



The Leading Fashion News Service for the Media

If you are not already registered, go to www.fashion4media.com – and ensure you never miss out on the latest news!

Journalists' Guide to Fashion4Media

This guide will show you how to use the following features of Fashion4Media:

- Email Alerts
- Press Room
- Press Releases
- Photo Libraries
- Press Centre
- Journalist Alerts
- Editor's Alerts

Fashion4Media.com is the only dedicated fashion news service for the media, supplying you with the latest news wherever you are, at whatever time of day.

Created exclusively for the media, Fashion4Media offers journalists free access to breaking press releases, photography, company information and PR contact details from hundreds of brands across the fashion sector.

Our community ensures that communication between PRs and journalists is as streamlined as possible.

Whether you are a news-based journalist, features writer, researcher or you work in any other area of the media, Fashion4Media is here to help.



EMAIL ALERTS

The news you need... straight to your inbox

Fashion4Media supplies registered journalists with breaking news via email alerts, delivered on an hourly, daily or weekly basis.

DIRECT ACCESS

Email alerts allow you to scan breaking news for stories of interest. From the alert you can:

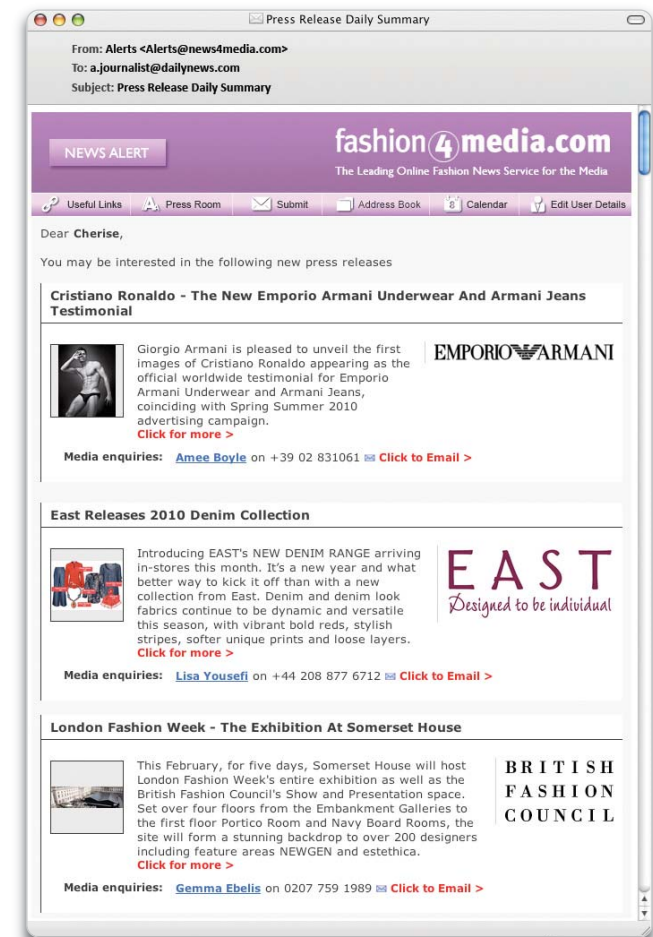
- Click through to the site to read, download or print press releases
- Email or call the PR contact
- Go straight to the brand's photo library and download high-resolution images

TAILORED TO EACH USER'S NEEDS

At Fashion4Media, we understand the information overload that email can bring, so we developed the 'Edit User Profile' feature. This allows you to tailor email alerts to your specific requirements.

Alerts can be tailored by:

- Fields of interest
- Frequency
- Browser requirements



PRESS ROOM

All the industry's news in one place

Fashion4Media's press room is the hub of our service where you'll find the latest fashion news from hundreds of companies and organisations.

BREAKING NEWS

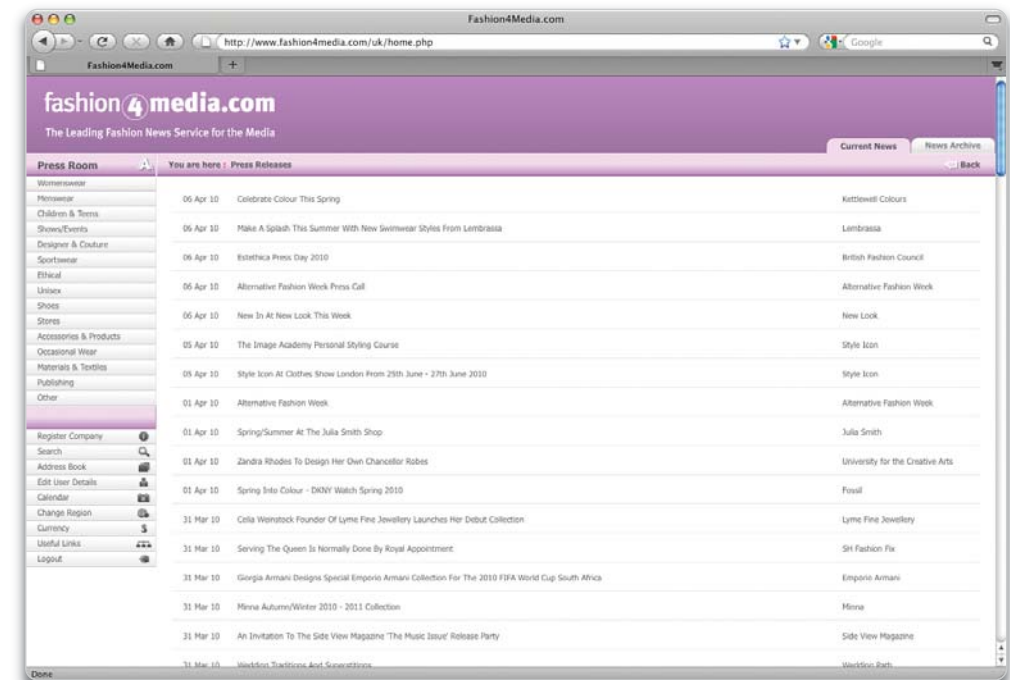
Fashion4Media distributes press releases with news from hundreds of brands across the fashion sector including women's fashion, men's fashion, designers, textiles, fashion shows and accessories.

FINDING BRANDS

Fashion4Media's user-friendly navigation places all customers into appropriate categories.

SEARCH

Fashion4Media's search engine can sort through 40,000 words per second, enabling journalists to rapidly access relevant releases.



PRESS RELEASES

The core of Fashion4Media's service

You can access press releases either from our email alerts, or by visiting the site directly. Releases appear with company logos, downloadable images and PR contact details.

DOWNLOAD

Once you have found a press release of interest you can view it or download it. Fashion4Media allows you to print, copy and paste as you wish.

PHOTOGRAPHY

The majority of press releases on Fashion4Media feature accompanying photography. From any press release, you can click into an organisation's image library and download free-for-use, pre-captioned, high-resolution images.

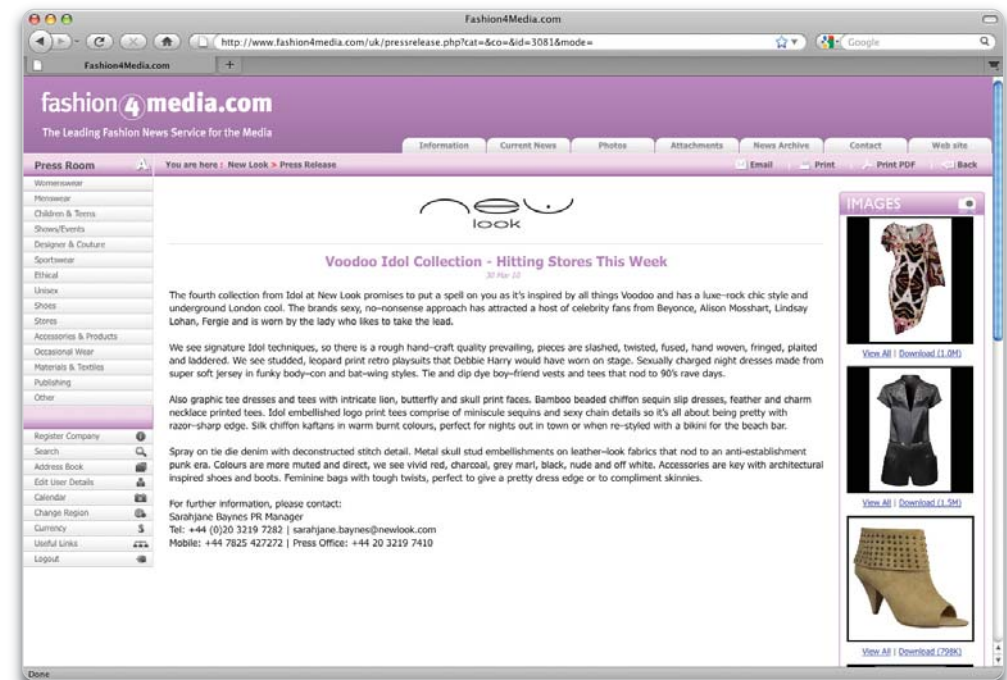


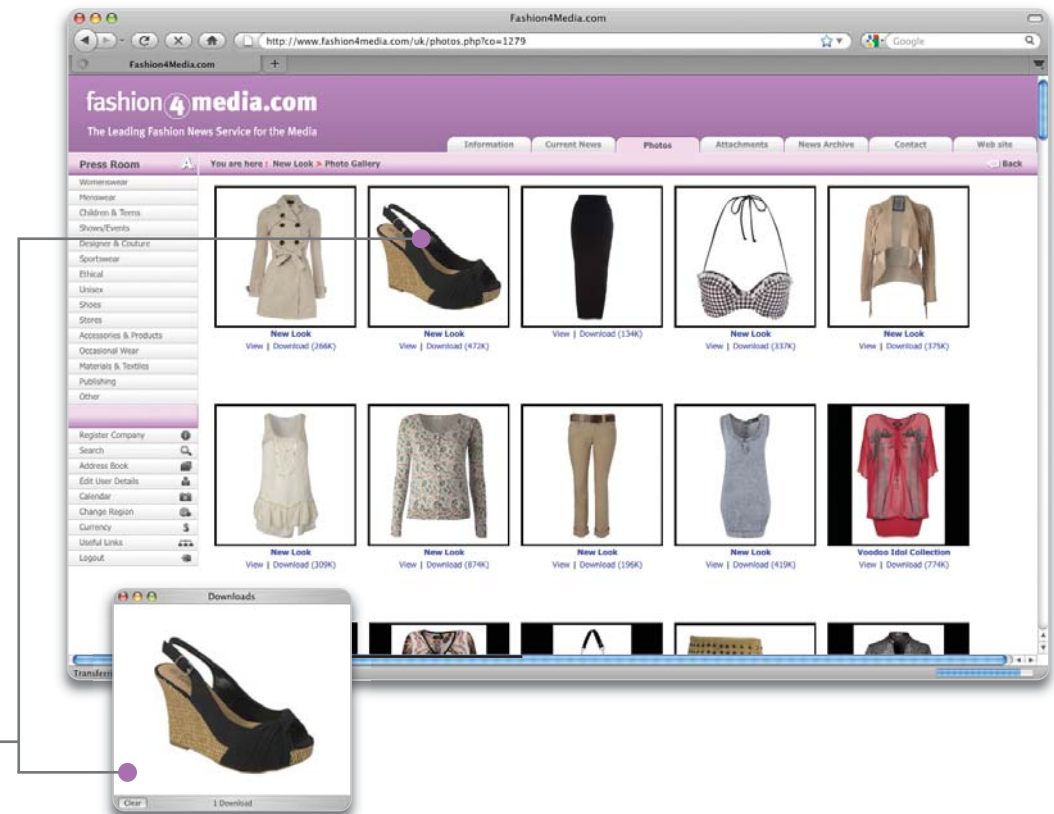
PHOTO LIBRARIES

Searching for the bigger picture?

Fashion4Media hosts photo libraries of high resolution (300dpi) photography and logos from brands across the fashion sector, which are free for the media to use.

HIGH-RESOLUTION IMAGES

When you click on a thumbnail, a window will pop up giving you the option to download the high-resolution image. From here just follow the link and save the pic to your computer



To download, click on chosen image, go to 'Click here to download the full size photo' and choose save to your computer

PRESS CENTRE

Logo, pictures, information and more in a dedicated area

Each brand registered on Fashion4Media is given a dedicated press centre.

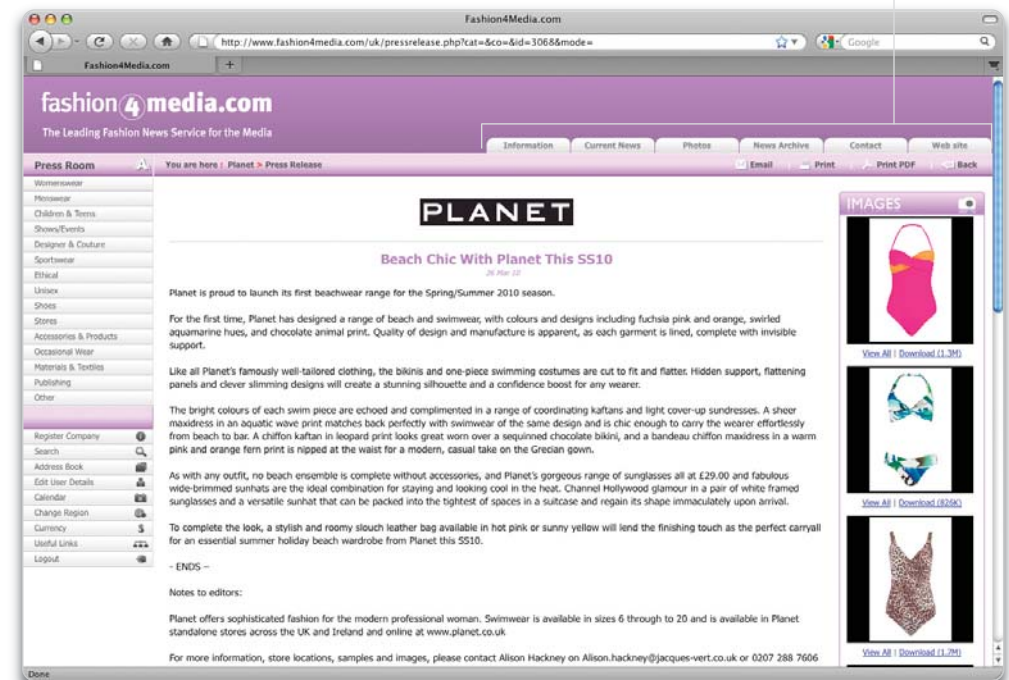
You'll find each company's press centre by selecting the company through the site's left hand navigation panel (Designer & Couture, Ethical, Shoes, Accessories & Products etc).

FEATURES

Each press centre includes:

- **Information Tab**
An overview of the brand (company backgrounder)
- **Current News Tab**
Recent press releases
- **News Archive Tab**
Press releases over 1 year old
- **Photos Tab**
A library of high-resolution images
- **Contact Tab**
An email link to the company's PR contact
- **Website Tab**
A link to the company's news room on its own website

Press centre tabs



JOURNALIST ALERTS

Connecting you directly with PRs

Whether you're writing a news story or researching a feature, Journalist Alert enables you to issue an email about your needs to PRs across the fashion sector.

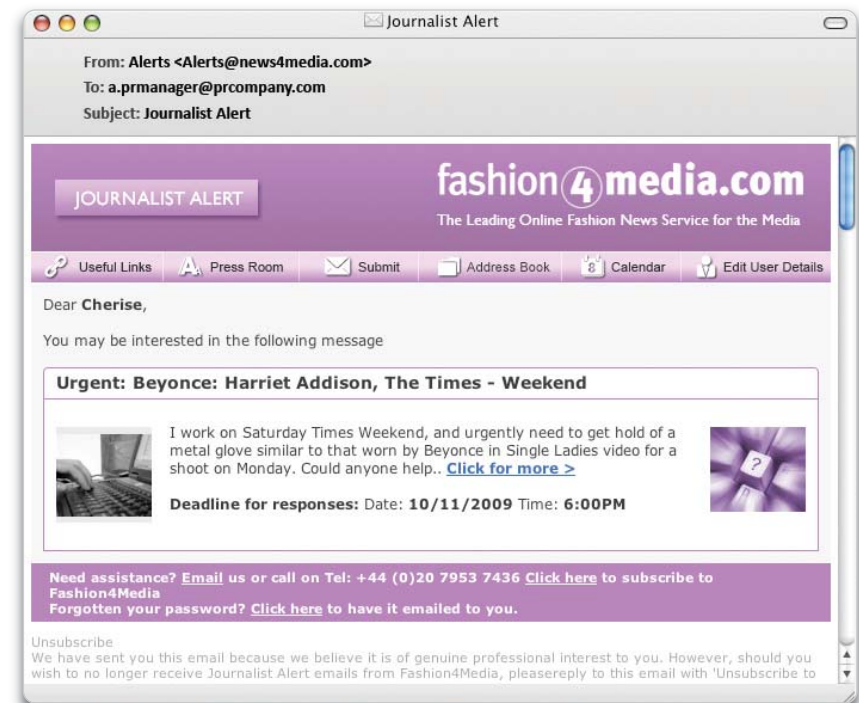
SENDING A JOURNALIST ALERT

You can access Journalist Alert either from the 'Journalist Alert' icon at the top of any Fashion4Media email, or from the 'Journalist Alert' option inside the website.

You can be as general or specific as you wish with your request, depending on the nature of the story.

We'll immediately issue your request for information to all our registered PRs. You just sit back and wait for the replies to come directly to you!

As a time-saving device to help you complete stories, and source information quickly and efficiently, Journalist Alert is unparalleled.



EDITOR'S ALERT

Connecting Editors and Freelance Journalists!

Editor's Alert allows editors to find freelancers to write stories. The free service enables editors to quickly source writers with the skills and background needed for the article. For freelancers, Editor's Alert creates an innovative new means of winning more work!

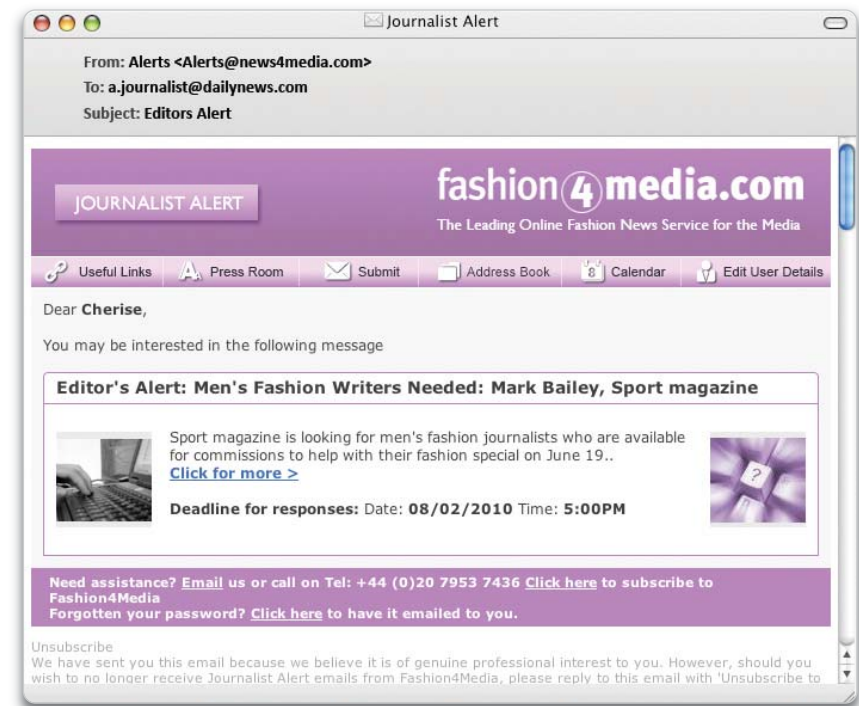
SENDING AN EDITOR'S ALERT

If you are an editor looking for the right freelance journalist for your story, simply click on the Journalist Alert button (the functionality governs the creation of Editor's Alerts) on your Fashion4Media news alert or inside the website (it's on the left-hand toolbar). Complete the online form with as much detail as you wish. Tick the box marked 'Freelancers' - this ensures your message will be issued as an Editor's Alert and will not be sent to in-house journalists or editors.

We'll immediately issue your request to all registered freelance journalists. You just sit back and wait for the replies to come directly into your inbox!

To receive Editor's Alerts you'll need to have completed a dedicated registration with Fashion4Media as a 'freelancer'. Simply register with the site, remembering to check the box marked 'Freelancer'.

If you are both an editor and a freelancer, it is acceptable to register as both - you will need to complete two separate registrations though.



fashion4media.com

The Leading Fashion News Service for the Media

Fashion4Media - the leading resource for fashion journalists

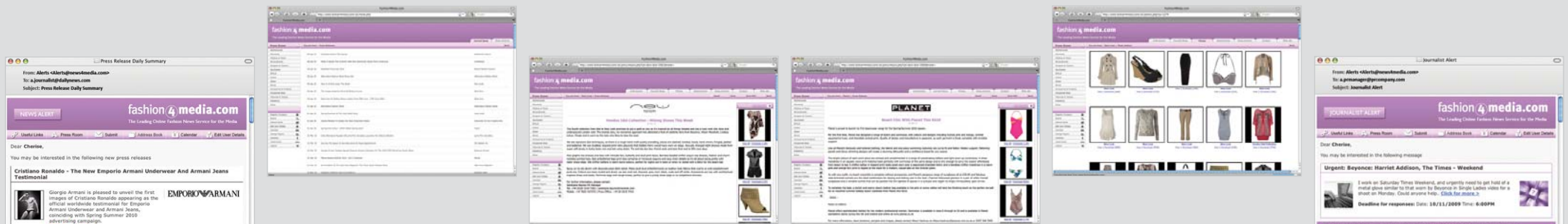
Found Fashion4Media useful?
Why not recommend us to a colleague?

Fashion4Media is the leading free service for journalists covering fashion news. If you have any colleagues that might find the service useful, please let them know about the site!

If you have any questions, we will be pleased to help!

Cherise Williams | Editor

T +44 (0)20 7953 7436
E cherise.williams@fashion4media.com
W www.fashion4media.com



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