


# 2015 PR GUIDELINES

EDITORIAL TEAM		Covers:	Contact with questions about:
	<b>Beth Negus Viveiros</b> Managing Editor bnegus@accessintel.com (617) 916-2762 @CMBethNegus	B2B marketing, database marketing, CRM, direct response media, lead gen, email marketing, digital, mobile, social.	Chief Business Marketer, B2B Special Reports, B2B Leadscon, B2B Top Shops, as well as Chief Direct Marketer, the Big Fat Marketing Blog, Chief Marketer's Quarterly Strategic Reports and proprietary research products.
	<b>Patricia Odell</b> PRO Awards Director, Senior Editor podell@accessintel.com (203) 899-8442 @CMPattyOdell	Consumer marketing, Promotion marketing, live events, retail/shopper marketing, mobile, social, branding, incentives, loyalty, games, contests, sweepstakes.	Chief Promo Marketer; Consumer Marketing Special Reports, PROMO Top Shops, PRO Awards, AgencyNext Report, as well as Chief Marketer This Week.

## CHIEF MARKETER PUBLIC RELATIONS GUIDELINES

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.

### We go beyond 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.

### Our core focus is on "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 or pitch first, and then 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.)

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.