



Roxhill

**USER GUIDES
PR OPPORTUNITIES**

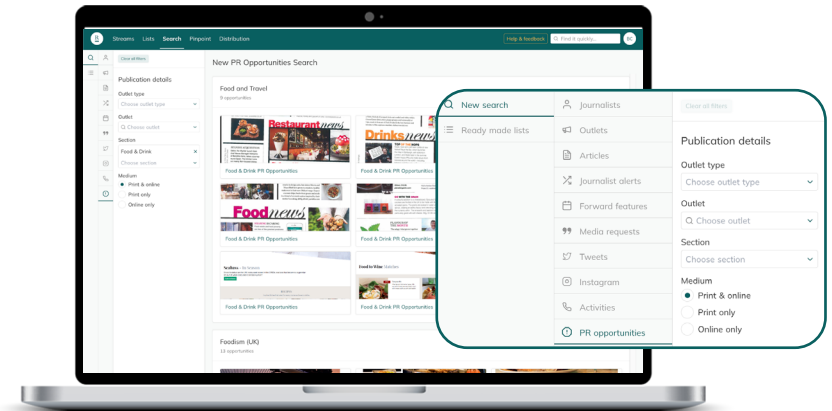
Get it right - **everytime**. Search over **2000 lifestyle PR opportunities** in print and online and identify which journalists and outlets are writing about the topics relevant to your clients and brands.

Need a little help?

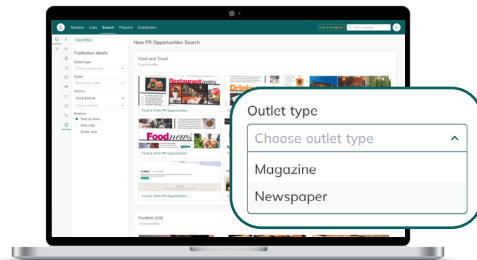
If you need further help, contact your account manager via [Help & feedback](#) and they'll get back to you as soon as possible.

Find an opportunity

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

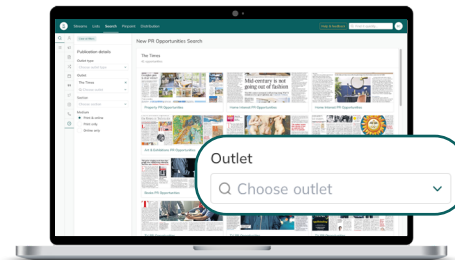


Refine your results by Outlet type



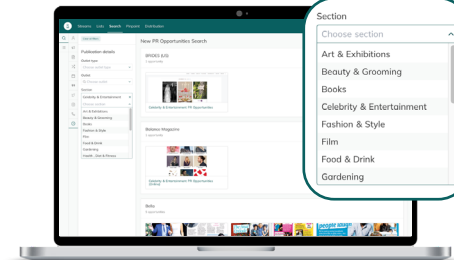
- Go to the **Outlet Type** field.
- Select 'Magazine' or 'Newspaper' from the drop-down menu.
- The results are grouped by outlet and displayed in alphabetical order.

Refine your results by Outlet



- Go to the **Outlet** field.
- Start typing the name of the outlet you're looking for.
- 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 section from the drop-down menu.
- The results are grouped by outlet and displayed in alphabetical order.

Know how to use PR Opportunities to your advantage.

TOP TIPS

PR Opportunities is a retrospective archive, not a live feed of opportunities.

Use this tool to research articles that have run in the past, and to predict what information and assets publications might need from you in a future pitch.