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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