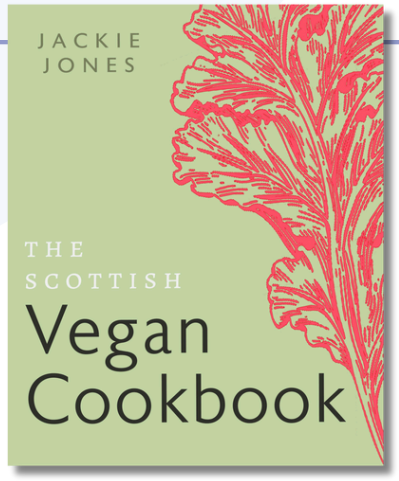
THE SCOTTISH VEGAN COOKBOOK

PUBLICITY PLAN



Wide-reaching review copy mailing planned as soon as finished copies are received

Anticipated Coverage

- Scotsman interview with Gaby Soutar
- Sunday Post interview
- Herald Interview and recipe
- The Times – series of recipe features
- Bite Magazine – interview
- Scottish Field – review and article
- BBC Radio nan Gaidheal – interview and review
- BBC Radio Scotland – Mornings with Kaye Adams
- Daily Mail – Emma Cowing
- Country Living Food page
- Waitrose Weekend review
- Woman magazine review or recipe
- Oban Times interview or article
- Daily Record – feature
- Scotland Magazine – review
- Edinburgh Life magazine – interview

EVENTS

tbc

PRIZE SUBMISSIONS

Guild of Food Writers Award

Andre Simon Award

Fortnum and Mason Prize

Ongoing Promotion

- Multi title advert taking in all new cookbooks
- Promotion with influencer community
- Online competition
- Assets for online use to be created pre-pub for author and agent, and our own use on socials and online sales platforms
- Included in content calendar for social posts on Instagram, X, Facebook and TikTok
- Included in direct to reader newsletters pre-pub, on-pub and post-pub