

paragraphs to include any other benefits and details. Include specs such as colours, prices, sizes and stockists. Your press release should have everything covered so that the media don't have to call you for more information—make it easy for them. Make your press release no longer than a page, and end it with your name and contact details.

HOW DO YOU PACKAGE YOUR PITCH?

When it comes to giftwares and homewares, sending products and samples to media will maximise your chances of getting exposure for them. The large magazines will want to photograph the products themselves—these are the publications to which you will need to send product. Stylish sample bags with a press release, your latest catalogue (if you have one) and a product sample will be adequate. When these magazines have your product sitting beside their desks, it's no trouble at all for them to add it to the collection of products they are already shooting in their studio that week.

Giftrap Magazine

Get your business in Giftrap

- We welcome product pitches, story ideas, product samples, reader comments and feedback, letters to the editor, giveaway ideas, events, news and more! There are many free editorial opportunities in *Giftrap*.

Quality images are critical

- We are currently not running photoshoots so we rely on clients to supply images. Photos must be high res (300 dpi) and good quality—no dark or blurry pics; they must also be free of text over the image and of a good size. As a rule, most high res images are close to 1MB in size at least. If taken in high res, images can then be changed to low res for emailing in the first instance.
- If taking pics yourself, please use plain backgrounds, simple styling and good lighting. Also note: a deep etched image is one that can be cut out (as used on our Wares pages) while an in situ image is one styled with a background (often used in Feature profiles).
- Photos must be of good quality to be used. A poor photo of product just makes the product look bad—which won't help it sell, and doesn't endear a magazine to its readers either! Our tip? Investing in great professional photos gives you a better chance of maximising free publicity opportunities across all media.

Deadlines and lead time

- We work on an 8-week cycle so please plan ahead. Think about the retail/gift-giving calendar, the magazine sections and plan/pitch accordingly.

The difference between editorial and advertorial

Editorial:

- is free and solely at the editor's discretion
- is not related to whether contributors advertise or not
- will not be submitted for perusal prior to print, unless as a courtesy by the editor for fact-checking only
- does not use logos

Advertorial:

- is paid editorial-style copy
- is supplied to the contributor for approval prior to print
- copy is still subject to magazine style guidelines
- does not use logos

We look forward to hearing from you! giftrap@loyaltyaust.com.au



Publications with smaller readerships often don't have a budget for photography. Rather, they need you to provide them with high resolution images, which they can simply run. While these magazines would also appreciate a product sample, and it's not essential to send them one, it is still a good idea where possible. Whether you send a sample or not, be sure to include a CD with high resolution quality images (shot at 300 dpi) of a range of your products, so they can include an image in their magazine. Emailing press releases and images is also acceptable, but be careful about the size of your pictures. You don't want to 'jam' the journalist's email system. If you're worried, check with the journalist or send low res images in the first instance, with an offer to follow up with high res upon request.

Once you send out your press releases and samples, be available and return any media emails or phone calls ASAP. It cannot be overestimated how much the media appreciate this. It is also worthwhile following up media yourself through a phone call or email. Ask if they received the samples and is there anything else they require? Do not follow up more than once.

HOW DO YOU DEVELOP AN ONGOING RELATIONSHIP WITH MEDIA?

If you're sending the right type of product to the right media outlet, and you meet the requirements above, media will begin to rely on you for material that's relevant to them and their readers. Within each media outlet, seek out the right person to pitch to. (For product pitches at magazines, it's usually the stylist or market editor. If in doubt, pitch to the deputy editor.)

Pitching good material once every two months is a good strategy—and keep it consistent. Sometimes it's worthwhile asking particular journalists or stylists what types of features they're working on at the moment to see if you have anything other news or product to offer them. ④

Julia Nekich is principal of Sydney PR agency, The Ideas Suite. A former journalist, Julia has written for major media such as Belle, Vogue Living, Home Beautiful & SMH. www.theideassuite.com.au