MarketingProfs: The Best Times and Approaches for Pitching Journalists

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Ayaz Nanji, co-founder of ICW Content, takes a look at the Business Wire Media Blueprint and brings to attention some takeaways and the best times to pitch your story:

Most journalists say they like to be pitched story ideas early in the week and in the morning, according to recent research from Business Wire.

The report was based on data from a survey of 600+ members of the media living in 40+ countries. Most of the journalists polled reside in North America and the United Kingdom. Respondents work across various verticals, including B2B/trade news, business/finance news, local/national news, lifestyle/entertainment news, and consumer products/services news.

Read the whole thing: https://www.marketingprofs.com/charts/2017/31411/the-best-times-and-approaches-for-pitching-journalists

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