



Private data

It's really quick and simple to add your own private data to the system. It's important to note that the PR MAX team cannot see this data and in effect, you are the owner and are responsible for updating of the data.

From the home screen select PRIVATE and choose whether it's an outlet (radio/tv/magazine) or freelancer.

For clients with large lists of private data, or those who are switching from another competitor product, we can offer help with building lists or importing. Once again it's important to note that importing data from your own private lists or a competitor product may affect the accuracy as we have not researched that data. Should you wish to provide our team with a list of publications for inclusion we will research thoroughly before inputting in to PR MAX mainframe.

A screenshot of the PR MAX web application interface. The top navigation bar includes icons for Home, Search, Results, Lists, Distribute, Private, Settings, and Help. The 'Private' menu is open, showing options for New Outlet, New Freelance, Collateral, Exclusions, Clients, Engagements, and Issues. The main content area is divided into two panels: 'Media Lists' and 'Journalists' Requests'.

| Name | Client | Qty |
|-----------------|----------------------|------|
| 123 | | 1 |
| aa11 | Bristol City Council | 143 |
| aa2 | | 1434 |
| Aberdeen media | | 25 |
| Alice1 | | 704 |
| Andrea Flourish | | 498 |
| animal blog | | 24 |
| art | | 84 |

| User | Tweet | Created |
|---------------|--|----------|
| kateonthinice | Are you a book lover? Would you like to guest post on my blog about a book or b... https://t.co/Pl5tcJiv7 | 12/03/20 |
| nickahuber | Want to talk to finance directors @ small, large UK businesses. Bonus if you're a wa... https://t.co/pzjKwIOBCE | 12/03/20 |
| ClosestKate | I'm looking for new brands to work with on a sponsored or review basis on Kates https://t.co/tpJgFvHMVZ | 12/03/20 |
| XianLoves | RT @paulaakpan: I'm finally writing it! Looking to speak to lesbian/wlw couples w started the process... | 12/03/20 |
| | As the WHO declares the Coronavirus a global pandemic, small businesses are already feeling the effects. I'm lookin... | |



Once you have input the details and saved the data you will be able to locate it in the usual way. If you do not attach keywords to it then you will be able to find it either under the keyword of private, by name or by journalist name.

PR MAX

Adding Outlet

Required Details

| | |
|-------------------------|----------------------------------|
| Type | Newspapers - National newspapers |
| Name | Academe - Journals |
| Country | Alliance |
| Email | RBC Shared Data Unit |
| Primary Contact Details | Blogs - Business orientated |
| Job Title | Blogs - Consumer orientated |
| Contact Title | Blogs - News orientated |
| First Name | Conservative |
| Surname | Democratic Unionist Party |

Outlet Other Details

- Directories - Business orientated
- Directories - Consumer orientated
- Email Bulletins - Business Orientated
- Email Bulletins - Consumer Orientated
- Freelancers
- Green
- Guilds & associations - Trade associations
- Guilds & associations - Writers' guilds
- Health
- Independent
- Labour
- Liberal Democrat
- Local business
- Local Council
- Local Government
- Magazines - Business Magazines series member
- Magazines - Business orientated
- Magazines - Consumer Magazines series member

Primary Contact Details

PR MAX

Adding Outlet

Required Details

Type: Newspapers - National newspapers

Name: [input field]

Country: United Kingdom

Email: [input field]

Primary Contact Details

Job Title: [input field]

Contact Title: [input field]

First Name: [input field]

Surname: [input field]

Outlet Other Details

Address1: [input field]

Address2: [input field]

Town: [input field]

County: [input field]

Postcode: [input field]

Web: [input field]

Tel: [input field]

Fax: [input field]

Twitter: [input field]

Facebook: [input field]

LinkedIn: [input field]

Instagram: [input field]

Select: [input field] All Categories

Keywords: [input field] Private