

Chief Marketer PR Guidelines

Editorial Team

Brian Quinton (312) 840-8445

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Executive Editor, Chief Marketer magazine; Editor at Large, Promomagazine.com; contributor, Promo Xtra and Promo Incentives newsletters; Editor, Chief Web Marketer, Chief Mobile Marketer and Chief Social marketer newsletters.

Beats: Web marketing, mobile marketing and m-commerce, social media, brand marketing, interactive metrics, surveys and research, questions about Chief Marketer magazine editorial or Promo Web site

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Managing Editor, Chief Marketer magazine; Web Editor, Chief Marketer Network; Editor, Chief Business Marketer and Chief Marketer Tip Sheet; Contributor, Chief DIRECT Marketer, Chief Data Marketer

Beats: Catalogs, online media, direct response television, marketing operations, questions about Chief Marketer magazine editorial, ChiefMarketer.com or BigFatMarketingBlog.com

Patricia Odell (203) 358-4183

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Senior Editor, Chief Marketer magazine; Executive Editor, Promomagazine.com; Contributor, Promo Xtra and Promo Incentives newsletters

Beats: Events, incentives, sweepstakes, brand marketing, retail, live events, PRO Awards competition and Promo 100 ranking, questions regarding Promo web site

Richard H. Levey (212) 204-4220

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Senior Editor, Chief Marketer magazine; Senior Editor, Chief DIRECT Marketer Web site; Contributor, Chief DIRECT Marketer and Chief Data Marketer newsletters

Beats: Database marketing, direct marketing, customer relationship management, ROI, Web marketing, surveys and research, questions about Direct Web site

Larry Riggs (212) 204-4226

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Senior Editor, Chief Marketer magazine; contributor, Chief Database Marketer and Chief DIRECT Marketer newsletters

Beats: Direct mail, postal issues, direct marketing, BtoB, non-profit, print and production, list management/brokerage, telemarketing, questions about Direct Web site

Public relations is a legitimate and important element in overall marketing strategy. To present PR information to the Chief Marketer editorial team, you need to know how to effectively work with them. Here are some guidelines:

- **Your account executive has no influence upon editors' decisions.**

Editorial is selected only on the basis of our readers' need for information.

- **Know Chief Marketer's editorial positioning.**

Chief Marketer's reporting goes beyond what is happening and analyzes why it is happening. Each issue provides current, actionable information that marketers and brand managers use to create successful, effective campaigns and enhance their bottom line.

- **Rather than reading about platforms, services or technology**

Our audience prefers to hear from a brand or marketer client actually using that tech or service. So story pitches that come with the chance of interviewing a user live (not via email) have much more appeal.

- **We are also the magazine of "measurable marketing,"**

So we're particularly interested in stories that integrate specific campaign metrics, either terminal (if the campaign has closed) or ongoing.

- **Present story ideas from the "reader angle."**

Offer ideas that tell the whole story, offer numerous sources, and list client contacts (if applicable) who can corroborate the information.

- **Be prepared to provide photos or sample materials upon request.**

- **Get to know the editors by phone and in person.**

We like to hear what you have to say but are often on deadline and are very busy. We suggest emailing a press release first and following up by phone if it is an important or time-sensitive story. (Please don't phone just to check if we received your email release. We did)

We especially like exclusives and tips and can work under most embargoes and NDAs.