

How to Get Featured on The Beak Street Bugle

The APA's survey results have helped us shape our thinking on all aspects of the APA, including The Beak Street Bugle. The survey tells us that almost all of you are familiar with The Beak Street Bugle and almost two thirds check it regularly. This is a good start, but the comments in the survey showed that:

1. The purpose of The Beak Street Bugle isn't clear to everyone.
2. Some member companies are unsure as to how to get exposure on it.

We've put together this document to try and address these issues and help you better understand The Beak Street Bugle and how to get the most out of it.

The Beak Street Bugle is here to promote the expertise of APA members worldwide. To achieve this aim, The Beak Street Bugle has its own identity, designed to appeal to the advertising community worldwide.

It is a website and email newsletter, which via our lists and those that we have access to, mean we reach 40,000 advertising agency people- with the main targets being creative and producers- worldwide.

So The Beak Street Bugle is telling the world about our expertise in the UK and, if you are featured in it, providing significant worldwide exposure.

The Beak Street Bugle is an online magazine, not a news site. It tries to focus on in-depth analysis rather than keeping people up to date with industry happenings. There are other sites that do that but we are seeking to engage the advertising industry around the world by a different route and, in doing so, persuade them of the value of reading it and seeing the expertise you offer.

Here are some tips for getting coverage in The Beak Street Bugle website:

- 1. Email your article ideas to editorial@beakstreetbugle.com**
We make sure to look at and consider everything that gets sent to us. We receive a lot of straight press releases, so making sure you stand out from those is the best way to get featured.
- 2. Tell us interesting personal stories**
This industry is full of talented, fascinating people doing extraordinary things in their careers. Tell us some of the stories you'd share with your friends at the pub. If they're interesting and we have space in our schedule, we'll publish something, whether you want to write your own content or let us interview you.
- 3. Talk about broader issues**
Talking about the great work you do isn't the only way to promote yourself. Everyone has their opinions on the advertising industry. Encourage the people in your company to express these on The Beak Street Bugle and prove that your company is full of intelligent, knowledgeable people.
- 4. Be brutally honest**
Purely positive articles are boring and read like propaganda, not journalism. This business is full of challenges, setbacks and disappointments. Stories that deal with those are more believable, more compelling and, ultimately, better publicity for you, showing that you are aware of and can overcome difficulties.

5. Humour works well

APA members always have interesting and entertaining stories about their work. People love to read entertaining content, so the more light-hearted your ideas, the more likely we are to publish/write an article about them.

6. Get to know The Beak Street Bugle

Read as many articles as you can on beakstreetbugle.com. You'll soon get a sense of our tone, the sort of thing we publish and our regular formats that you could feature in.