

2014 CHIEF MARKETER PR GUIDELINES

EDITORIAL TEAM

Beth Negus Viveiros (617) 916-2762
Managing Editor
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Covers: B2B, database marketing, CRM, direct response media, lead gen, email marketing, digital/mobile/social

Contact with questions about: *Chief Marketer* magazine and research products; *Chief Direct Marketer*; *Chief Business Marketer*; *Chief Marketer Lead Gen* newsletters; *Big Fat Marketing Blog*

Patricia Odell (203) 899-8442
Senior Editor
Promotional Awards Director
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Covers: Promotion marketing, live events, retail/shopper marketing, mobile/social, branding, incentives, loyalty, games/contests/sweepstakes

Contact with questions about: *Chief Promo Marketer*; *Chief Marketer This Week* newsletters; PRO Awards; Top Shops; AgencyNext

Patrick Gorman (203) 899-8441
Senior Editor
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Covers: Marketing technology tools and trends; digital/social/mobile; marketing automation; video; data analytics

Contact with questions about: *Chief Marketer Tech Talk* newsletter; technology special reports and round-ups

Public relations is an important element in an 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:

- **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, like everyone, 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 especially like exclusives and tips and can work under most embargoes and NDAs.

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