

# Take a Minute

*Your Marketing Tip*



**Get More Publicity!**  
Use THEIR Calendar!

Wouldn't it be helpful to know what topics publications would be covering throughout the year, so you could offer story ideas that would tie into those topics? The goal, of course, would be to get publicity for you or your business. You may not realize it, but this information is readily available in many cases, in the form of a media outlet's Editorial Calendar.

Editorial Calendars list topics and special editorial coverage to be included in each issue. Typically, the publication's Editorial Calendar can be found in their advertising sales kits. The calendar topics are included so advertisers can tie their ads into topics covered in the publication. You can sometimes find an Editorial Calendar in the advertising section at the publication's website. If you can't find it there, contact the publication's marketing/sales



department and ask them to send it to you. Also be sure to find out what amount of lead time they would need for any story ideas you may want to send them, as some publications (especially magazines) require six months or more, with the average at three to six months.

Information provided for you by ~

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