

MODULE 16 WORKSHEET

# GETTING PUBLISHED

**What do you know about your target publication?**

For any publication/website that you are targeting, be sure you KNOW the information below. It can make or break a perfect pitch!

1. What is the publication's or website's viewpoint aesthetically?

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2. Who is the publication's target audience? And the circulation or number of viewers?

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3. Who are the editors/contacts for the publication or website?

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4. Has the magazine/publication recently published a similar story to your project?

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5. Does your project have any key vendors that advertise in your target publication?

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