS MEDIA



I have been very fortunate to work with Meryl Moss Media. They have created over a hundred interview opportunities for me, publicized my books all over the country, and given me excellent advice on how to expand my readership. I could not have found a better group.



—**Mike Bond**
Author, *Saving Paradise*,
The Last Savanna, *Holy War*,
House of Jaguar and
Tibetan Cross



Meryl Moss Media offers a spectacular level of service. MMM provides high quality and effective contacts, along with seamless organization that makes it easy to manage the most robust event or media tour. Meryl herself is warm, insightful and has a knack for knowing exactly who to connect authors with; her team is positive, friendly and effective. I highly recommend Meryl Moss Media, and plan on working with them again.



—**Sara Wiseman**
Author, *Messages from the Divine: Wisdom for the Seeker's Soul*



“

Meryl and her staff are extremely smart, extremely capable, and hyper-aware of the media environment — the right combination of flexibility and tenacity for high-level promotion. Plus, they are a pleasure to work with.



—**Frederick Kaufman**
Author, *Bet the Farm*

“

What sets Meryl Moss Media apart is that Meryl and her team care so much about their clients.



—**Ann Fishman**
Author, *Marketing to the Millennial Woman*

“

I would not launch another book without Meryl Moss Media.



—**Kathryn Miles**
Author, *Superstorm: Nine Days Inside Hurricane Sandy*

“

As a first-time author, I was amazed at how much great publicity Meryl Moss Media was able to generate for me in a very short time. I was transformed from being just another autism mom writing about my family's experience to an author/expert interviewed on many radio stations and television shows and was offered several speaking engagements. I was also featured in The New York Post and invited to write articles for numerous parents' magazines and prominent blogs. I couldn't imagine a more "picture perfect" book launch, and would definitely return to Meryl with my second book.



—**Marguerite Elisofon**
Author, *My Picture Perfect Family: What Happens When One Twin Has Autism*

“

I love the personal attention I received from working with Meryl Moss Media as well as from Meryl herself. As a client I felt I had my own team. I appreciated their openness, flexibility and integrity throughout the process. It was a delightful experience overall.



—**Micheline Nader**
Author, *The Dolphin's Dance*



Meryl Moss and her team gave *Midnight in Berlin* a huge boost in the U.S. and made it essential that I fly the Atlantic to fulfill the many interviews and speaking engagements that she and her team arranged for me. A fantastic service from highly skilled publicists who know the highways and byways of American media.



—**James MacManus**
Author, *Midnight in Berlin*



Meryl Moss and her team were instrumental in transforming my “Leading Geeks” book into the foundation for a satisfying career. If you’ve invested your time, heart and soul in writing a book that you want to launch a career in writing, speaking and/or consulting, publicity is a critical component.

Every day, more than a decade later, I still reap the benefits of the investment I made with Meryl & her team.



—**Paul Glen**
Author, *Leading Geeks*



Meryl Moss has been my trusted book publicist for eight of my books (six nonfiction and two novels). She is a seasoned, respected publicist who has created impressive campaigns for each of my projects. She and her staff are savvy, resourceful marketers — I count on them.



—**Susan Shapiro Barash/
aka Susannah Marren**
Author, *Your’re Grounded Forever...But First Let’s Go Shopping*, *Tripping the Prom Queen*, *Toxic Friends*, *Between the Tides*, *A Palm Beach Wife*, *Little White Lies*, *Deep Dark Secrets*, and *The Nine Phases of Marriage*



Meryl Moss and her staff did everything she promised and then some during the time I retained her to help market my most recent two novels. I have been extremely pleased. Interviews and appearances were arranged efficiently providing wide exposure. In addition, they found blogs and reviewers to publicize the books. When my publisher’s schedule slipped, Meryl was both gracious and flexible in rescheduling the appearances. I will certainly use Meryl again for my next book.



—**Allan Topol**
Author, *The Spanish Revenge*

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EDITORIAL AND SPONSORSHIP INQUIRIES

Jim Alkon

Editorial and Business Development Director

BookTrib.com

jim@BookTrib.com

203-226-0199

MEDIA INQUIRIES

Carole Claps

Senior Publicist

BookTrib.com

carole@merylmossmedia.com

203-226-0199



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