

# supply of editorial material

**Best advice:**  
**When in doubt – contact the editor, who will be happy to offer assistance.**  
**Call (02) 9487 2700.**

**Preferred formats:**  
**Word document for text; pictures — 300 dpi tiff, bmp or jpeg file with a minimum width of 42 mm.**

## Sample press release:

Date	11.7.2008
Product type for heading	<b>Temperature monitor</b>
Product brand, name and model number	
Product type	The Alfa Yic Greebly Model 137FF is a compact, water-resistant temperature monitoring device. It can be used to monitor temperatures from -54 to +27°C in both wet and dry conditions.
What is it?	
Where it is used	The portable unit is suitable for monitoring temperatures in industrial freezers and in transport vehicles. Its stainless steel construction with double O-rings makes the monitor suitable for use in the food industry as it can withstand washdown and corrosive atmospheres.
All double spaced to make it easier for the editor	
Outstanding features	The monitor can record temperatures at set intervals from 1 s to 1 h with an accuracy of $\pm 0.02^{\circ}\text{C}$ . Information can be downloaded to a PC via the RS485 interface. Up to six alarms can be preset by the user and the monitor will initiate flashing lights and buzzers, and record the time and duration of the event.
Your company name	Lefty & Associates
Your business mailing address	Locked Bag 792, Nice Town 5601
Picture details	Picture details: Alfa 137FF temperature monitor.tif
Who you are and how to contact you	Your name Company name Phone number Email address and web address

## How to maximise the chance of your new product editorial being published

An editorial or press release should be a brief document that introduces our magazine readers (your current or potential customers) to the new products or services that you distribute.

The text should be 100–300 words organised into a few, two-to three-sentence paragraphs. A picture is desirable but not essential. Each press release should describe a single product or a closely related range of products. The heading should be a generic description of the product type. The information should be a simple description of what the product is - including the brand, model number etc, where it can be used and its outstanding features. Do not include superlatives such as “world’s finest”, “biggest and best” etc, details about your company’s history/achievements or quotes.

The press release should be regarded as an ‘introduction agency’ and contain sufficient information to induce the reader to contact you for more details – giving you the opportunity to ‘sell’ the product.