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🕒 Your press information

Design and content

Do you have an attractive product or a special service to offer? And do you want the press to know about it? If you do, the first step is to prepare press information and appropriate photos. However, there are a few points you should consider to ensure your material provides a good working basis. Because that is what press information is: a text in which journalists can find all the relevant information they need. An advertising approach or the wrong wording will sooner lead to your information landing in the waste paper basket instead of the newspaper. To prevent this, we want to give you a few tips:

Your press information:

- **Most important: Be objective.**

Advertising and press work are two different things. Adjectives, exclamation marks and personal address ("Test the world's best, unique xxx!") are entirely out of place in press information. Take a look in the daily paper: Note how journalists write their articles – That is how the text you provide should be worded. This doesn't mean your material has to be artificial, dry or dull. A good opening topic, a fluent style, and quotations, for example, liven up a text without the need for three adjectives per sentence.

- **The headline:**

Should arouse people's curiosity for what is to come, but it shouldn't be too long. Keep your wording short and snappy. But here too: Advertising language is out of place. Remember, however, that meaningless headlines ("New innovation from company xxx) also lead to disinterest.

The opening paragraph: the five Ws

A lot of people only read the first paragraph of a text before deciding whether to devote more time to the remainder. This applies to journalists, too. That is why the first paragraph should not only be a good introduction

but should also contain the five Ws: **who** is doing **what**, **when**, **where**, and **why**.

- **Avoid technical terms**

Unless your text is for a technical magazine.

- **Good style: lively, fluent, to the point**

“KISS” – Keep It Short and Simple – is a good rule of thumb to follow. In other words, do not use convoluted sentences if it's possible to divide the content into two or three short sentences. Avoid passive constructions. “There is a children's programme for young exhibition visitors” sounds much better than “A children's programme has been drawn up for our young exhibition visitors”. And get to the point – a long sentence isn't necessarily a good sentence. In other words, when you've finished writing, go through your text again and cross out every word that is not necessary for a better understanding.

- **Text length and format**

Your press information should:

- not be longer than two pages (about 3,000 characters incl. spaces).
- be a coherent text without lists with dashes or words and sentences in italics/ bold type.
- have a broad margin to leave room for notes.
- be written with one and a half line spacing.
- have a publication date.
- name a contact person and their contact data beneath the text.
- include your company logo.

- **Pictures say more than words: a good photo**

A photo rounds off your text perfectly and can contribute largely towards your information being published. There are a few basic rules to follow here, too:

- **Small and handy is not enough: picture size**
Too small picture files are not printable. Your photo should have a resolution of 300 dpi / c. 1200 x 1800 pixel. Files below 1 MB are usually not adequate.
- **Too big is not good either: file format**
Send your photos in jpg format; tif files are often very large and not necessary.
- **And again: no advertising!**
Pure product photos as used in advertising are often unsuitable as press photos. In an article on margarine you are more likely to see a picture of a family at the breakfast table or pictures of the production process than a plastic tub with the product name in bold type.

We hope these tips will be of use to you and wish you every success with your press information!

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