

PR Guidelines

Below is a set of PR Guidelines designed to make it easier for everyone to understand how the *Marketing* and *Advertising + Marketing* editorial teams are structured, how editorial decisions are made and how companies can better go about getting editorial coverage in *Marketing* and *Advertising + Marketing* magazines and their email newsletters.

1. Editorial coverage is not linked to advertising, seriously

Advertising & marketing decision makers are too busy to read magazines they can't trust so when we launched *Marketing* back in 2002, we made a commitment to editorial integrity and unbiased journalism. Some people thought we were mad. "How are you going to get advertising?" they asked. We believed that as long as *Marketing* was the most read brand in its sector, the advertising would come. Ten years on, *Marketing* has the biggest print circulation and the most unique visitors online, with a large part of that due to the fact that editorial decisions are not linked to advertising. As a result, *Marketing* is the number one media brand companies advertise in to reach advertising & marketing decision makers in Asia. Keeping editorial and advertising separate has served us well for a decade and is a cornerstone of our business.

2. Get their names and contact details right

You wouldn't believe how often people call ranting and raving about their press releases being ignored when all the while they have been sending their press releases to a journalist who left *Marketing* three years ago. The names and full contact details of the *Marketing* editorial staff are listed in our print editions and on our website. In addition, your *Marketing* account manager would be more than happy to give you the full *Marketing* editorial staff list with contact details. Be smart, take a moment to check you have the right contacts.

3. Know who makes the editorial decisions

Marketing's advertising sales staff do not make editorial decisions. Neither does the publisher. So don't bother asking them to run your press release and don't bother complaining to them if you're having a hard time getting coverage, there is nothing they can do. If you want to get your story published, or find out why you're not having much success, speak to the decision makers - the journalists and editors in *Marketing's* four editorial offices.

4. Get noticed, strike up a relationship - use the telephone

On top of their regular correspondence, each member of the *Marketing* editorial team receives well over 100 press releases by email every day. It is practically impossible for anyone to read this volume of email, let alone reply. If you want to stand out from the crowd and develop a relationship *with Marketing's* journalists, use the telephone and save email for confirmation.

5. Understand the editorial team's objectives

The *Marketing* editorial team is not an extension of your PR department. It is not their job to promote your business. *Marketing's* editors and journalists are employed to grow their print and online audience; their performances are assessed on the basis of five criteria: (i) current subscribers; (ii) newsletter open rates; (iii) newsletter click rates; (iv) website unique visitors; and (v) website page views. The key to achieving your PR objectives is proving that your news or opinion will help the *Marketing* editorial team achieve their objectives.

6. Think about where your item should appear

Before you craft your press release, think carefully about where it should run. Put yourself in the editor's shoes - flick through the last few editions of *Marketing* magazine or the last dozen editions of *Marketing Daily* and ask yourself where your press release should run and why. If you can't put together a coherent argument on what you've got, where it should run and why advertising & marketing decision makers will want to read it, you should probably reconsider writing that press release.

7. Consider how editorial decisions are made

With daily and monthly deadlines, the *Marketing* editorial desk is a hotbed of high-pressure decision making. Somewhere in that activity is your press release, a valuable news item competing against hundreds of other valuable news items on any given day. *Marketing's* editors need to decide which half a dozen stories out of the hundreds of alternatives will deliver the most subscriptions, the highest open rates, the most clicks, the most website visits and the most page views. Try to make your contribution stand out and please don't take it personally if it doesn't run.

8. Avoid trade magazine politics

It's amazing that some people still fall for the old "if we don't get it exclusive we're not going to run it" bluff. It's not true. Obviously journalists prefer to have the scoop but only the most lazy and talentless editor would let exclusivity dictate editorial decisions. It's hard to understand how some companies have time for trade magazine politics and why any company would want to upset one magazine by favouring another. Don't fall for the bluff, play it straight and share your news with all media at the same time.

9. Be prepared, get the Features List

Every year around September, *Marketing* publishes a Features List for the following calendar year. The Features List is a goldmine of PR opportunities for which you have months to prepare. Case studies, research findings and expert opinion are the bread and butter of a well researched feature so get the *Marketing* Features List from your account manager and start talking to our editorial team about what they need.

10. Find out why your contribution did not run ...

If you don't understand why your news didn't run, don't guess, don't make assumptions and don't waste time on conspiracy theories. Pick up the phone, call the editor and get the full story.

... and accept that editorial decisions are subjective

Marketing's editors are in constant contact with their target audience and are also knee-deep in their digital analytics. This gives them a very good idea on what their readers want, a fact supported by *Marketing's* market-leading print & online audience figures. However, editorial decisions are subjective. Rarely, *Marketing's* editors make the wrong call and on some of these occasions a PR person might have grounds to be upset. In these instances, we recommend that everyone stays calm, forgets about what's happened and focuses on the next PR opportunity