

PR FOR THE PEOPLE

PR TERMS GLOSSARY

Please let us know if you come across a word we should add!

Advertising

Paying (a lot of money) to be featured in the media, and for a journalist to say write exactly what you ask for.

Advertorial

A paid for advert that has been written in the shape of an article - will be clearly marked 'Advertorial'

Backlinks

A link to your website within an article - something you should ALWAYS ask for after the journalist has confirmed they will feature you. High PR backlinks are when you get a link to your website from a website that has a high level of authority or page rank. They are considered to be the most powerful type of backlink you can get.

By-line

A line in a newspaper or magazine naming the writer of an article.

Boilerplate

Information giving a brief history and 'about us' of a company, usually found at the end of a press release

Coverage

This refers to being featured in the media - i.e press coverage.

Embargo

You can 'put an embargo' on a press release - this asks the journalist not to publish the information until a specified date. Just add EMBARGOED UNTIL (ADD DATE) clearly on a press release if you'd like to do this.

Exclusive

When you offer your information to a publication or journalist before anyone else. This can sometimes help swing coverage - for example if you are launching a new venue and offer it to Time Out to cover first, this will help in making them interested. Just put 'EXCLUSIVE: in your email subject when sending your press release.

Lead Time

This refers to how long a publication needs to be sent info before publishing it. Three months

for monthly print magazines, 4 weeks for newspapers and bi-monthly publications, and anything from a couple of days to 4 weeks for online as a general rule.

Pitch

The initial email you send to a journalist to see if they're interested in featuring your biz.

Press Pack

Also known as a press kit or media kit, this is just a collection of information and images that can be used by the press about your company. For example logo, press release, image gallery, price lists, etc.

Press Release

A document with all the information about your news written in a concise and appealing way.

Quote

Words you or somebody has specifically said - often used to add personality and colour to a press release.

Round-up

A type of article with a particular theme, mentioning various different businesses or experts.

The PR Dance

A special type of celebratory dance move you do when you score some press coverage!!