

## **Editorial Calendars Remain Untapped Resource**

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Ever read through the latest magazine or trade publication only to see the focus of that month's issue to be the exact topic you've been trying to get coverage on for your product or service? Wonder how to get ahead of the competition to gain that coverage yourself next time?

Contrary to popular belief, there's no secret agenda by editors. Rather there's a resource for each publication and it's readily available to you to tap into: an editorial calendar, which provides an overview on the topics and trends a publication will cover in each issue.

One of the first activities we conduct for new clients seeking media coverage is research what their target publications plan to write about in the upcoming weeks and months. If you have the time or resources available, creating your own editorial calendar is one of the most effective initiatives you can undertake. And, with the Internet, all editorial calendars are now at your fingertips through the publications' web sites.

Publications update their editorial calendars on an annual basis and post them on their site by late fall. In some cases, they are posted on their home page; other times you might have to link into their advertising page.

Taking the time to research editorial calendars today can save you from missed opportunities and aggravation in the long run.