

## Work with Trade Media Early and Often

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Every industry has its own set of trade publications. Some target just those issues, concerns and topics surrounding your specific industry; others focus on the audience or customers you are trying to attract.

Unlike most daily or weekly newspaper reporters who cover a variety of topics within their beat, reporters at trade publications usually cover specific companies or topics so they have considerable more depth of knowledge in an industry. Because of that, your pitch to them and consequent follow-up needs to be targeted a bit differently.

- **Contact early.** Most trade publications are issued on a monthly basis (although some are weeklies) which means that they develop and submit stories three to six months in advance of the publication date. So if you are issuing something today, don't expect it to run before the October/November timeframe.
- **Understand editorial calendars.** Because trade publications do work so far in advance, they create editorial calendars a year in advance so they – and you – know what topics they will be covering. Editorial calendars are usually posted on the publication's web site so take advantage of the Internet to learn if your priority trade publications are covering topics or issues specific to your organization.
- **Identify beat reporters.** Research and/or inquire about which reporters cover your company, issues or topics and provide them a company fact sheet for their reference. Developing a relationship with the appropriate beat reporter can provide significant returns in regard to coverage.

Of course, all trade publications work a bit differently, but the key is to research and recognize which of these publications best suit your needs to get your word out to potential customers.