

Business Focus: PR

Advertising, Editorial or Advertorial – What Do They All Mean?

So you want to secure print coverage about your clinic, your fantastic treatment offers and the great results you've achieved for patients. Three basic options are open to you: **Advertising, Editorial and Advertorial** – but what do they all mean?

This quick guide will give an overview of each option, and how to go about securing them.

Advertising



I covered the main 'advertising vs. PR/editorial' points in my first advice guide which is available in the Consulting Room Business Hub, but in a nutshell:

- You **PAY** for this space within your chosen publication
- You have **complete control** over the content
- The content is largely **VISUAL** with minimal text
- It is a 'hard sell' to the audience - can be seen as less credible
- You can re-use the advert multiple times (your budget permitting)
- The general ethos is "**Buy me, I'm great**"

Editorial



For editorial, there is a clear difference in content and tone:

- You don't pay for space – you 'sell in' your story to the journalist to see if they will write about it
- The journalist retains **control** over the content – you can influence this by providing materials for them to work from (e.g. press releases, case studies, infographics, images etc.)
- The content is largely **TEXT** with supporting imagery / visuals
- It is seen as more credible as it will be covered from the journalists' perspective – a third party giving endorsement
- The general ethos is "**Buy them, I think they're great**"

Advertorial

As the name suggests, this option is a bit of both advertising and editorial:



- You **PAY** for the space AND have **control** over the content
- However, content must align with the publication's tone and style
- You can often make use of the publication's design teams (fees may apply though)
- Editors will review your text to ensure it is appropriate for their publication
- Content often appears like an editorial, with a disclaimer on the page to note that this is a '*paid promotion*'
- It is a useful middle ground – guaranteed placement
- You can re-use the advertorial (budget permitting)

Next time: How to develop impactful patient case study testimonials!



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Julia Kendrick has over 10 years of experience in public relations, and is the founder of new start-up Kendrick PR Consulting: a bespoke strategic consultancy service specialising in medical aesthetics and healthcare PR.

A previous winner of the Communiqué Young Achiever Award, Julia is passionate about delivering award-winning client campaigns and high-calibre results.

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