

Editorial Calendars: A Key to Publicizing Your Business

By Bill Stoller

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by: Bill Stoller, Publisher
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What is the one thing that all of the best public relations agencies do every year?

They research and compile editorial calendars from publications that are pertinent to their client's business.

You should too.

What's an editorial calendar?

Editorial calendars are schedules of what topics a publication plans for cover for a particular month. For example, the INC. editorial calendar for July 2003 <http://www.inc.com/advertise/magazine/calendar.html> states that they're writing an article on various business services.

Bingo!

If you feel that you can contribute to this particular topic, call or email the editorial department at INC. (try to "speak" to the managing editor) and find out who (which reporter) has been assigned to write the story. Email or call the reporter and explain how you can contribute. It's that simple -- it takes less time than writing this article - and is much more effective than blast-faxing a garbage bound press release to inappropriate reporters.

Final thoughts: Many publications post their editorial calendars on their Web sites -- usually they're found in their advertising media kits. Otherwise, contact the publication's advertising departments and ask for a calendar. Check for editorial deadlines - many publications work 6 months in advance.

You can find a list of 2003 editorial calendars for the largest publications at: <http://www2.ragan.com/media/pr/edcal2003.pdf>

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About The Author:

Bill Stoller, the "Publicity Insider", has spent two decades as one of America's top publicists. Now, through his website, eZine and subscription newsletter, Free Publicity: The Newsletter for PR-Hungry Businesses <http://www.PublicityInsider.com/freepub.asp> he's sharing -- for the very first time -- his secrets of scoring big publicity. For free articles, killer publicity tips and much, much more, visit Bill's exclusive new site: <http://www.PublicityInsider.com>

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