



Quick Tips on News Releases ...

How to get the most from your efforts

1. Include full company identification: company name, mailing address, phone and fax numbers, Web site, and email address.

To minimize the amount of emails we receive, please email one release to editors@packworld.com (to the attention of Matt Reynolds.)

2. Ideally, a contact name and phone number of the person at the company who can answer questions about the product should be identified.

3. Style isn't vital, but it helps. Many editors do some editing directly on the news release, so please double-space it.

4. What's News section. The release needs to have obvious news value, or it's unlikely to be completely read, much less published.

5. Digital color photography is preferable. When transmitting images or releases via email, please furnish the copy in MS Word and images in Photoshop at 300 dpi as tif, eps, or jpg files.

6. Most publications also consider some company changes as news. Check with each publication for its policies on what types of news it publishes.

7. Cultivate your PR list. The best news release with the best image will do your company absolutely no good if it doesn't get into the right hands at the right time. Regularly check names and addresses on your PR mailing list.

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