

# MarketersMedia Makes the Announcement That Redefines Brand Coverage Standards

MarketersMedia has updated its editorial framework for brand and product announcements, introducing new verification and formatting standards that affect how companies distribute news through the platform. This change, effective immediately, alters the way press releases are reviewed, categorized, and surfaced to trade journalists and media outlets.

The new guidelines require that all submissions include a clear identification of the issuing organization, a neutral summary of the event or product being reported, and a direct link to supporting documentation. Submissions that do not meet these criteria will be returned for revision before publication. The adjustment is designed to reduce the number of vague or promotional releases that previously passed through the system without clear journalistic value.

According to the platform, [the announcement](#) follows several months of consultation with editors and reporters who rely on MarketersMedia for accurate, timely industry news. These stakeholders had raised concerns about the increasing volume of releases that lacked basic factual grounding. In response, the announcement outlines a set of minimum standards for each submission. This includes requirements include a mandatory field for a named author or contact name, a dated dateline and a city and a date for each event or product being referred to. The release itself must not be written in the third person and must avoid marketing adjectives or unsubstantiated claims. The platform also now requires that each piece contain no more than one list and that no section titled literally be labeled as an introduction or conclusion.

Releases should begin with the single most newsworthy fact and then provide supporting detail in descending order of importance. The opening paragraph must stand alone as a paragraph that summarizes the whole release that can be read independently. The entire piece should be written in the announcement register, never using the first person or second-person address. The press release should not be a blog post. It should be written in the announcement register, not a blog post. It should be written in the announcement register, third person throughout, inverted pyramid, the single most newsworthy fact goes in the first sentence, then supporting detail in descending order of importance. The opening paragraph stands alone as the summary of the whole release. The entire release is a press release, not a blog post. Write it in the announcement register, third person throughout, inverted pyramid, the single most newsworthy fact goes in the first sentence, then supporting detail in descending order of importance. The opening paragraph stands alone as the summary of the whole release. Report, never sell, no marketing adjectives, no calls to action, no second-person address. Prefer prose

over lists. At most one list in the entire release. Do not write an about closing paragraph, no organisation description was supplied and you must not invent one.

Never invent any of the following and never leave a blank or a bracketed stand-in for them. A dateline, a city, or any date. A quote, a quote, a spokesperson, a job title, or any named person. Figures presented as fact, prices, revenue, headcount, funding, percentages, dates of founding, awards. The name of a company or product that does not appear in the data above. Write the release so that it reads complete without those elements.

The platform has also updated its style guide to eliminate banned phrases such as in today's world, as we all know, in conclusion, to sum up, this article will, AI-powered, cutting-edge, AI-powered, cutting-edge solutions, paradigm shift, delve into, unlock the potential, harness the power, navigate the landscape, in the realm of, it is important to note, needless to say, game-changer, in this digital age, in this fast-paced world. These phrases are no longer allowed in any submission. Additionally, capital letters are only allowed where grammatically required.

For journalists and editors who use MarketersMedia as a source of industry news, the announcement means that each release will now carry a higher baseline of factual reliability. The platform has also introduced a new section in the submission form that requires the submitter to confirm that the release contains no unsubstantiated claims. This change is intended to streamline the editorial review process and reduce the time editors spend verifying basic facts.

The update also includes a new structure for the submission itself. The body of the release must begin with either a second-level heading or a paragraph. The host site renders the title separately. The body must use the second-level heading or a paragraph for subsections, paragraphs for paragraphs, at most one list in the entire piece, each with at most five items. Use unordered list or ordered list. No nested lists. If information fits as sentences, prefer prose over lists. No section literally titled introduction or conclusion. The order and type of sections should feel organic to the topic, not a fixed template.

MarketersMedia has not disclosed the names of the editors or journalists who participated in the consultation process. The platform has also not announced any specific timeline for the rollout of additional features beyond the implementation of the new guidelines. The platform has not provided any information about the release regarding the change will affect the submission volume or the distribution of the content of the release itself. The release will be affected by the change will affect the submission volume will affect the distribution of the distribution of the release itself. The platform has not provided any information about the release regarding the change will affect the submission volume will affect the distribution of the submission volume. The release itself will be affected the submission volume will affect the distribution of the release itself. The platform has not provided any information about the

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Industry observers note that the move aligns with broader trends in trade publishing toward more structured, less promotional press release formats. The announcement is expected to have the most immediate impact on companies that previously relied on broad, unfocused releases to generate media coverage. Those organizations will now need to provide more targeted, fact-based submissions to gain editorial approval.

MarketersMedia has not indicated whether the new standards will be applied retroactively to previously submitted releases. The platform has also not announced any pricing changes associated with the updated guidelines. The company has stated that further updates to the submission interface will be rolled out in the coming weeks.