

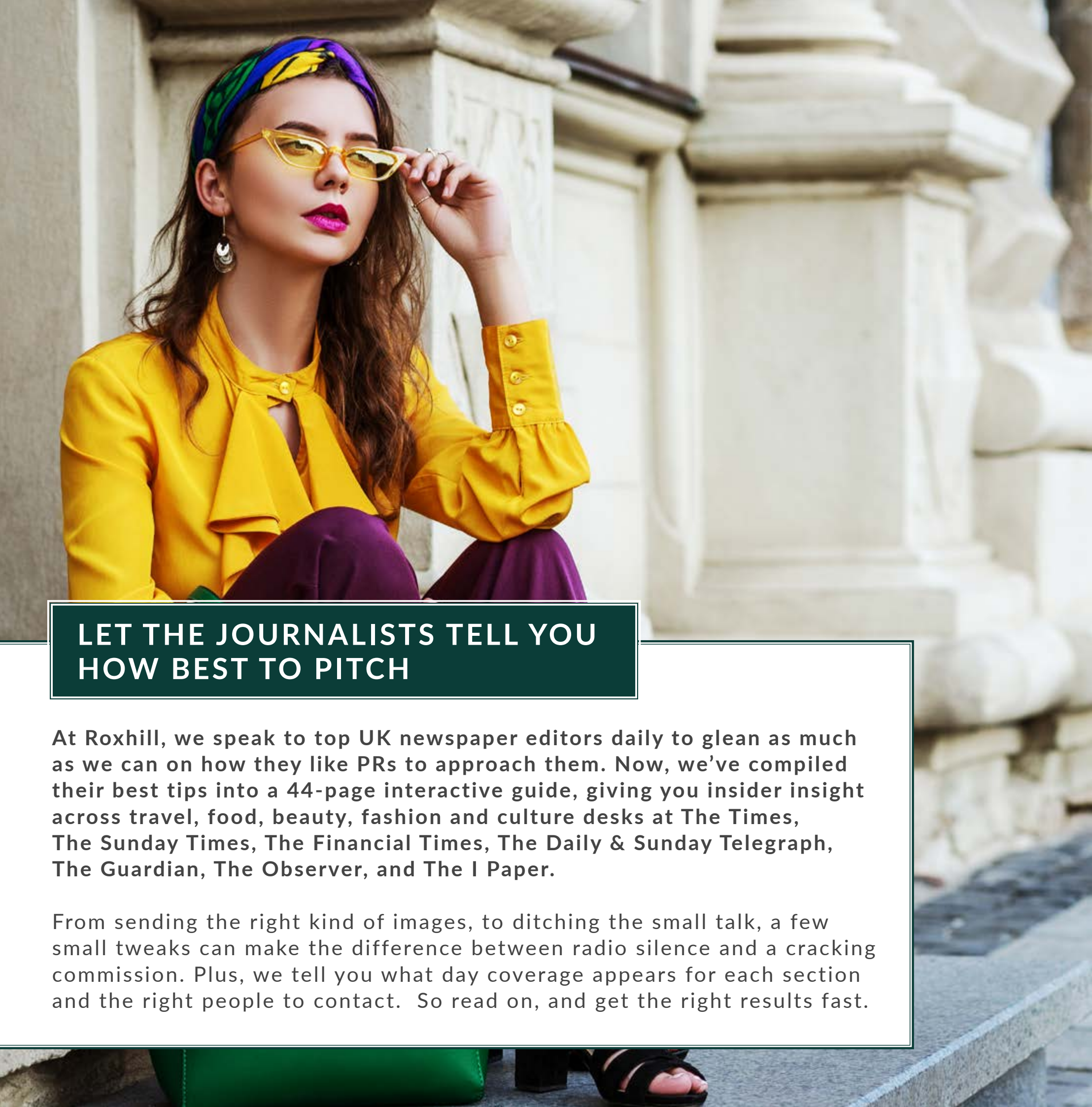
Roxhill

HOW TO PITCH TO THE UK BROADSHEETS

INSIDER TIPS FROM JOURNALISTS TO GET YOUR IDEAS NOTICED

CLICK HERE TO GET STARTED





LET THE JOURNALISTS TELL YOU HOW BEST TO PITCH

At Roxhill, we speak to top UK newspaper editors daily to glean as much as we can on how they like PRs to approach them. Now, we've compiled their best tips into a 44-page interactive guide, giving you insider insight across travel, food, beauty, fashion and culture desks at The Times, The Sunday Times, The Financial Times, The Daily & Sunday Telegraph, The Guardian, The Observer, and The I Paper.

From sending the right kind of images, to ditching the small talk, a few small tweaks can make the difference between radio silence and a cracking commission. Plus, we tell you what day coverage appears for each section and the right people to contact. So read on, and get the right results fast.

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HOW IT WORKS



Welcome to Roxhill's interactive guide to pitching to the UK broadsheets, covering travel, beauty, food and drink, fashion and culture.

Click on the panels above to navigate directly to your chosen section. Anytime you see the cursor icon inside the guide, you can click on the text and it will skip straight to the information on that publication.



TRAVEL

SHORE THING

You want to get a hack on a holiday?
Let these tips do the heavy lifting

[CLICK HERE TO GET STARTED >>](#)



TRAVEL

THE DAILY AND
SUNDAY TELEGRAPH
THE TIMES & SUNDAY TIMES
THE GUARDIAN & OBSERVER
THE FINANCIAL TIMES
THE I PAPER

THE DAILY AND SUNDAY TELEGRAPH

Print coverage Saturday,
Sunday; online daily

THE TEAM

Head of travel: Claire Irvin

Deputy head of travel: Ben Ross

Assistant head of travel: Oliver Smith

TOP TIPS

- Pitch Mondays for the weekly commissioning meeting on Tuesday 10am
- For news and daily stories, pitch Oliver Smith by 8.30am on the day the story must run
- Pitch by email; the subject line must sell the story
- Exclusives and embargoes very important
- Images are helpful; high res for the paper, landscape for online

1

THE TIMES & SUNDAY TIMES

Print coverage Saturday, Sunday; online daily

THE TEAM

Editor: Duncan Craig

Deputy editor: Jenny Coad

Digital editor: Katie Gatens

TOP TIPS

- Pitch Fridays/Mondays; email; no small talk
- The team needs round up ideas: lead feature in The Times each week is a round up.
- Good imagery is a plus, but not essential
- Pitch to Georgia Stephens for My Hols column
- Exclusives encouraged
- Editor loves outdoorsy, physical challenge stories

2

THE GUARDIAN & OBSERVER

COVERAGE APPEARS IN THE WEEKEND SECTION ON A SATURDAY

THE TEAM

Head of travel: Andy Pietrasik

Travel editor: Jane Dunford

Online editor: Isabel Choat

TOP TIPS

- Pitch any day, but earlier in the week is better
- Always email, never phone
- You don't have to include images in your pitch, but the story won't work if they are no good
- Pitch must have a hook for Guardian readers
- No-fly policy: you must be able to go by train/bike/car
- Sustainable stories are encouraged

3

THE I PAPER

COVERAGE APPEARS MONDAY/WED/SATURDAY

THE TEAM

Editor: Sophie Lam
(covers print, digital, commercial)

TOP TIPS

- Pitch Monday/Friday
- No images unless essential for the story
- Sophie out of the office on Wednesday
- Always include factbox in pitch
- Don't pitch exclusives – big turn off
- Editor loves stories based on expert opinion/surveys

4

THE FINANCIAL TIMES

COVERAGE APPEARS SUNDAY
IN FT WEEKEND

THE TEAM

Editor: Tom Robbins

TOP TIPS

- Pitch must be either new opening; trend piece; hidden gem; personal feature; or new way of doing an established destination
- Put multiple story ideas in one email
- Lead times vary – some ideas commissioned a year in advance
- Editor loves wilderness, mountains, hiking

5



BEAUTY

HEY GOOD LOOKING

A few hints to help you polish that pitch to perfection

[CLICK HERE TO GET STARTED >>](#)

THE DAILY AND SUNDAY TELEGRAPH

PRINT COVERAGE APPEARS SATURDAY IN THE TELEGRAPH MAGAZINE, SUNDAY IN STELLA, AND OCCASIONALLY WEDNESDAY IN THE MAIN PAPER; ONLINE DAILY

THE TEAM

Beauty director: Sonia Haria

Beauty editor-at-large: Annabel Jones (works Tues-Fri)

Beauty assistant: Sameeha Shaikh

TOP TIPS

- Annabel Jones and Telegraph fashion director Lisa Armstrong alternate the page in the Telegraph Magazine
- Pitch Thursday/Friday, afternoons
- Pitch by email, short and sweet with the hook as the top line
- Embed low-res images in body copy; no attachments
- Lead time for magazines is two to three weeks
- Only interested in exclusives with faces of brands, not products

THE TIMES

COVERAGE APPEARS ONLINE BIWEEKLY ON A THURSDAY AND ON SATURDAY IN THE TIMES MAGAZINE

THE TEAM

Fashion writer: Hannah Rogers

Fashion assistant: Hannah Skelley

Beauty columnist: Lesley Thomas

TOP TIPS

- The main online beauty feature is the bi-weekly, themed Top Five list
- Pitch to Hannah Rogers/Skelley
- All other pitches to Lesley Thomas for her column
- Pitch by email outlining why your brand is a Times brand
- Look at the two formats and tailor your pitch to them

BEAUTY

THE DAILY AND
SUNDAY TELEGRAPH
THE TIMES
THE SUNDAY TIMES
THE GUARDIAN
THE OBSERVER

THE SUNDAY TIMES

COVERAGE APPEARS IN SUNDAY TIMES STYLE MAGAZINE

THE TEAM

Beauty director: Sarah Jossel

Beauty columnist: India Knight

TOP TIPS

- Print coverage includes a two-page beauty feature, Sarah Jossel's Beauty Boss column, and India Knight's beauty column. The team also run a weekly online shopping feature.
- Best days to pitch: Friday/Monday
- Pitch by email with snappy subject line. Tailor pitches to Style's audience
- Magazine goes to print Thursday for the following Sunday
- Use SEO trends as a hook for your pitch
- Only pitch to one person on the team at once

3

THE GUARDIAN

SALI HUGHES COLUMN/FEATURES APPEAR ON SATURDAY IN THE WEEKEND SUPPLEMENT

THE TEAM

Beauty columnist: Sali Hughes

TOP TIPS

- Price is key: Sali rarely features products over £100
- Images are not essential: only needed for larger features
- Coverage is always 'Best of': pitch a theme that includes the product you're promoting
- Look at archive for ideas for themes

4

THE OBSERVER

ONE PAGE IN THE THE OBSERVER MAGAZINE ON SUNDAY

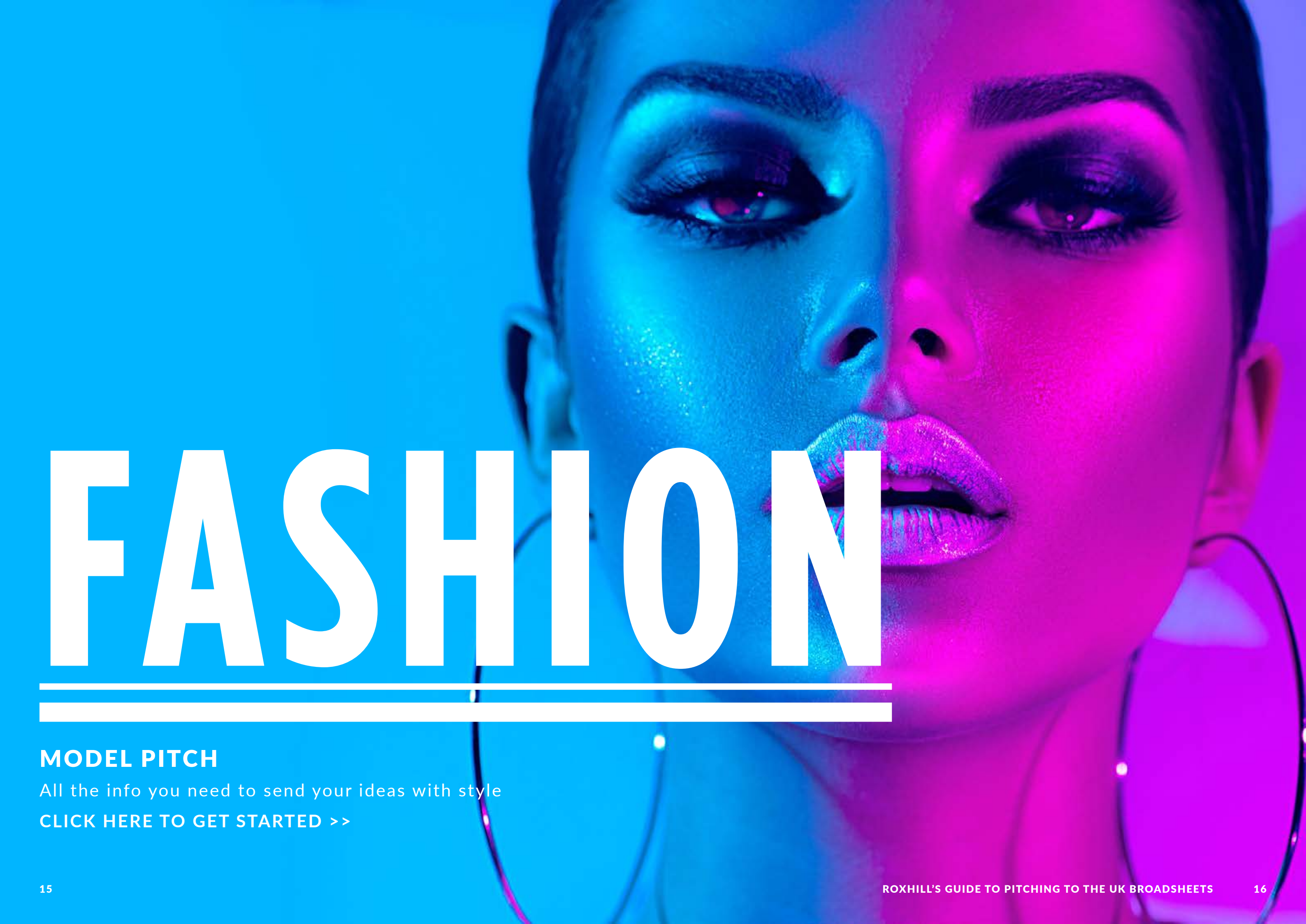
THE TEAM

Beauty director: Funmi Fetto

TOP TIPS

- Pitch any day: all ideas should be tailored to columnist Funmi Fetto
- Celebrates brands founded by people of colour
- Likes high-tech facials
- Pitch 3x similar products at once for On My Radar slot

5



FASHION

MODEL PITCH

All the info you need to send your ideas with style

[CLICK HERE TO GET STARTED >>](#)

FASHION

THE DAILY AND
SUNDAY TELEGRAPH
THE TIMES
THE SUNDAY TIMES
THE GUARDIAN
THE OBSERVER
THE FINANCIAL TIMES

THE DAILY AND SUNDAY TELEGRAPH

COVERAGE APPEARS SATURDAY IN THE TELEGRAPH MAGAZINE; SUNDAY IN STELLA; AND IN THE MAIN PAPER ON A WEDNESDAY AND SATURDAY

THE TEAM

Head of fashion and style: Lisa Armstrong

Fashion editor: Melissa Twigg

Shopping editor: Krissi Turner

Style director: Sophie Warburton

TOP TIPS

- The Telegraph has one central fashion, style and shopping team which produces all the fashion content for the paper, website, Stella magazine, Telegraph Magazine and Ultra Travel.
- Best day to pitch: Wednesday
- Pitch by email, early in the morning, no pleasantries, as far in advance as possible. A hook is essential and should be the first thing the journalist reads
- The team like trends, statistics, interviews, analysis and snappy spins on a trend.
- Make sure you pitch to the right person. For written pieces contact the fashion team; for product, it's the style/shopping team

THE TIMES

COVERAGE APPEARS WEDNESDAY IN T2; ONE FASHION NEWS STORY IN THE SATURDAY PAPER; AND SHOPPING IN THE TIMES MAGAZINE ON A SATURDAY

THE TEAM

Fashion director: Anna Murphy

Fashion editor: Harriet Walker

Acting fashion editor: Charlie Gowans-Eglington

Fashion writer: Hannah Rogers

TOP TIPS

- Times fashion stories are about what's happening in real life, not industry trends
- Demographic is women, late 30s to late 50s
- Best day to pitch: Monday, Thursday, Friday
- T2 and paper stories are newsy; Magazine stories are more lifestyle
- Best pitches are succinct, snappy and tailored to The Times reader
- Stories are image led, so low-res images in the body of email is very helpful
- Images need to be full length, eyes to camera, with a diversity of models and body shape. Not too edgy
- They do not run galleries online, so don't pitch them



THE SUNDAY TIMES

COVERAGE APPEARS IN STYLE MAGAZINE ON SUNDAY; SPORADICALLY IN THE MAIN PAPER

THE TEAM

Fashion director: Jane McFarland

Fashion features assistant: Henrik Lischke

TOP TIPS

- Best day to pitch: Monday
- Pitch by email, with imagery. Tailor your pitch to Style magazine
- The fashion team work two to three weeks in advance
- Stories for the paper need to be celebrity focused, have extraordinary images, or be a little bit crazy
- Products over £500 won't be featured
- Demographic: women, late thirties to mid-sixties

3

THE GUARDIAN

COVERAGE APPEARS SATURDAY IN WEEKEND; IN THE MAIN PAPER AND ONLINE, AS/WHEN STORIES ARISE

THE TEAM

Associate editor (fashion): Jess Cartner-Morley

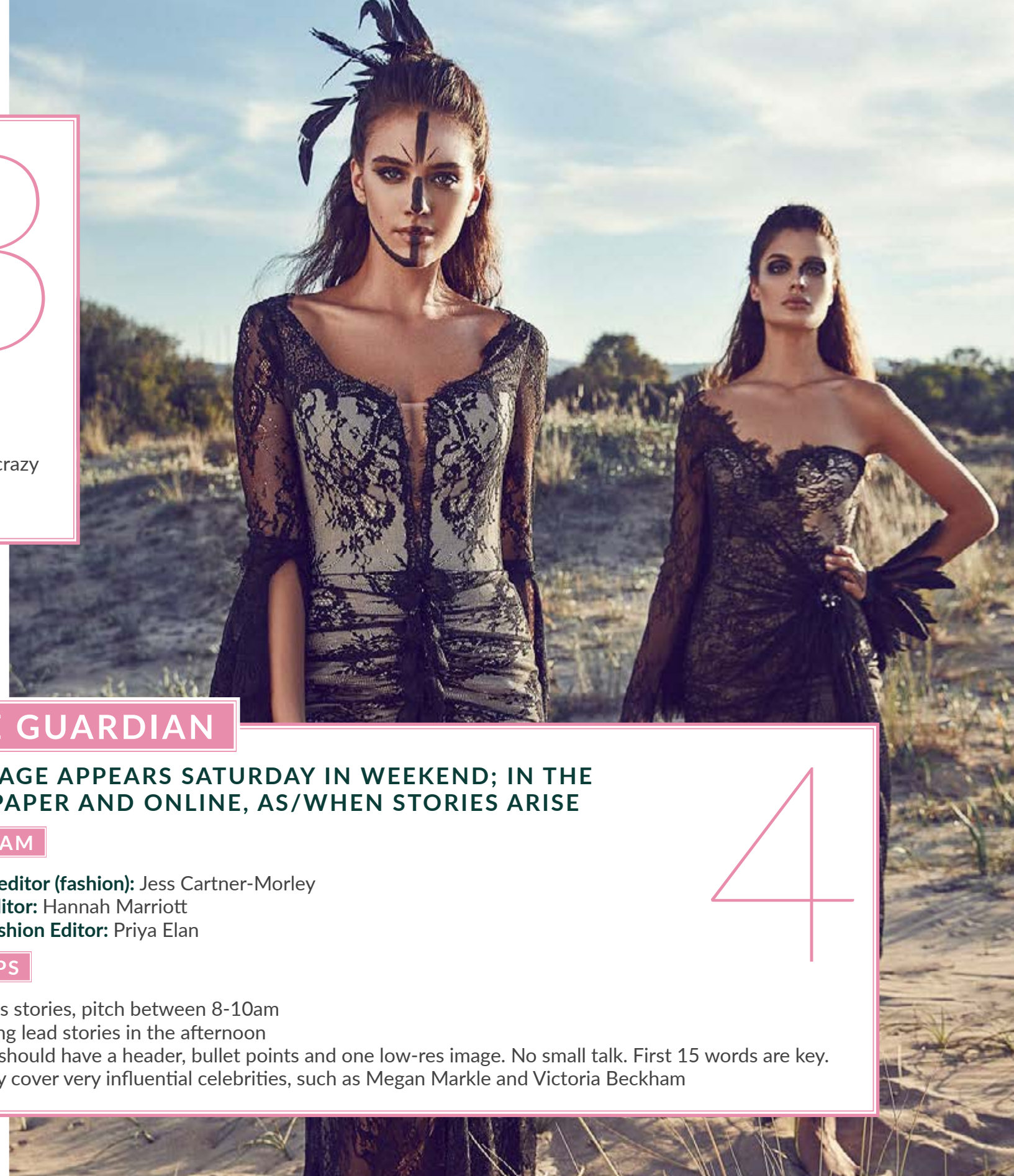
Fashion editor: Hannah Marriott

Deputy Fashion Editor: Priya Elan

TOP TIPS

- For news stories, pitch between 8-10am
- Pitch long lead stories in the afternoon
- Pitches should have a header, bullet points and one low-res image. No small talk. First 15 words are key.
- Will only cover very influential celebrities, such as Megan Markle and Victoria Beckham

4





THE OBSERVER

FEATURES, SHOOTS AND SHOPPING
EDITS APPEAR IN THE OBSERVER
MAGAZINE ON SUNDAY

THE TEAM

Fashion editor: Jo Jones

Deputy fashion editor: Alice Fisher

Menswear fashion editor: Helen Seamons

TOP TIPS

- Primarily shopping features
- Pitch any day, but keep it short and include great imagery
- Images for The Edit must be cutouts; for Notebook, lifestyle shots work
- Sustainability of brand/product more important than price point

5

THE FINANCIAL TIMES

COVERAGE APPEARS IN FT WEEKEND EACH SATURDAY;
IN THE PAPER DAILY DURING FASHION MONTH;
SPORADICALLY IN THE FT MAGAZINE

THE TEAM

Fashion editor: Lauren Indvik

Deputy fashion and beauty Editor: Carola Long

Junior fashion editor: Flora Macdonald Johnston

TOP TIPS

- How to Spend It has a separate fashion team
- The FT likes stories hooked on stats, percentages, and revenue analysis
- Features are very reactive and newsy
- Best days to pitch: Thursday afternoon/Friday
- Pitch by email: two lines explaining the story, then imagery
- Don't start pitches with "hi there" (find the person's name)
- Do check in to see if you can help with stories, but not more than once a month
- The FT will not write about fast fashion brands
- The team love an exclusive — the further in advance the better

6



FOOD & DRINK

POWER LUNCH

The secrets from the food desks –
no expense account needed

[CLICK HERE TO GET STARTED >>](#)



FOOD&DRINK

THE DAILY AND
SUNDAY TELEGRAPH
THE TIMES
THE SUNDAY TIMES
THE FINANCIAL TIMES
THE GUARDIAN
THE OBSERVER

THE DAILY AND SUNDAY TELEGRAPH

COVERAGE APPEARS SATURDAY IN THE TELEGRAPH MAGAZINE; SUNDAY IN STELLA; SATURDAY AND SUNDAY IN THE MAIN PAPER; AND DAILY ONLINE

THE TEAM

Food editor: Amy Bryant
Assistant food editor: Pip Sloan
Food assistant: Morgan Lawrence

TOP TIPS

- Team meeting 10am Monday
- Best days to pitch print are Monday and Tuesday
- Never a bad time to pitch an online story
- Email is the best way to pitch, with lots of visuals and lots of stats.
- Don't cap up the subject line
- Exclusives on first and second serialisations are important
- Magazine content is decided a month in advance. Lead times elsewhere are much more reactive and flexible

THE TIMES

COVERAGE APPEARS THURSDAY IN THE TABLE, AND SATURDAY IN WEEKEND AND THE TIMES MAGAZINE

THE TEAM

Food and drink editor: Tony Turnbull

TOP TIPS

- Pitch by email, any day, with a clear subject line: all pitches must have an angle
- Read the paper to get an idea of the kind of stories that work
- Magazine content is predominantly recipes
- Exclusives are important but not fundamental
- Won't run content that has been in The Sunday Times (main competitor)
- Good imagery can make the difference between a story running and not
- Not everything has to be new, though newsworthy and trendy do well
- Only pitch something you would tell a friend about



THE SUNDAY TIMES

COVERAGE APPEARS WEEKLY IN THE DISH, WITHIN THE SUNDAY TIMES MAGAZINE

THE TEAM

Food editor: Lisa Markwell

Digital editor: Hannah Evans

TOP TIPS

- Lisa works Tues-Thurs
- Only pitch by email, not Instagram
- Products are usually only featured in the newsletter – bear in mind when pitching
- Contact Hannah for Instagram takeovers/features
- Lead time is two months ahead
- The team will only feature a cookbook if it's an exclusive
- Send low-res images, by We Transfer

3

THE FINANCIAL TIMES

COVERAGE APPEARS SATURDAY IN FT WEEKEND AND THE FT MAGAZINE

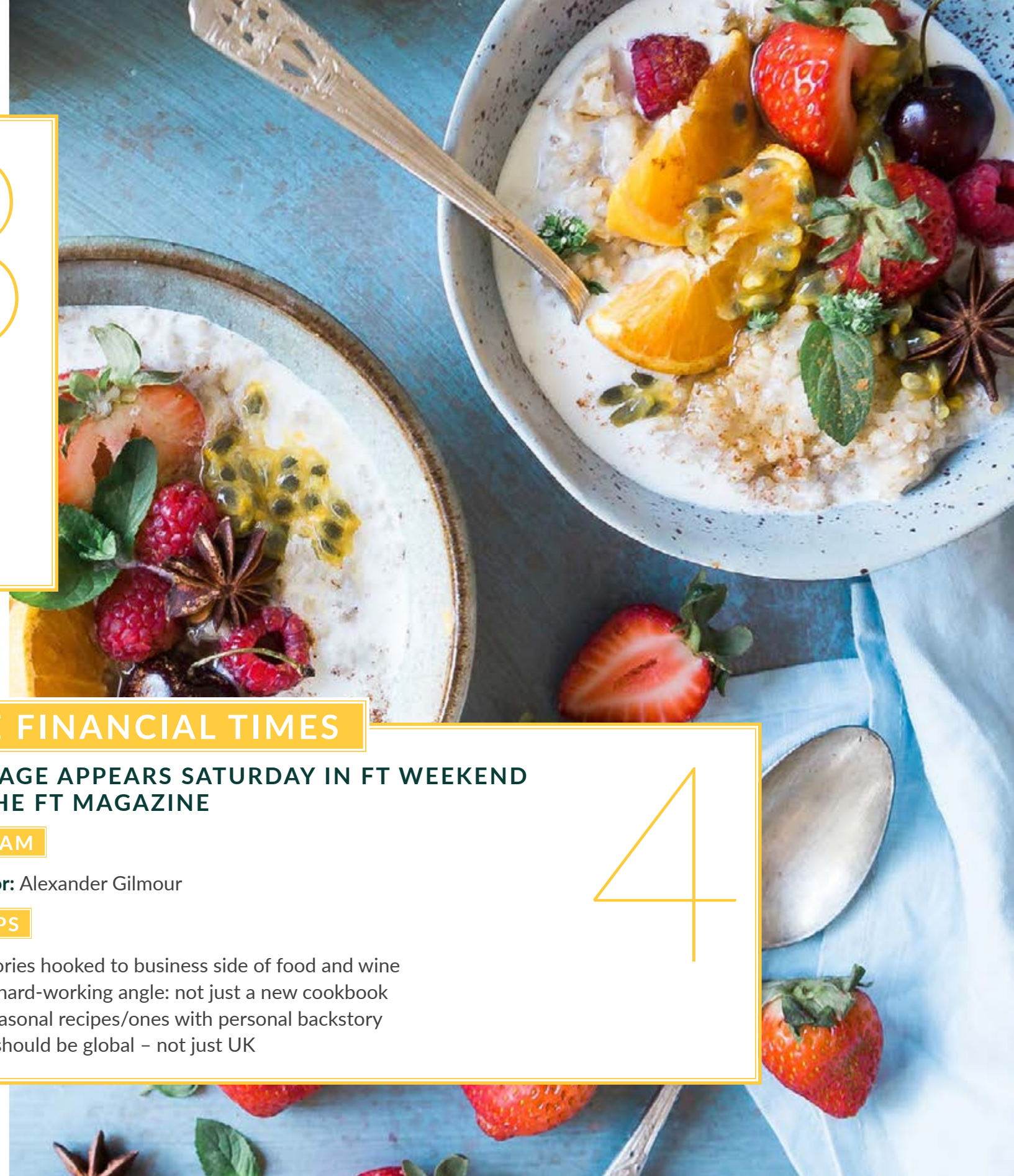
THE TEAM

Food editor: Alexander Gilmour

TOP TIPS

- Runs stories hooked to business side of food and wine
- Need a hard-working angle: not just a new cookbook
- Pitch seasonal recipes/ones with personal backstory
- Angles should be global – not just UK

4





THE GUARDIAN

COVERAGE APPEARS SATURDAY IN
FEAST SUPPLEMENT: THROUGH THE
WEEK ONLINE

THE TEAM

Food editor: Bob Granleese

TOP TIPS

- Feast is predominantly recipes from regular faces
- Pitch for the guest slots each week
- Pitch any day, but give lots of notice for new book releases
- Recipes are seasonal: pitch with a timely angle

5

THE OBSERVER

COVERAGE APPEARS SUNDAY IN THE OBSERVER MAGAZINE
AND IN THE OBSERVER FOOD MONTHLY SUPPLEMENT

THE TEAM

Editor: Allan Jenkins

Deputy editor: Gareth Grundy

TOP TIPS

- Get creative, this is one of the most inventive food publications in the UK
- Pitch any day: but it must be tailored to OFM
- Pitch to deputy editor Gareth Grundy – good response rate
- Imagery isn't essential: they shoot most things themselves

6



CULTURE

CENTRE STAGE

Follow our guidance to grab the critics' attention

[CLICK HERE TO GET STARTED >>](#)

THE DAILY AND SUNDAY TELEGRAPH

COVERAGE APPEARS DAILY IN LIFE & ARTS PAGES; SUNDAY IN FEATURES & ARTS PAGES; AND IN THE SATURDAY REVIEW

THE TEAM

Associate editor (Culture): Eleanor Halls

Saturday Review editor: Ben Secher

Senior Arts editor: Lucy Davies

Arts editor: Mark Monahan

Arts & entertainment editor: Anita Singh

TOP TIPS

- For news and daily stories, pitch before 9.30am to catch the next day's paper
- For features and interviews, pitch by 10am on Tuesday ahead of weekly conference
- Pitch by email with strong subject line
- Exclusives are important and embargoes are honoured
- It's fine to go direct to each reviewer or critic as well as the arts editor
- There is now space online for content that doesn't get into print

THE TIMES

COVERAGE APPEARS DAILY IN T2, WITH DEDICATED ARTS T2 ON FRIDAY; IN THE SATURDAY REVIEW; AN ARTS NEWS REGULARLY IN THE MAIN NEWS PAGES

THE TEAM

Arts editor: Alex O'Connell

Deputy arts editor: Neil Fisher

Arts commissioning editor: Jade Cuttle

Arts correspondent: David Sanderson

TOP TIPS

- Pitch to Alex or Neil by 9am, for 10am daily conference. Alex O'Connell will respond to anything she likes the sound of and will direct to correct person
- Arts news regularly runs in main paper – email David, Alex or Neil at the earliest moment.
- Imagery is useful but not essential
- For picture-lead stories (of dancers, art auctions, etc), go direct to the picture desk
- Exclusives are preferred. Will follow others if a big enough name
- Fine to go direct to reviewers or critics, it's always worth copying in Alex

CULTURE

THE DAILY AND SUNDAY TELEGRAPH
THE TIMES
THE SUNDAY TIMES
THE GUARDIAN
THE OBSERVER
THE FINANCIAL TIMES
THE I PAPER

THE SUNDAY TIMES

COVERAGE APPEARS IN THE CULTURE SUPPLEMENT; ARTS NEWS IN THE MAIN PAPER; COMMENT IN NEWS REVIEW – ALL ON SUNDAY

THE TEAM

Editor: Helen Hawkins

Associate editor: Francesca Angelini

Literary editor: Andrew Holgate

TOP TIPS

- Goes to print nine days before publication, so likes pitches as far in advance as possible
- Exclusives are important: prefers to run first
- Section likes to take own pictures for lead interviews and features
- Will use press shots for smaller items
- Go direct to reviewers and critics

3



THE GUARDIAN

COVERAGE APPEARS DAILY ONLINE AND IN G2; FRIDAY G2 DEDICATED TO FILM AND MUSIC REVIEWS; SATURDAY IN THE GUIDE AND REVIEW SUPPLEMENTS

THE TEAM

Associate editor (Culture): Claire Armitstead

Arts Editor: Alex Needham

Deputy Arts Editor: Andrew Gilchrist

TOP TIPS

- For reviews, go direct to each specialist reviewer as well as books team
- For features and interviews, go to Alex Needham or Andrew Gilchrist
- Images are useful, especially those that are exclusive and unseen
- For picture-lead stories (of dancers, etc) go direct to the picture desk
- Exclusives are preferred, though will follow others if a big enough name
- Wednesday is press day so avoid contacting the team
- High-profile announcements are covered online only

4

THE OBSERVER

COVERAGE APPEARS IN THE NEW REVIEW

THE TEAM

New Review editor: Jane Ferguson

Deputy editor/arts editor: Sarah Donaldson

Deputy editor/books editor: Ursula Kenny

TOP TIPS

- Prides itself on being original, so tailor your pitches – no generic releases
- Goes to print a week before publication and likes to plan as far in advance as possible. Quick turnaround possible for the right story
- Exclusives are imperative: insists on running first
- Shoots own images for interviews and features
- Desk are busy: go direct to critics/reviewers for specific areas of interest

THE FINANCIAL TIMES

COVERAGE APPEARS SATURDAY IN LIFE & ARTS SECTION; DAILY ONLINE

THE TEAM

Associate arts editor: Horatia Harrod

Deputy arts editor: Raphael Abraham

Assistant arts editor: Rebecca Watson (works Weds-Fri) and India Ross

TOP TIPS

- Pitches need to be original and must appeal to the high net worth reader
- Monday's book review on the opinion pages tends to be non-fiction with an economic or geopolitical focus
- Fine to go direct to reviewers and regular freelancers with news
- The FT Weekend regularly features interviews with artists, actors and authors – Hester Lacey commissions regular Q&A Inventory



THE I PAPER

COVERAGE APPEARS DAILY IN PRINT AND ONLINE; FRIDAY IN ARTS SPECIAL; SATURDAY IN CULTURE PAGES

THE TEAM

Arts editor: Alice Jones

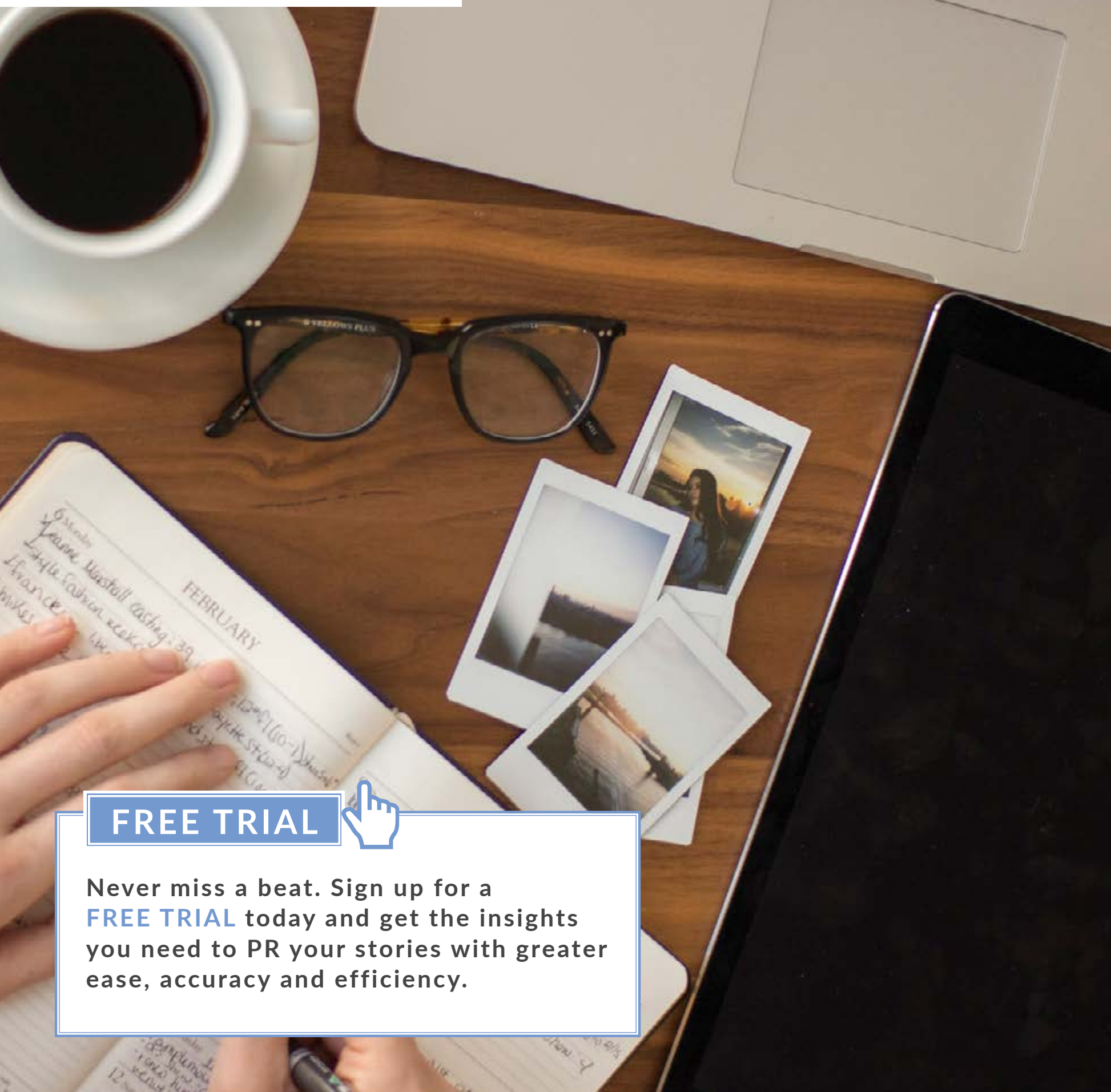
Deputy arts editor: Sarah Carson

Arts and media correspondent: Adam Sherwin

TOP TIPS

- They take a lot of news from PA Media
- Pitch into Alice and Sarah but because they're a small team, don't expect a response unless they like your idea
- They regularly use freelancers – Etan Smallman is especially good for pitching artists and authors into
- The i doesn't insist on household names but they must have a strong backstory





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