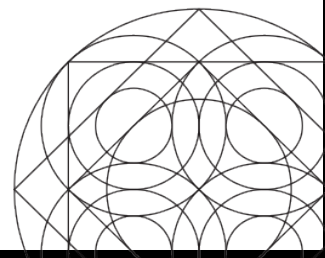
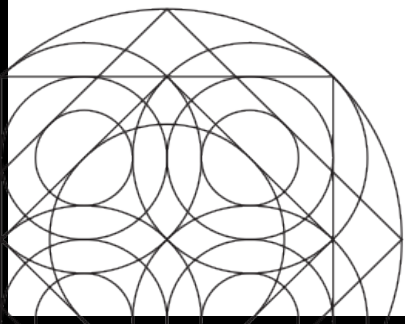


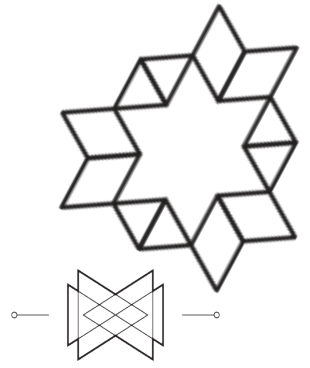
# EDITORIAL

*calendars*



# EDITORIAL

## *calendars*



*An editorial calendar will inform you of when the publication is taking articles on particular subjects and will also help you be proactive with your PR strategy.*

*Every magazine (and many other media outlets, including the larger blogs) publish an annual calendar of upcoming articles or topics they'll be covering.*

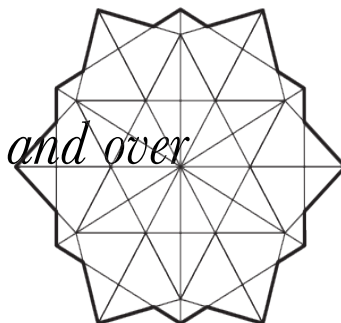
### *Request and Editorial Calendar or a Media Kit*

*Add to your Little Black Book of Contacts spreadsheet, you should already have Title of publication, Your Reporters details. Now add in their Due Dates, and any upcoming stories from their editorial calendars.*

*Spend some time going over each of the editorial calendars, and coming up with pitch ideas for each submission.*

*Brainstorm the newsworthy media angles that you can pitch in to meet those stories deadlines.*

*Just need a handful ideas that you can use over and over again for each new publication.*



# EDITORIAL

## *calendars*

*Add in*

- *relevant events,*
- *charity events,*
- *key industry dates,*
- *exhibitions,*
- *conferences,*

*Anything else that happens in your Industry throughout the year that you may want to get involved with in some way.*

*Create alerts in your diary as to when you should be pitching which publication*

*Update your spreadsheet when you reach out to a reporter so you can keep track of which stage each pitch is at*

