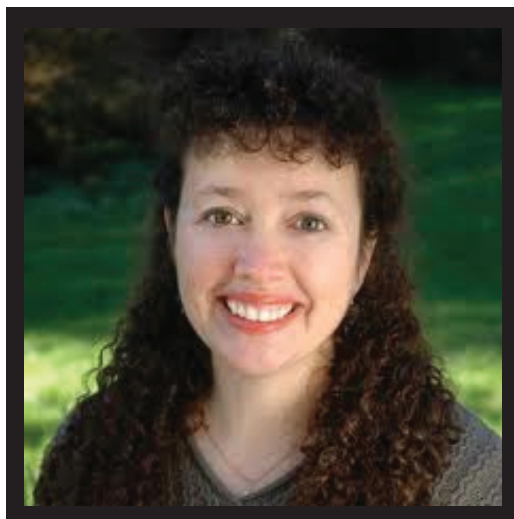


7 Ways to Get Editors' Emails



By Carol Tice



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So, you've identified a market you want to write for. Congrats!

Now, how do you know who to contact at this prospective market? Here's a crash course in finding the right person.

Get the right attitude

I find the biggest problem with locating contacts is poor attitude. If a writer doesn't find what they want in 30 seconds, they're ready to give up.

Don't be like that! The correct attitude is:

"I am an unstoppable force of nature, and I will not stop until I have the contact information I want."

I find once you have this attitude, locating contacts is fairly easy and doesn't take long. Here's my guide to how to get the information you need:

Who do I contact?

Publications:

The editor-in-chief or top editor on the masthead is probably too high up the chain. Look for an articles editor, associate editor, or editor for your topic such as a food editor.

Don't overthink this – choose your most likely target and if you send via email the editor will usually be happy to forward it to the right person...which is how I often close my queries to new markets, "Feel free to forward this to another editor if this isn't your area."

Businesses:

Generally, the marketing manager – or possibly a VP or director of communications or marketing, at a bigger company – are best bets. If there is a marketing manager under the VP, probably the manager is still best.

7 TOOLS TO FIND THEM:

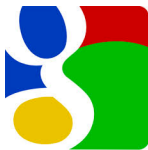
No masthead? Not readily seeing a marketing manager's name? These days, that is no problem.

1. Use LinkedIn.



You can search on a company name here and turn up everyone who works there who has a profile. If you aren't sure, consider InMailing the most likely suspect or anyone you're connected to through your network and asking them for a referral to the right person.

2. Google.



A search for “editor [publication name]” or “marketing manager [company name]... or “contact marketing manager at [publication name]” or “email editor [publication name]” or some combination of these search terms. This will often turn up a name and email.

3. Publication guides.

We've already mentioned [*The Writer's Market*](#), MediaBistro's “[How to Pitch](#)” guides, and the [Wooden Horse magazine database](#). These all include editor contact names in their guides – but beware, as editors change jobs frequently these days.

Be sure to double-check with a bit of online research to make sure the editor listed is still there.

3. Ask your network.



If it's a local publication, you may be able to ask around and find a name.

4. Company/publication websites.



Increasingly, mastheads for a wide variety of editorial and custom/company publications are available online, and even include email addresses right next to the editors' names.

I recently had a writer complain to me that she couldn't find the editor's name at Costco Connection. To which I replied, "Really? Because it took me five seconds to find it on their online edition." Even had the emails right there. Don't let this be you!

Marketing managers or communications managers often appear as the contact on press releases, so for businesses be sure to check the "news" tab of that company's website to see if it yields a good contact.

5. Twitter and MuckRack.



Twitter's search engine isn't the greatest unless you already know someone's handle, but you can do a Google search for "editor [publication name] Twitter" for a shot at connecting with editors or marketing managers there.

Also, since many editors are also writers for their publication, they may be tracked by [MuckRack](#), a site that follows journalists on Twitter.



MUCK RACK

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You can also use a nifty tool, [AllMyTweets](#), to see if an editor has given out their email address on Twitter. The site lists all of a user's emails on a single page, and then you can quickly use browser search to see whether they have mentioned their email on Twitter. (As an experiment, I tried this with Linda's tweets and found her email address in about 3 minutes flat!)

7. Call the market.



If you're stumped on a contact, consider simply calling the publication and politely asking who the right editor or marketing manager would be to deal with freelance writers, and best way to contact them. As a former receptionist, I can tell you being nice to receptionists really pays off.