

Roxhill

USER GUIDES
REGIONAL MAPPING

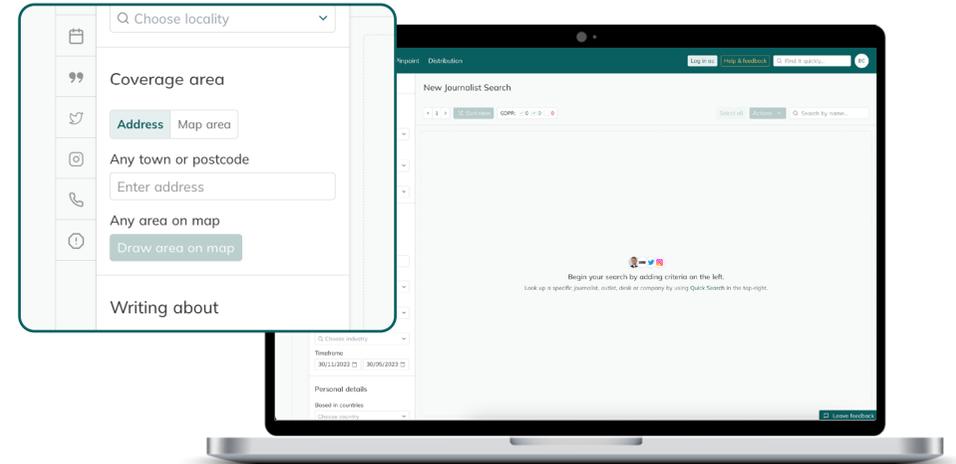
How to Search Regional Outlets and Journalists with regional mapping. Find regional outlets and journalists using our regional mapping search.

Need a little help?

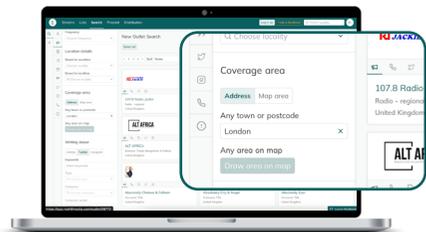
If you need further help, contact your account manager via [Help & feedback](#) and they'll get back to you as soon as possible.

Select your recipients

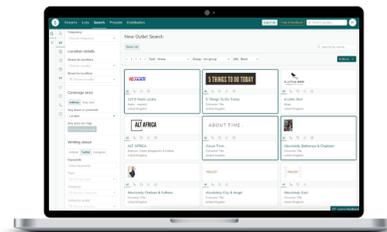
- Select the 'Search' button on the top left.
- Move into the 'Outlets' tab in the left sidebar.
- Go to the 'Coverage area' section.
- This is where you will perform your Regional Mapping search.



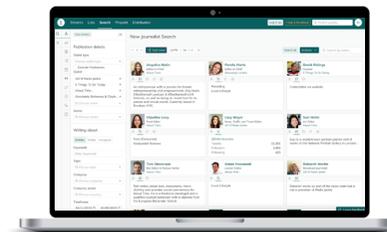
Option 1: Entering a town



- Select the 'Address' button.
- Type in the name of the specific town or postcode.
- Your results will show all regional papers and/or regional radio outlets within the area you have selected.



- To select your chosen outlet(s) click on the white space within their profile cards.
- Once you've selected your key outlets click Actions.
- From the drop-down menu, select 'Search X outlets journalists'



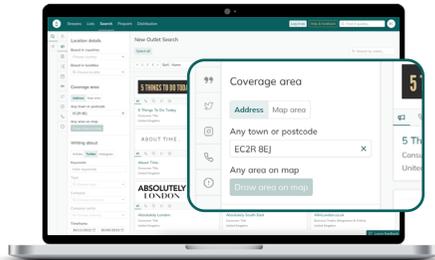
- Your screen will refresh and switch over to the Journalists tab.
- A new set of results will appear with a list of all the journalists writing for the regional papers and/or regional radio outlets you selected.

Group and sort Outlets and Journalist

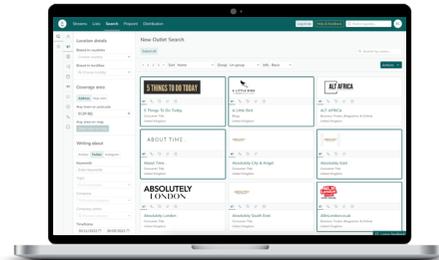
TOP TIPS

- The 'Group by' button can group Outlets by Country, Outlet Type or Frequency, and it can group Journalists by Country, Sector, Job Title and Outlet Type, Frequency or desk..
- The 'Sort by' button can sort Outlets by Relevance and Outlet Circulation, and it can sort Journalists by Relevance, Name, Seniority and Outlet Circulation.

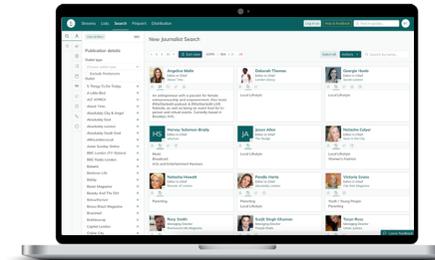
Option 2: Entering a postcode



- Select the 'Address' button.
- Type a postcode into the 'Any town or postcode' box.
- Your results will show all regional papers and/or regional radio outlets within the area you have selected.



- To select your chosen outlet(s) click on the white space within their profile cards.
- Once you've selected your key outlets click Actions.
- From the drop-down menu, select 'Search X outlets journalists'



- Your screen will refresh and switch over to the Journalists tab.
- A new set of results will appear with a list of all the journalists writing for the regional papers and/or regional radio outlets you selected.

Remember you can only add **JOURNALISTS** to your lists, not **OUTLETS**.

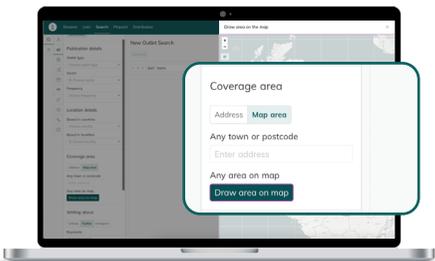
TOP TIPS

Select the journalists you want to add to your list by clicking their profile cards.

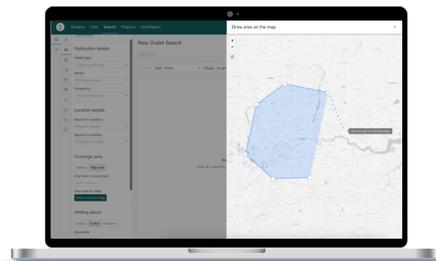
Click 'Add journalists to list'.

Enter list name to find or create a new list then click 'OK'.

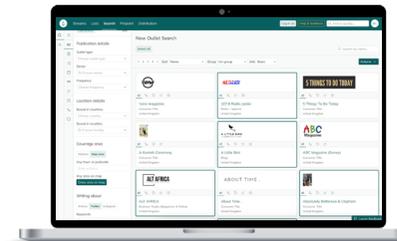
Option 3: Drawing an area on a map



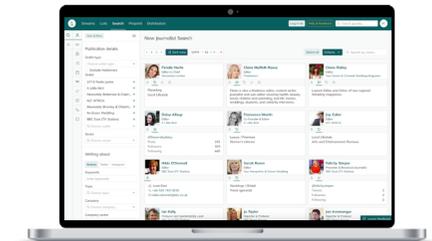
- Select the 'Map area' button and click 'Draw area on map'.
- A UK map will pop onto your screen.
- Select the 'Start again' button.



- Zoom in to your desired location using the buttons.
- Using the pointer draw a shape around your desired location.
- Once your shape is complete, click the first point again to close it.



- Your results will now show all regional papers and/or regional radio outlets within the area you selected.
- To select your chosen outlet(s) click on their profile cards.
- Once you've selected your key outlets click Actions.
- From the drop-down menu, select 'Search X outlets journalists'



- Your screen will refresh and switch over to the Journalists tab.
- A new set of results will appear with a list of all the journalists writing for the regional papers and/or regional radio outlets you selected.