



KHL'S GUIDE TO WORKING WITH THE PRESS



INFORMATION THAT BUILDS
AND POWERS THE WORLD



KHL'S GUIDE TO WORKING WITH THE PRESS

Developing a good working relationship with the press can be of great benefit. It helps to secure publicity for your company's news, new product launches and innovations. Coverage in well-respected magazines, newsletters, websites, and social media channels such as those produced by KHL can have a huge positive effect because of the trust readers put in the information they get from such independent sources.

However, many companies miss opportunities because they do not prepare press releases and photography when they have a new product to publicise, or they do not respond to requests from editors in a timely fashion.

ABOUT KHL GROUP

KHL is the largest and most-respected provider of international information for the construction and power sectors. The international group, with offices in North and South America, China, India and the UK, with supporting sales offices across the globe, offers the following products and services:

- Magazines
- Newsletters
- Websites
- e-Commerce Stores
- Digital Marketing
- Contract Publishing
- Mobile Apps
- Events/Exhibitions
- Social Media
- Digital Magazines
- Benchmark Studies
- Special Reports

CONTENTS:

SUBMITTING
PRESS
INFORMATION

WRITING A GOOD
PRESS RELEASE

PHOTOGRAPHS

TARGETING
EDITORIAL
FEATURES

SITE REPORTS &
CASE STUDIES

WHAT TO EXPECT

KHL'S POLICY:
INDEPENDENT
EDITORIAL

NEW MEDIA
OPPORTUNITIES

EDITORIAL
CONTACT DETAILS

SUBMITTING PRESS INFORMATION

The best way to submit information to a magazine is by e-mail. When at trade shows and other events, you may also want to provide information on a USB memory stick in the press room and/or on your stand. A USB stick is preferable to a CD, as many of today's small laptops do not have a CD drive.

When sending e-mails, it is useful if the text appears in the body of the e-mail as well as attached as a separate document. Images should always be sent as attachments and NEVER embedded in a Word document or an e-mail.

Use the e-mail's subject field to convey useful information about the contents - who is it from and what is it about? Don't just leave it blank or simply write 'Press release'.

Send press releases & images to editors via e-mail



WHAT INFORMATION?

These are some of the basic types of information that magazines require on a regular basis:

- News of new products or services
- Application stories and site reports
- Comments on the industry and specific markets around the world
- Business news - news of acquisitions, mergers, joint ventures and joint marketing agreements
- News of appointments at your company
- News of large orders, contracts or large projects
- Good quality photographs and diagrams to support stories are essential (see section on photographs)

Make sure the information you send is relevant to the magazine. Your equipment may be used in a range of industries, but the editor of a construction magazine will not be interested in a story about an agricultural or forestry application, for example.

Try to avoid sending compressed (.zip) files, as these are time-consuming and cumbersome to handle.

Send information directly by e-mail, rather than directing editors to ftp sites, file sharing sites or remote servers. These are time-consuming to use and can be unreliable as posted files can time-out and become unavailable.

When sending a general mailing to numerous editors it is best to put all the recipients' e-mail addresses in the 'Blind Carbon Copy' (BCC) field as opposed to the 'To' field. Recipients generally do not appreciate their e-mail addresses being divulged to your entire mailing list, and this may also infringe data protection laws.

NEVER ask to see an article before it is published (sight of copy). This is insulting to the journalist and crosses an ethical line for all reputable magazines that have editorial independence as a core value.

Always submit information before the editor's deadline.

Deadlines are critical in publishing - always send your information in on time.



WHEN TO SEND INFORMATION

Sometimes magazines are looking for news for a specific feature, and will send you an editorial request together with a deadline for when material needs to be supplied.

However, you don't need to wait for an editorial request before you send material. Journalists are constantly on the look-out for new and interesting stories. If you have a story to tell, then send it to the magazines.

DEADLINES

Publishing runs to a strict timetable - if you miss a deadline, you have missed an opportunity. Always find out when material is required and submit it earlier if possible.

WRITING A GOOD PRESS RELEASE

Even when companies issue press releases, they may not be used if they are not clear, lack crucial information or do not stress the nature of the news

A GOOD PRESS RELEASE SHOULD:

- State clearly what is new and why it is important
- Be timely - cover new developments, not those that are months old
- State the critical facts - machine specifications for a product launch, for example
- Include quotes from a named spokesperson commenting on the most important points
- A 'Notes to editors' section at the end of the release can be used for background information that may be useful to editors, but which is not critical to the story.

**BEFORE SITTING
DOWN TO WRITE A
PRESS RELEASE,
MAKE SURE YOU
HAVE THOUGHT
ABOUT THE
'FIVE WS'.**

Consider the 'Five Ws' when writing press releases - '**Who?**' '**What?**' '**Where?**' '**When?**' and '**Why?**' to ensure the key facts are covered.

For example, a press release about a new product launch should say:

- **Who** launched it
- **What** it is (including basic specifications)
- **What** it does and its applications
- **Where** it was launched and where it is available
- **When** it was launched and when it will be available
- **Why** it was launched - What are the new and unique features?

Avoid technical jargon wherever possible. Where it is necessary to use a technical term or abbreviation, make sure it is explained in simple terms that anyone could understand.

Press releases should be in English or the language of the magazine the information is intended for. Documents should be in Microsoft Word format or one of the cross-platform formats such as rich text format (.rtf).

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PHOTOGRAPHS

Press releases should always be accompanied by an image or illustration. Unfortunately, it is often the case that good stories are not published because they were not accompanied by a photograph, or because the image was of poor quality or resolution.

Print media requires high resolution images, which is to say 300 dots per inch (dpi) or better at full print size. For example, a quarter page image in an A4 (297 mm x 210 mm) magazine would be about 150 mm x 100 mm in physical dimensions or about 1800 x 1200 pixels at 300 dpi - a file size of about 2 MB.

As well as being high resolution, pictures should be high quality. This means in focus, well lit and well composed with the subject filling the frame without being cropped. Resist the urge to take photos on mobile phones or compact cameras but use a high-quality single lens reflex (SLR) camera, or better still, commission a professional photographer.

Images can also be too large. There is no benefit in sending very large files (over about 10 MB) as the additional quality will not be translated into a better picture in the magazine.

Submit images by e-mail where possible. If you have to send a very large file, an ftp site or third-party file transfer service can be more appropriate. However, try to avoid sites where the link expires, as this often makes the image unavailable before it is needed and downloaded.

On-line press rooms can be a useful resource. However, they must be kept up-to-date and be easy and intuitive to navigate.



High quality, high resolution images are essential.

Use the more common image file formats such as JPEG or TIF.

Publicity shots for the construction industry should also demonstrate safe working practices. Machines and people should not be shown in dangerous situations, and people should wear personal protective equipment such as hard hats, high visibility vests, gloves, safety boots, eye goggles, etc. as appropriate.

Do not attempt to excessively 'improve' your pictures in Photoshop. Unless done by an expert, images that have been over-manipulated or have had extra elements added or removed tend to look unrealistic. Editors often reject photos on the basis that they look fake.

FRONT COVERS

Photographs for consideration as front cover shots should be of excellent quality and adequate size & resolution - at least A4 sized and 300 dpi. They should be in a portrait/vertical orientation. The top 20% or so should be relatively clear to allow placement of the magazine's masthead without obscuring the subject of the shot. Similarly, there should be some space left around the subject to allow for the placement of the magazine's cover text.



Images selected for possible use on a cover need to be excellent quality, with a strong subject and room around it for the magazine's logo and cover text.



People in photographs should be wearing appropriate safety equipment.

WHAT TO EXPECT

While editors try to use as much relevant information as they can in their magazines, it is not always possible to include everything that is submitted. Sending in information does not guarantee publication.

It is also important to be realistic about how much of your information will be used. Reputable magazines rarely use press releases word-for-word or in full. Editors prefer to extract the key information for articles and present it in their magazines' house style. Similarly, while it is useful to send a selection of images with each press release, often only one might be used.

If you feel you are not getting the appropriate level of coverage, it is a good idea to contact the editor directly to ask for constructive feedback. You may have missed a deadline, or the information you sent may have been inappropriate. Usually there is a simple explanation that can serve as a useful lesson for the future. A personal phone call usually works better than e-mail, because e-mails can be misinterpreted as being over-critical or even aggressive.



If you would like to discuss a problem with an editor or seek some constructive feedback, it is always better to phone than to send an e-mail.

INDEPENDENT EDITORIAL

All KHL magazines have a strictly independent editorial policy. We do not write about companies because they are advertising. Editors chose which information they include on its merit alone. Information from advertisers and non-advertisers alike is given equal consideration.

It is KHL's firm belief that all media channels must be interesting to readers in order to have value as a communication tool. This is why editorial content is selected by experienced industry editors.



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DIGITAL MEDIA OPPORTUNITIES

Many companies now have a significant online presence. On offer is a range of digital products including websites, e-mail newsletters, digital issues, tablet editions and tablet/smartphone apps, as well as audio podcasts and videos. These new digital channels offer ways for companies to gain editorial coverage about their products and services, such as:

- Videos on new product launches
 - Video interviews
 - Product demonstration videos
 - Recorded audio interviews for use in podcasts
- Occasions for recording this type of media could include exhibitions, during press conferences, during an editor's visit to your premises, during a press event, roadshow or other marketing event.

VIDEO PRESS RELEASES?

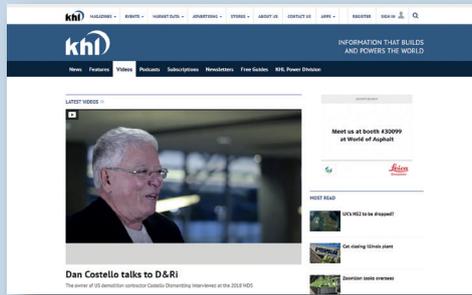
There may be opportunities for companies to provide raw footage for editing and dissemination by media

companies. This could be considered a 'video press release', analogous to a written press release and stock images that journalists re-work, edit and expand upon before publishing. Alternatively, finished videos can be considered for editorial inclusion, but would have to meet editorial guidelines.

PREPARATION

A company embarking on a rich-media marketing strategy should ensure that any spokesperson is trained to speak in front of a camera and is comfortable doing so. If providing your own footage, many of the basics that would apply to a printed press release and images are still valid. The material should be professionally presented, appropriate safety equipment should be used, the material should cover the five-Ws etc.

Similarly, the principles of editorial independence will apply in the same way to video reporting as they do for print media.



EDITORIAL CONTACT DETAILS

MAGAZINE

- Access International**
- American Cranes & Transport**
- Access, Lift & Handlers**
- COMPRESSORTECH²**
- COMPRESSORTECH²**
- Concrete Latin America**
- Construction Europe**
- Construction Latin America**
- Cranes and Project Transport Turkey**
- Demolition & Recycling International**
- Diesel Progress**
- Diesel Progress International**
- International Construction**
- International Construction Turkey**
- International Cranes and Specialized Transport**
- International Rental News**

International Cranes and Specialized Transport
International Construction/Construction Europe

American Cranes & Transport
Construction Latin America

EDITOR

- Euan Youdale
- D. Ann Shiffler
- Lindsey Anderson
- DJ Slater
- Jack Burke
- Fausto Oliviera
- Mike Hayes
- Cristián Peters
- Alex Dahm
- Steve Ducker
- Chad Elmore
- Ian Cameron
- Andy Brown
- Andy Brown
- Alex Dahm
- Tom Allen

DEPUTY EDITORS

- Christian Shelton
- Joe Sargent

ASSISTANT EDITORS

- Hannah Sundermeyer
- Fausto Oliviera

TEL

- +44 (0)1892 786214
- +1 512 8698838
- +1 312 9294409
- +1 262 7544113
- +1 262 7544150
- +55 11 991577852
- +44 (0)1892 786234
- +56 2 2885 0321
- +44 (0)1892 786206
- +44 (0)1892 786210
- +1 262 7544114
- +44 (0)2031 792979
- +44 (0)1892 786224
- +44 (0)1892 786224
- +44 (0)1892 786206
- +44 (0)1892 786209

e-MAIL

- euan.youdale@khl.com
- d.ann.shiffler@khl.com
- lindsey.anderson@khl.com
- dj.slater@khl.com
- jack.burke@khl.com
- fausto.oliviera@khl.com
- mike.hayes@khl.com
- cristian.peters@khl.com
- alex.dahm@khl.com
- steve.ducker@khl.com
- chad.elmore@khl.com
- ian.cameron@khl.com
- andy.brown@khl.com
- andy.brown@khl.com
- alex.dahm@khl.com
- tom.allen@khl.com

christian.shelton@khl.com
joe.sargent@khl.com

hannah.sundermeyer@khl.com
fausto.oliviera@khl.com

For more information on all KHL magazines and media channels please go to www.khl.com

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