



MULTICHANNEL MERCHANT PR GUIDELINES

EDITORIAL TEAM

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We especially like exclusives and tips and can work under most embargoes and NDAs.

Editorial is selected only on the basis of our readers' need for information.

We welcome bylined articles from experience retail and B2B executives. Please email tparry@accessintel.com for editorial guidelines.

Public relations is an important element in your overall marketing strategy. To present PR information to the Multichannel Merchant editorial team, you need to know how to effectively work with them. Here are some guidelines:

- **Know MCM's editorial positioning.**
MCM's reporting goes beyond what is happening and analyzes why it is happening. We provide current, actionable information that merchants use to create successful, effective campaigns and enhance their bottom line.
- **We go beyond platforms, services and technology.**
Our audience prefers to hear from a retail or B2B merchant actually using that technology or service. So story pitches that come with the chance of interviewing a merchant have much more appeal.
- **Metrics matter most.**
We're particularly interested in stories that integrate specific campaign metrics, either terminal (if the campaign has closed) or ongoing.
- **Present story ideas from the "merchant angle".**
Offer ideas that tell the whole story, offer numerous sources, and list client contacts (if applicable) who can corroborate the information.
- **Be prepared to provide photos, videos or other sample materials upon request.**
- **Get to know the editors by phone and in person.**
We like to hear what you have to say but are often on deadline and, like everyone, are very busy. We suggest emailing a press release first and following up by phone if it is an important or time-sensitive story. (Please don't phone just to check if we received your email release.)