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TIPSHEET

9 Ways to Make an Editors Life Easier



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UNDERSTANDING WHAT EDITORS NEED FROM YOU

Editors are the key to achieving great coverage for your company; and understanding what makes an editor's life easier, is vital to maintaining strong relationships with editors in your industry.

As B2B Tech Specialists, with over 30 years' experience of liaising with editors in the electronics, IT and software sectors; we often hear complaints from journalists, so we felt it was about time we put together a tip sheet explaining how you can make an editor's life easier.

DO YOUR HOMEWORK

Always do your homework before meeting an editor. The editor will want to know that you've done your basic research; avoid asking questions such as 'Who does your magazine target?' Instead ask questions such as 'What do you think is the most effective one to target your audience?'. Editors will be much more receptive, and you're create a much better impression!

DON'T MAKE YOUR PITCH TOO COMPLICATED

All editors will have different levels of technical knowledge. Some will already have a basic knowledge or background of your company, whilst some may have previously been an engineer and will be interested in the more technical side of a briefing.

It's important to know the editors you are pitching to, and to never assume that they are familiar with your company. Editors will need to communicate and break down your briefing to their readers, so its vital to keep your pitch simple and concise.

DON'T OVERDO PHONE BRIEFINGS

Although phone briefings do provide editors with a relatively easy way to get a fuller briefing on products, they can be time consuming.

Editors are often under a lot of pressure to get a large number of stories out each day, and a phone briefing can take up a big chunk of their time. Reserve your phone briefings for the most important and interesting news.

ENSURE YOU BRING NEWS TO BRIEFINGS

Companies often talk about setting up regular updates or relationship briefings with journalists. In general, these are not appreciated by editors, unless they are associated with hard news. It's not that journalists don't want the updates, but as most cover hundreds of companies, there are simply not enough days in the year to allocate time for 'background' meetings that don't result in a story.

THINK ABOUT FORMAT

It can often be too easy to hastily put a piece of content together and send over to a publication without a second thought.

However, editors are often constrained by format issues such as word count and layout; and when provided with content that hasn't stuck to the specifications, they are faced with extra work to fix this.

Knowing the layout or format of the publication goes a long way in making an editor's life easier. From knowing what length an article should be, if the magazine runs 1 page or 4-page features, to how long your title should be; thinking about format can help editors save precious time.

IMAGES ARE VITAL

Images are an essential part of any news story or press release (though arguably this is not the same in the USA where images are less important). Editors can't post without an image and will often have to spend time finding stock photos that are relevant.

Images provided to editors should always be of a professional standard and must be provided in high-res.

REMEMBER IT IS A TWO-WAY RELATIONSHIP

Most companies understand that publications need advertising revenue to exist. You can not expect to get excellent coverage if you don't contribute anything back.

It costs publications money to publish your news and whilst editors are normally very good at trying to provide coverage of the whole industry, sometimes companies have been known to take advantage and try to get lots of publicity without any thought of the costs of the publication. Although few publications directly link advertising and editorial coverage, companies that demand excessive attention without supporting the publication will find that bad feelings build up, which will ultimately result in reduced coverage. So, remember, you must give back if you expect editors to continue to help you achieve great coverage!

REMEMBER THERE IS LOTS OF NEWS FOR EDITORS TO SELECT FROM

Editors will often choose the easiest routes, especially when time and costs are of the essence.

If you don't make your news 'newsworthy' and easy to use, or if you don't have a good relationship with the editor, then you have a lower chance of your story being picked. It's

important to maintain good relationships with editors, as well as ensuring your news is ‘attractive’ to ensure your stories get published.

UNDERSTAND WHAT EACH PUBLICATION CONSIDERS NEWSWORTHY

An important story for one publication may be considered background for another. Again, it’s all about understanding the publications and journalists, so you deliver content they want to share with their readers. Some publications focus more on the business side of technology, others are more pragmatic and want to provide actionable advice to readers, while a third group might want to show advances in technology that may not be commercially available for years.



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Launched in 1984, Napier was one of the first agencies in Europe to specialise in the electronics market, subsequently expanding to help clients in a range of B2B technology sectors. Initially a PR agency, Napier responded to the clients' need to manage information across every element of the marketing mix by bringing together a team of multi-talented and multi-lingual engineers, linguists and technical journalists as well as PR and marketing professionals.