

CASE STUDY



The Stratus Estate

M. Coté Warner

Genre: Science Fiction



Goal:

Generate interest in author and artist M. Coté Warner and her debut young adult science fiction fantasy novel, *The Stratus Estate*.

Strategies:

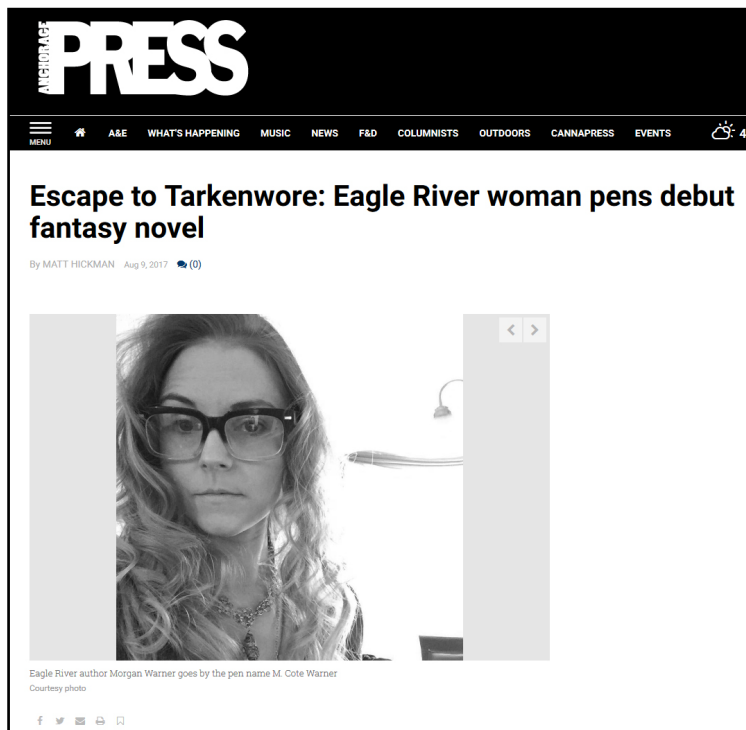
- Targeted Anchorage, Alaska media and highlighted Warner's local/regional ties
- Pitched national media with a focus on books & literature, young adult, women's literature and interests

Results:

- **104 media outlets** picked up the press release via PRWeb with combined total of more than **84 million** potential impressions
- Received media copy requests for potential book reviews with numerous blogs including **Book Reviews Anonymous**, and **Bite Into Books**
- Secured interviews and features with **The Anchorage Press**, **Book Readers**, **Pirate Lady Pages & Just Reviews**, and **Ctrl, Alt Books**

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Xlibris



M. Coté Warner's story is featured in the Anchorage Press.



M. Coté Warner's story is featured in the blog, Book Readers.



The book review website Ctrl, Alt Books! also featured The Stratus Estate.



The book is included in a to-be-read list on the blog, Pirate Lady Pages.