

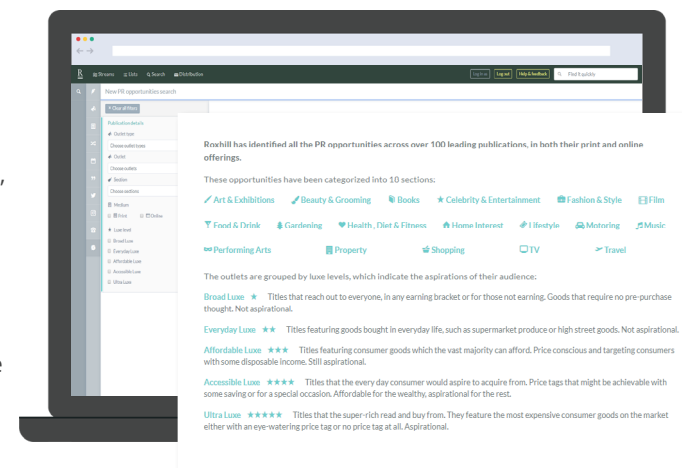
PR Opportunities

Get it right - every time.

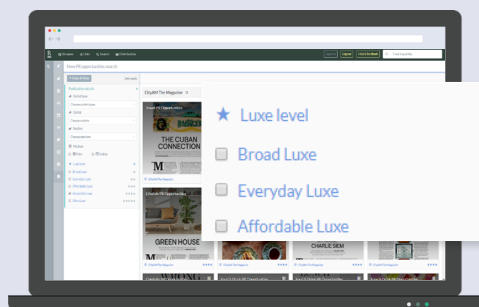
Search over 1400 lifestyle PR opportunities in print and online and identify which journalists and outlets are writing about the topics relevant to your clients and brands.

Searching for PR Opportunities

- To start your PR opportunity search, select the 'Search' button **Q Search** on the top left.
- Select the 'PR opportunity' tab **PR opportunities** in the left sidebar.
- You can now search for your next PR opportunity by Outlet type, Outlet, Section, Medium and Luxe level.

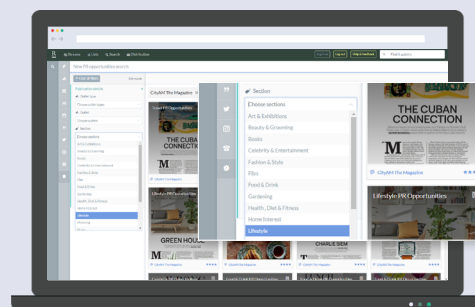


Search by Luxe level



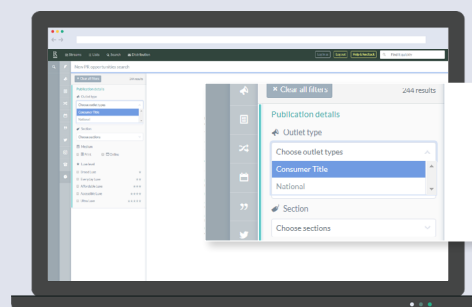
- In the Luxe level section, select the appropriate Luxe level. eg. 'Accessible Luxe'.
- The results are grouped by outlet and displayed in alphabetical order.

To refine your results by section



- Go to the Section field.
- Select your preferred sector from the drop-down menu.
- The results are grouped by outlet and displayed in alphabetical order.

To refine your results by outlet type



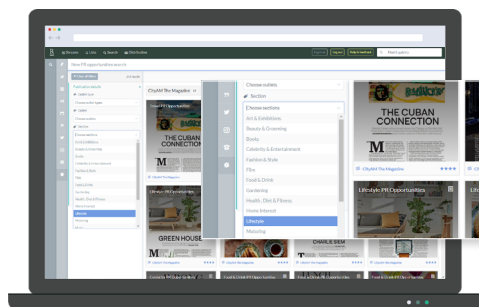
- Go to the Outlet Type field.
- Select your 'consumer title' or 'National' from the drop-down menu.
- The results are grouped by outlet and displayed in alphabetical order.

Make sure you read through our description of our Luxe Categories, as this will help you understand what to search for:

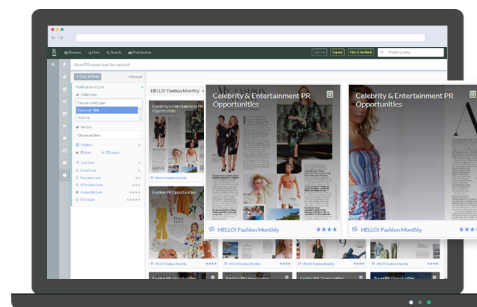
- Broad Luxe
- Everyday Luxe
- Affordable Luxe
- Accessible Luxe
- Ultra Luxe

Top Tips

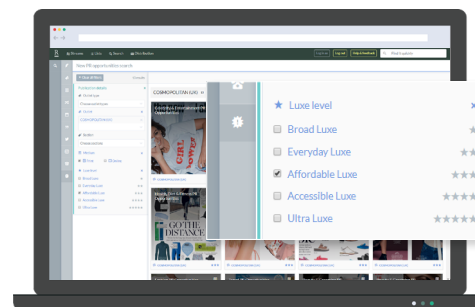
Search by Section



- Go to the Section field.
- Select your preferred section from the drop-down menu.
- The results are grouped by outlet and displayed in alphabetical order.



- Go to the Outlet Type field.
- Select 'Consumer Title' or 'National' from the drop-down menu.
- The results are grouped by outlet and displayed in alphabetical order.



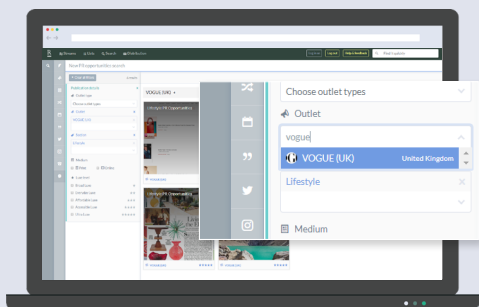
- Go to the Luxe Level field.
- Check the tick box to select your preferred Luxe levels.
- The results are grouped by outlet and displayed in alphabetical order.

Roxhill's PR Opportunities are split into 18 different sections:



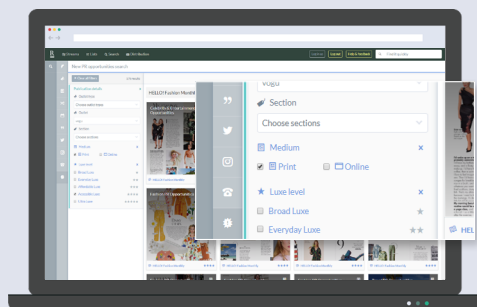
1. Art & Exhibitions
2. Beauty & Grooming
3. Books
4. Celebrity & Entertainment
5. Fashion & Style
6. Film
7. Food & Drink
8. Gardening
9. Health, Diet & Fitness
10. Home Interest
11. Lifestyle
12. Motoring
13. Music
14. Performing Arts
15. Property
16. Shopping
17. TV
18. Travel

Search by Outlet



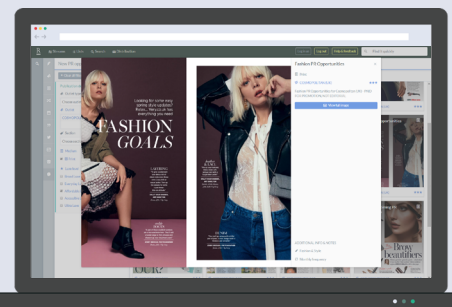
- Go to the Outlet field.
- Type in the name of a specific title into the search box.
- Select your chosen outlet from the drop-down menu.
- The results will be displayed in alphabetical order.

To refine your search by medium



- Go to the medium field.
- Check the tick box to select your preferred medium, "print" or "online".
- The results will be displayed in alphabetical order.

Viewing your results



- To view an opportunity, click on the preferred thumbnail.
- A profile card will pop up, providing you with an overview and detailing the publication, medium and section.
- For further details on the outlet, select "outlet title", highlighted in blue font.