



UTOPIA COMMUNICATIONS, Inc.  
Changing the world, one client at a time.

### Getting a Better Read on Book Publicity



Utopia is well versed in book publicity, but not every book will make the grade. With intensive competition for book reviews and author appearances, we only work on projects we believe have the elements that will appeal to media. First, we look for an author who has a unique point of view and media presence. Second, we only work with publishers who respect and understand the role public relations plays in the overall marketing mix. Finally, we look for content that is relevant to the media. Let's face it, there are thousands of great books, but not all of them are newsworthy. We're honest enough to let you know if your book is, and why.

145 Wyckoff Road • Suite 204 • Eatontown, NJ 07724 • Toll Free: 1-888-321-UTOPIA (8867)

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