

Bluewood Top Tips

For working with the trade press

“There’s no sense in thinking ‘it’s only a regional’ because with hacks scouring the trade and regional press for stories it can be all over *The Sun* in two days.”

1. The trade press enables clients to target decision-makers efficiently and cost effectively.
2. Trade press (TP) journalists have different levels of expertise. Ensure you know if you are speaking to the editor of 15 years or the new reporter who knows nothing about the widgets you sell or the market you operate in.
3. Think feature angles. Trade titles have to repeat features throughout the year and year after year. Feature editors are desperate for new angles on old subjects.
4. The TP also loves good pictures as they rarely have their own photographers. This can be the difference between being in a feature or not.
5. Offer lots of stats and facts on an issue. Offer exclusive research for an angle.
6. Consider the TP as a useful profile builder for your own CV. People who are quoted a lot tend to get noticed by competitors and head-hunters when good jobs come around.
7. Get to know the freelance journalists that cover particular sectors as they will write for a number of titles in the same market.
8. Relationship-building with TP journalists is crucial when rival companies are competing for editorial space. Make yourself the person the journalist calls rather than your rival.
9. Understand the difference between the weeklies (news-led) and the monthlies (feature and issue-led). Of course, there are also fortnightly titles which sit in between and confuse everyone!
10. Become a spokesperson for your industry - even if you only get your name and title in; it's still a plug and TP always need to talk to people who understand the specialist questions they are asking.
11. Angle press releases around the current news issues. General info will get put aside for feature use (if you are lucky) releases for the consumer press will be too simplistic for TP.
12. Be prepared to pay for colour pictures (some magazines charge £250 for this). It may also guarantee you coverage in some titles.