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29. Placement of press releases in magazines

Many webmasters in their activities protosingelos miss the power of the printed word and those who remember it often bring all your work with the press by sending the publication a brief description of your website and their products and services. This approach to working with the media, they are not latest provide no benefit and therefore the members of the press them will not work. And if You send to the media press release for press release and do not receive the attention of publishers, let me tell You on one interesting fact. What You send them is not a value from the point of view of the news. Publishers place in their publications exclusively news and not advertising Your business of Your products and services. When You prepare a press release in order to send it to any magazine select a few magazines more other suitable to the theme of Your press release. Carefully read several rooms each journal and find in them the materials which constitute press releases. These materials will serve You as a sample when working on own release, try to make Your press release is very similar to these publications in terms of the design and style of writing. You don't need to reinvent the wheel duplicate the success of Your predecessors and

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