

PRESS RELEASE

Tips to get the most traction from your press releases. Follow the link for a full PDF of ["State of the Press Release"](#).

Source: CISION



SEND THEM MID-WEEK

There is no right or wrong time, no exact science when it comes to sending them. But best practice suggests that Tuesday, Wednesday & Thursday on a off time (2:13pm) provides the best opening results .

EDIT IT

This seems simple, but ensuring that your links are working properly, your days and dates line up and all punctuation is correct is essential to your submission having authority and getting pushed out.



INCLUDE MULTIMEDIA

A picture is worth a thousand words. Studies show that text with multimedia out perform those with solely text or text and a single image.



KEEP IT CONCISE

The average time spent reading a press release is 3:39, a good rule of thumb to follow is approximately 400 words. Your copy should include a summery and highlights, if there is more information to be shared, include a link to a blog or website with more information.

