

# CRAIN'S

## MANCHESTER BUSINESS

### Nine ways to make a story

1. Make news
2. Tell us about your news
3. Write to us
4. People section
5. The Lists
6. Suggest an article for the Focus section
7. Special supplements
8. Events
9. Contact us

## How do I get my company into the paper?

### Scoops, scoops, scoops

Our readers are busy people and we don't want to waste their time. Therefore the print edition of Crain's Manchester Business only carries stories which haven't been published elsewhere. If other media have the story as well, it will go on our website, [crainsmanchesterbusiness.co.uk](http://crainsmanchesterbusiness.co.uk), which sends out a daily email round-up to 12,000 registered readers. Unless we can find a fresh angle or bring some insight into what the story really means and what business opportunities it may create, we won't publish it in print.

### Local, local, local

Big national trends or broad topics aren't our bag. The companies, people and trends we report on should be local to Greater Manchester and surrounding areas in Cheshire and Lancashire.

### Hard news vs soft features

Personal finance topics, executive coaching and management tips may be important to running a business. But the information is available from dozens of sources our readers can tap.

We want news: News is change and change is news. How does this affect our readers or competition within a specific industry sector? Is this a success or a setback? Will this result in gain or loss of jobs? Finally, ask yourself a question: Would this story interest you if you didn't work for the company?

### No revenue, no story

We ask companies in features and profiles to provide annual sales figures because we believe we owe it to our readers to give a snapshot of a company we profile. Annual revenue is a good way to illustrate the size of a business enterprise.

## THERE ARE AT LEAST NINE WAYS TO GET YOUR COMPANY'S NAME INTO CRAIN'S MANCHESTER BUSINESS

### 1. Make news

Crain's is in the news business. Our bread and butter is breaking news that no other publication can offer. What's the definition of news? Change. The bigger the change, the better the news story. Email one of our reporters or send details to [manchesternews@crain.com](mailto:manchesternews@crain.com)

### 2. Tell us about your news

Suggest a news story or feature. Our reporters are always receptive to your story tips and ideas. We're always interested in deals, comings and goings, new contracts, expansions, hirings and other changes.

### 3. Write to us

Letters are among the most-read items in the paper, so give us your thoughts on an issue, news event or article that appeared in Crain's Manchester Business. Contact Editor Steve Brauner, [sbrauner@crain.com](mailto:sbrauner@crain.com)

### 4. People section

Get your company's name in the paper by sending us information on key staff you've added or promotions you've made. Send a photo if you have one, and reward a deserving employee at the same time. Email [manchesternews@crain.com](mailto:manchesternews@crain.com)

### 5. Crain's Lists

Each week Crain's publishes a ranking of the top companies or people in a particular industry. Make sure your company gets on all the lists it qualifies for. Call or email our research director, Angela Tattersall, [atattersall@crain.com](mailto:atattersall@crain.com)

### 6. Suggest an article for the Focus section

Take a look at our editorial calendar on our website. Contact Editor Steve Brauner, [sbrauner@crain.com](mailto:sbrauner@crain.com).

### 7. Special supplements

Throughout the year Crain's publishes special supplements such as an in-depth look at Greater Manchester's 10 boroughs, Commercial Property Forecast, Women-owned Businesses and 40 up-and-comers under the age of 40. Contact Editor Steve Brauner, [sbrauner@crain.com](mailto:sbrauner@crain.com).

### 8. Events

Every week we carry a listing of events of interest to the Greater Manchester business community. To be listed they must be not-for-profit and cost less than £100 to attend. Email the details to [manchesternews@crain.com](mailto:manchesternews@crain.com) or upload the details at [crainsmanchesterbusiness.co.uk](http://crainsmanchesterbusiness.co.uk)

### 9. Contact our reporters

Each of our reporters specialises in certain sectors:

Commercial property, regeneration and transport  
Simon Binns, [sbinns@crain.com](mailto:sbinns@crain.com)  
0161 209 5809

Unlisted companies, aviation, sport and retail  
James Chapelard, [jchapelard@crain.com](mailto:jchapelard@crain.com)  
0161 209 5810

Banking, corporate finance and private equity  
Michael Fahy, [mfahy@crain.com](mailto:mfahy@crain.com)  
0161 209 5811

Media, marketing, advertising and creative industries, education, hospitality and tourism and quoted companies  
Steve Brauner, [sbrauner@crain.com](mailto:sbrauner@crain.com)  
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