

Roxhill

ROXHILL'S GUIDE TO PR OPPORTUNITIES

A STARTER KIT TO HELP YOU GRASP PRESS OPPORTUNITIES
AND TO UNDERSTAND YOUR EDITORIAL OPTIONS

[CLICK HERE TO GET STARTED](#)





WELCOME



PR opportunities across broadsheets and glossies can seem like a minefield for both the junior and senior PR. Endless pages of editorial options for you to target on behalf of your client can be as overwhelming as going shopping in TX Maxx during the sales. Fear not my PR brothers and sisters, this is where Roxhill steps in.

In this e-book we aim to help PRs navigate the opportunities and reveal how they will actually help you curate every campaign like a pro.

Your clients will love you and you will come across as the expert that you are – or the one that you’ll swiftly become.

Emma Cripwell
Publicist
Roxhill Media

[START >>](#)



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Roxhill end papers

WHAT ARE PR OPPORTUNITIES?

PR opportunities are the pages within a broadsheet, glossy or website that are written by journalists. These opportunities are known as editorial and can take various forms.

DIFFERENT TYPES OF EDITORIAL

Long reads are more than 1,000 words in length and go into considerable detail about the subject matter. There are shorter reads which would be up to about 700 words and give more of an overview on a certain topic.

An increasing number of round ups (ten of the best, 50 of the best, 31 of the best!) are appearing across all media. Then there are your super-snappy nibs (acronym for news in brief) which are used throughout all media. **Nibs are increasingly popular with our collective concentration spans decreasing; we like bite-sized more and more.** And they often generate bigger responses than long features. >>



There is a growing grey area of content that is a hybrid of advertising and editorial

ADVERTISING

Although these various editorial options are not to be confused with advertising or advertorial – paid-for pages within every title or website which are designed and controlled by the company featured – **there is a growing grey area of content that is a hybrid of advertising and editorial.**

What has been acceptable in the fashion industry for years – asking for editorial of a certain nature because a client spends a considerable amount in advertising – is slowly spreading to other sectors. The borders are blurring. >>

The Curve Rebellion

IN PARTNERSHIP WITH SIMPLY BE

“MOST HIGH STREET SHOPS DON'T STOCK MY 38FF BRA SIZE, SO I END UP WITH WHAT LOOKS LIKE FOUR BOOBS SQUASHED INTO ONE BIKINI TOP”

Being curvy doesn't mean you shouldn't have maximum fun poolside. Plus-size writer Jen Thomas is hoping to find her perfect match...

simply be.

STRAIGHT EDITORIAL

Straight editorial, or what is perceived as straight editorial, gets a much better response rate from readers, who trust its independence.

This is where we as PRs must use our splendid skills of identifying news stories and crafting pitches to then target the right publications and journalists.

The beautiful advantage of editorial is that brilliant wordsmiths and spokespeople in their fields (specialist journalists) write about our clients as an outsider. With luck they will praise and applaud our client's offering and draw out the appealing detail in any hotel/handbag/bath bomb or chutney.

This is commonly wrapped up as third-party endorsement which is unfailingly powerful as a means of communication and persuasion.

It's really the corporate version of word of mouth. **We often embrace and remember great films/recipes/books our friends have told us about and this is just a more public version of a solid, likeable recommendation.**

But where are these opportunities? And how can we as PRs distil them into something that we can organise in our frazzled minds? How do we metaphorically leave TK Maxx during the sales and find ourselves in an ordered safe space? ■

HERE'S HOW >>



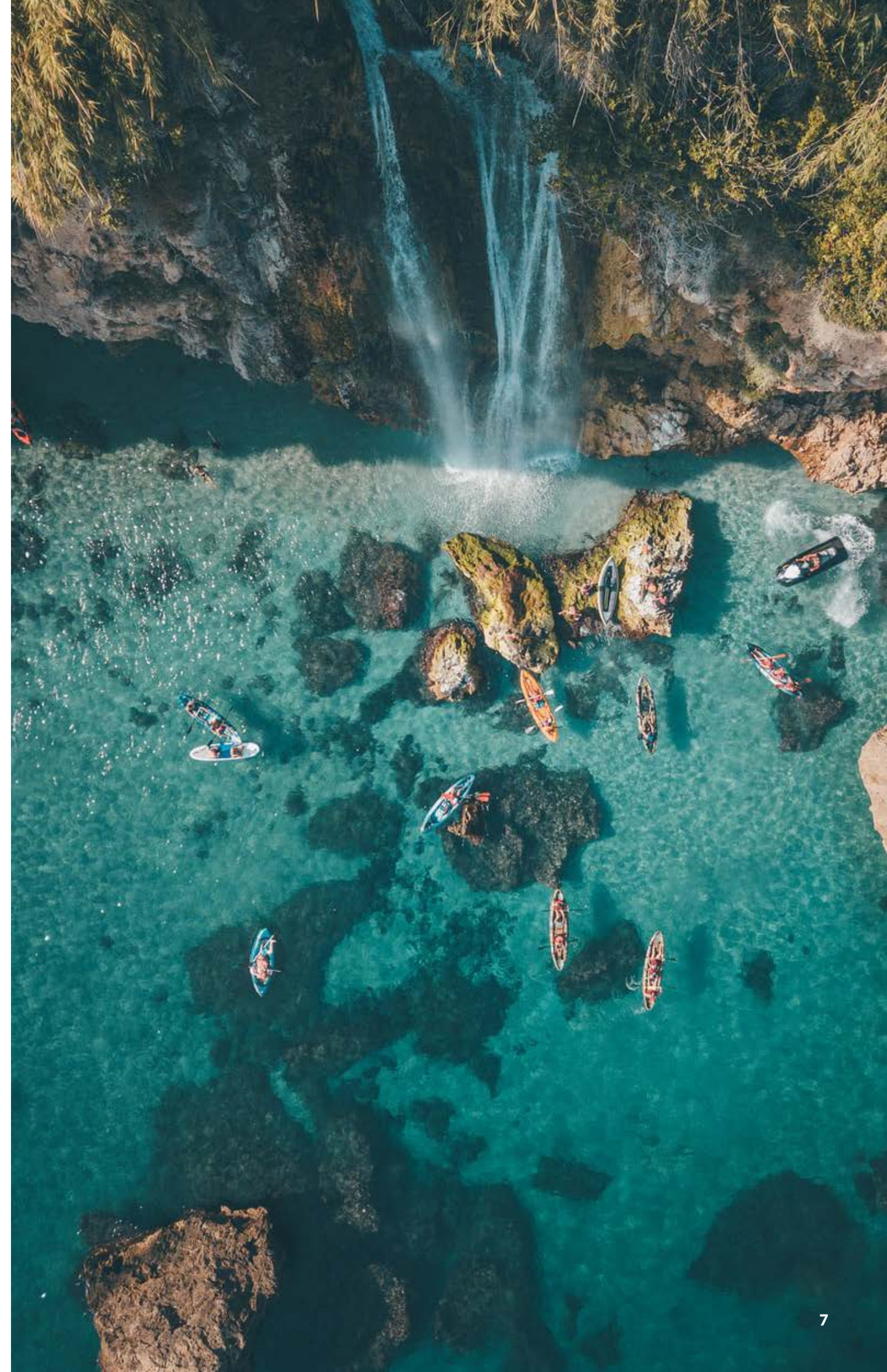
SECTOR-SPECIFIC OPPORTUNITIES

Over the following pages we'll broadly highlight the different types of PR opportunities available across the most dominant lifestyle sectors: travel, food and drink, beauty and wellness, and fashion. There are obviously more sectors in the lifestyle sphere, such as interiors, books, cars, gardening and so on, but we know you're busy people and want to keep things succinct rather than create tomes that go on *ad infinitum*.

But how do you know which titles you want to target without buying dozens of magazines and newspapers? You don't have the budget to go spending £5 x 25 on glossies. And your recycling bin is already bulging.

Plus it's a fag and you're working from home so still in your jimjams and might have forgotten to brush your teeth. Far easier is to head to Roxhill's fabulous site and look at the PR opportunities featured alongside every title, which you can do from the comfort of your desk/sofa/bed.

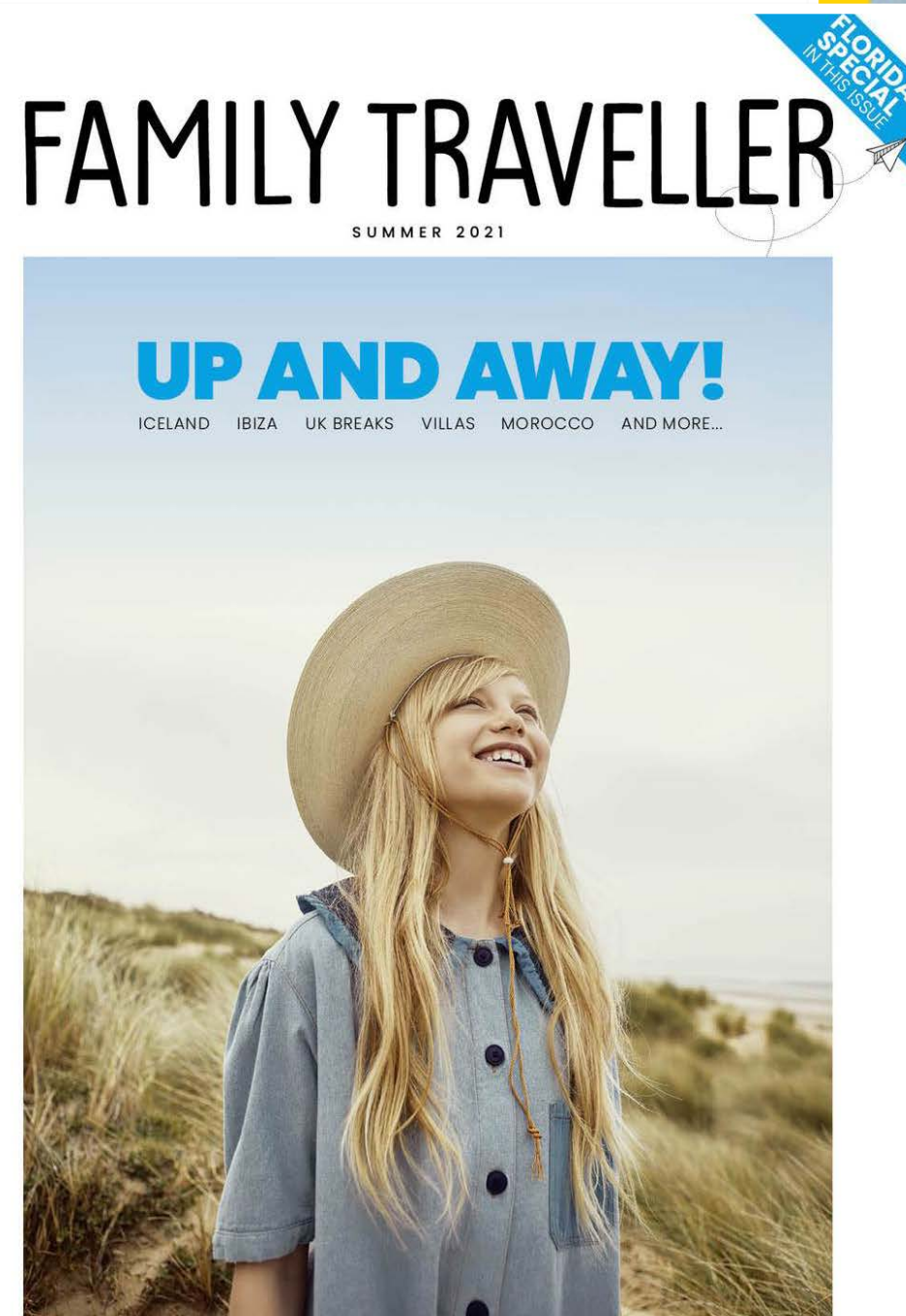
We've even created a super-slick user guide, so be our guest, we're here to help.



TRAVEL PR OPPORTUNITIES

There are plenty of travel pages to target across papers, magazines and websites. The first thing you need to do is to **work out where your particular product would sit most comfortably in the outlets available in the UK**. Harper's Bazaar isn't going to embrace Butlin's; The Guardian is not going to love you for pitching a private jet story, and even refuses to cover Le Manoir aux Quat' Saisons. Match your brand with their brand.

There are dedicated travel magazines which are slim pickings these days, but a handful are hanging on in there. In every magazine there's a masthead which is updated carefully every single month. **Once you've earmarked the slot you're keen to have a crack at, either see who has written that piece or work out who the commissioning editor is and target them**. All contact details are found at Roxhill. See, I told you we were there to help. >>





Then there are the stand-alone travel sections within broadsheets which are page heavy and therefore give you a greater chance of getting a story commissioned. **Telegraph Travel can reach the mighty heights of 20 whole pages and they need filling**, so don't be shy. These features will vary vastly in length and if you don't have budget to send a journalist away for one of the long reads don't suggest it. Head for page 2 or 3 which are nib heaven and are often the most read.

The embedded travel sections which are somewhere in the middle of weekend newspapers or colour supplements have fewer pages but they are still much absorbed. For instance, **Times travel is part of Times Weekend, whose general features are the best-read in the Saturday paper**.

And don't forget the lifestyle glossies which are filled with all the finest and most fun elements of living such as fashion, beauty, interiors and – of course – travel.

Even if these contain just two or three travel pages don't despair – these high-end glossy readers love it when their subscription lands and often live and die by their chosen magazine's every word.

They may not have a huge print run, but **when the glossies feature hotels and holidays, it often translates into a huge uptick in sales, resulting in a big gold star from your client**.

Linked to these but often under separate editorships are all the online counterparts to the above titles. These platforms are able to include far more travel stories, without the obvious pagination limits. Not only can they be updated at the drop of a hat, but new travel stories can also appear overnight.

Those painful five-month lead time restrictions with glossies can be knocked into the long grass when it comes to online. ■



FOOD AND DRINK PR OPPORTUNITIES

As with travel, there are dedicated food and drink magazines which have held their own during the various lockdowns. As food and drink became such an important mode of survival in our darkest hours, these pages have grown rather than shrunk so there isn't such a PR battle for those mouth-watering column inches.

There is a growing grey area of content that is a hybrid of advertising and editorial

The broadsheets don't tend to have standalone sections for food (except for The Observer Food Monthly and Guardian Feast) but the pagination given to restaurants, recipes, food products, cocktails, bars and so on is vast, with plenty of pages to target on behalf of your clients.

Do take extra care when considering targeting the food critics about a restaurant. It's a dark art and you don't want to get on the wrong side of the likes of Giles Coren and Jay Rayner. They take no prisoners.

The lifestyle glossies always dedicate a healthy amount of pages to food, drink, recipes, cookbooks, wine, and increasingly gin – and so on. These should be an easy win for a PR provided that you are pitching the right product to the right outlet. Deep-fried Mars bars won't ever be featured on the pages of Women's Fitness, you and I both know that. >>



Inside
Drink up! The best British
ciders this autumn _____
How to make your
kitchen greener _____

The Sunday Cook



LAMB AND PEAR BARLEY BROTH

The kind of soup I crave if I'm feeling under the weather with a cold. It's a great way to use up leftover cooked lamb, but cooked chicken or pork also work well.

PREP TIME: 10 minutes
COOKING TIME: 45 minutes

Serves six to eight

INGREDIENTS

- 25g butter
- 1 large onion, finely chopped
- 2 medium carrots, finely chopped
- 2 celery stalks, finely chopped
- 2 cloves of garlic, crushed or finely grated
- 1 bay leaf
- 1 sprig of rosemary
- 200g leftover cooked lamb, chicken or pork
- 1 medium potato, peeled and finely chopped
- 1 medium carrot, peeled and finely chopped
- 1 medium onion, peeled and finely chopped
- 100g pearl barley or pearled barley
- 1.5 litres chicken stock
- 1 large chopped parsley

METHOD

- Place the butter and onion in a large saucepan over a medium heat. Once the butter is melted and the onion is softened, add the carrots, celery, garlic, bay leaf and rosemary sprig. Season, then turn the heat to low, cover and cook gently for 10 minutes, or until the onions are softened.
- Add the lamb, potato and carrot, the pearl barley and the stock. Turn the heat up and simmer, covered, for about 25-30 minutes, until the vegetables and barley are deliciously tender.
- Remove the bay and rosemary. Stir in the chopped parsley, season again to taste, then serve.

Autumn soups for the soul

Good for the gut and immune system as well as for warming the heart, a nutritious bowlful can soothe everything from tired limbs to sniffly colds. Cue Rachel Allen's favourite fixes from her brand new book



Anyone who knows me knows I am passionate about soup. There's no better food to warm the heart and restore the soul. Whether smooth and silky, rustic and chunky or light and brothy, soup conjures up feelings of comfort and care.

When I was a child, my mum always had a pot of chicken or turkey stock on the go, ready to work its magic in one of her great soups. It not only fed our bellies, it fed our hearts. Soup is the first thing I offer our children if they're feeling under the weather. It helps soothe everything from a sniffly cold to a tired body.

Nearly every country and culture has soup at its heart. In Morocco, many Muslims eat fragrant, nourishing harira to break Ramadan. Chicken soup is taken very seriously in millions of Jewish homes and is administered for everything from mild heartache to full-on flu (hence the nickname, 'Jewish penicillin'). Even lovers of BBQ and family feasts have been calmed over gazpacho in Spain and borscht in Russia. Soup is the ultimate fix.

Soup is so steeped into the fabric of my family's life that I must a chicken at least once a week, in part for the ritual of making fresh stock. There is no better way to extract all the goodness from the leftover bones than to boil them up with nourishing vegetables and aromatic herbs. The nutrients can help boost our immune system, gut, brain, hormones, skin, and, of course, our mood. Join me on this soup adventure.

An added bonus for food and drinks PRs comes in the form of supermarkets' own titles

Again, all of the above have their respective websites where food and drinks copy is updated regularly. The queen bee of them all is BBC Good Food which I will take the liberty of assuming was a lifeline for us all in 2020.

An added bonus for food and drinks PRs comes in the form of supermarkets' own titles. These are much-loved mediums which many people grab when doing their weekly shop. These titles compete with the best of them but do be mindful of the fact that products being pitched must be stocked at the relevant store. ■

BEAUTY AND WELLNESS PR OPPORTUNITIES

The standalone beauty glossies are a good place to grab a plethora of PR opportunities. You know that those who have picked a copy off the shelf (or are subscribers) are focussing on looking and feeling good so your clients would expect you to have a good shot at this audience.



If we apply a little thought to what might be featured when, we stand a chance of a good strike rate

In the broadsheets, beauty and wellness, as with travel, food, drink and fashion, have **moments of dominance** at certain times of the year.

If we apply a little thought to what might be featured when, we stand a chance of a good strike rate.

For instance, having salon-fresh hair at a Christmas party is a must. **Cleansing and eating well in January is a social norm.** And beach bodies need some pre-planning so May / June pages tend to be littered with tips about how to ace that semi-naked moment in the sun. >>





Do think about sustainability and packaging when pitching, as the beauty sector is becoming much more interested in green issues

The lifestyle glossies dedicate more pages to beauty (and fashion) than any other lifestyle sector so count yourselves lucky, you've got heaps of pages to fill.

Do think about sustainability and packaging when pitching, as the beauty sector is becoming much more interested in green issues. **It is no longer acceptable to send a lipstick to a beauty editor that's wrapped in plastic packaging and encased in a gigantic box.**

And don't forget the online options. Unlike a trip to the Maldives or a pair of Gucci loafers, beauty products and fixes are much more affordable, making them an easy buy for consumers, and thus an easier sell for PRs. **If you've missed the boat with a glossy lead time, target their online beauty and wellness editor** and you might have some overnight joy. ■



FASHION PR OPPORTUNITIES

Fashion and labels have a very well-defined target market. You're not going to sell an ASOS synthetic neon mini-skirt to a billionaire with a bulging bank account. So make sure that whatever dresses, shoes, hats, belts you're peddling that you pitch them to the right glossy.

There are some great magazines that focus largely on fashion, but they are for different consumers – with very different budgets. Remember that **February and September are the bumper issues, with London Fashion Week dominating**, so there are more PR opportunities to choose from.

Each broadsheet is very good at showcasing fashion pages for its audience. They don't necessarily put an 18-year-old, 6ft gazelle in the clothes but more relevantly put someone the reader's age so that they can imagine themselves in the featured clothes – The Times and Saturday Telegraph are particularly good at this.

And **every generic lifestyle title has a very healthy fashion section**. This sector brings in the big advertisers which enables the titles to turn a profit, so fashion editorial must be plentiful to keep the pennies rolling in.

>>



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STYLIST

DISCOVERFITNESSMAGAZINE

FASHION

Explore the latest fashion news, the best pieces from the high street, designer, independent and sustainable brands, as well as hot off the catwalk fashion trends



FASHION

This is how to ensure your cashmere lasts a lifetime, according to the experts

Naomi May



FASHION

Best gifts under £25 from independent brands



FASHION

Ugg's Tazz slipper is the statement shoe all the celebs are wearing



FASHION

Best gifts to personalise or monogram from independent brands

LATEST STORIES



FASHION

11 colour block knits that will cheer up any winter outfit

The feel-good knit you didn't know you needed.

Did you know that Sheerluxe has 43 full time employees? That's a good dozen more than Vogue UK, meaning that [online fashion is a big'un](#). And it's only going to get more so.

[Ignore online PR opportunities at your peril](#). Not only will you get a swift turnaround if you do clinch coverage, but you can push that actual season's trends rather than pushing autumn/winter in spring/summer.

Too confusing. ■

ROXHILL'S GUIDE TO PR OPPORTUNITIES

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SUMMARY

The regular pages in the UK's top publications are prime opportunities for PRs to win coverage, but too often writers receive pitches that are irrelevant for them, and the senders of those emails will have a black mark against them.

That's why pitching the right stories into publications with an interest is so important.

Find the right PR opportunities with Roxhill's in-built tool, search by outlet type, sector, print or online, and land your next feature with ease.

If there's one piece of advice journalists constantly tell PR'S, it's to "read the magazine/newspaper/website".

To really stand out from the crowd, get Roxhill's summary on individual publications.

[Sign up for a free trial today.](#)

**Pitching the
right stories into
publications with
an interest is
so important**

Roxhill

JOIN US

Get access to the best real-time media intelligence tool. Roxhill is the only content-led media database with article analysis, in-app social feeds, weekly webinars with journalists, and more. We can help you deliver winning PR campaigns every time.

Roxhill's functionality goes above and beyond the traditional telephone directory. We strive to help educate PRs in the changing world across both PR and journalism, and help you answer the four key questions:

- Who to contact?
- How to contact?
- When to contact?
- What to pitch?

And we come recommended – more than 40% of our clients are from word of mouth.

“

Roxhill platform creates so many opportunities and feeds back critical insights for our clients. Having made the switch we'll never look back!

The Brand Whisperer

”



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www.roxhillmedia.com/freetrial

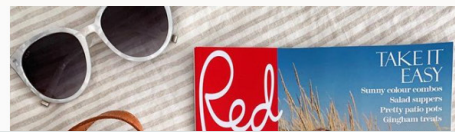
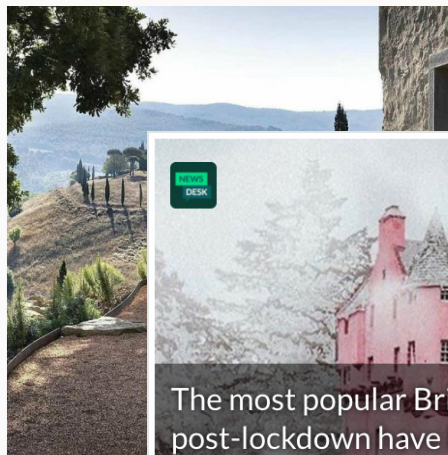
FREE TRIAL



Sign-up for a **FREE TRIAL** with Roxhill, the fastest-growing media database, and see why so many of your peers are switching.

SOCIAL FEEDS

STAY EFFORTLESSLY UP TO DATE WITH JOURNALIST SOCIAL FEEDS. TRIGGER SOCIAL-MEDIA ALERTS WITH RELEVANT KEYWORDS, AND SEARCH FEEDS FOR THE CONTENT THAT SPEAKS TO YOU - ALL IN ONE PLACE.



Fri Sep 4th

Red Travel Desk - Newsdesk - Red

Topics

View all



Skincare
Hair
Face
Perfume & Aftershaves
Eyes
Author & Literature News

8
5
4
3
2
2

LEVEL UP YOUR SEARCH TOOLS

Find the right journalist efficiently from thousands of profiles.

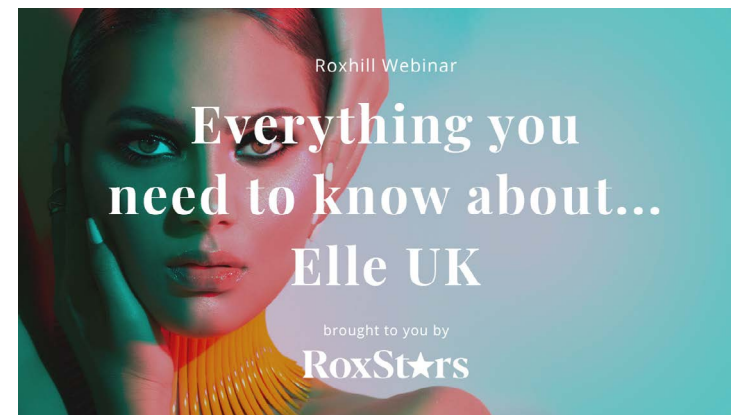
Keyword search reveals the tweets and Instagram posts for journalists who have a shared interest in the topics you are interested in.

Build new media relationships and land pitching opportunities. Filter out the noise and only see relevant results from journalists and outlets. **GET YOUR FREE TRIAL**



WEBINARS

LEARN FROM THE PEOPLE YOU'RE TRYING TO CONTACT EVERY DAY. WE HOST WEBINARS WITH KEY JOURNALISTS IN YOUR INDUSTRY TO PROVIDE YOU WITH THE INSIGHT YOU NEED TO LAND YOUR PITCHES AND HIT YOUR GOALS.



BROWSE WEBINARS

RoxStars

THE DAILY LIFESTYLE PR NEWSLETTER

WRITTEN BY



RICHARD MELLOR

Freelance Travel Journalist



LISA MARKWELL

Acting Food Editor at The Telegraph



BRIDGET MARCH

Digital Beauty Director at Harpers Bazaar online



LAURA CRAIK

Freelance Fashion Journalist

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Receive a **daily rundown** of their top tips; insight into what makes a great pitch; what catches their eye amongst hundreds of press releases; weekly summaries with insight into everyday journalist life, and special bulletins relating to news events affecting the PR community.



UPGRADE YOUR PR STRATEGY WITH OUR FREE EBOOKS

Roxhill 2021
UK GLOSSY MAGAZINES SPECIAL EDITIONS CALENDAR



How to pitch to the UK broadsheets

Insider tips from journalists
to get your ideas noticed

How to pitch to the national newspaper glossy supplements

Insider tips from journalists
to get your ideas noticed



DOWNLOAD

Our **FREE EBOOKS** give you exclusive insight into the PR and journalism world. Everyone is different, so we speak to industry leaders and key journalists every day to feed you the right information on who to contact, how to contact them, and their preferences on what to include.

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