

Standard Media List

Hellerman Baretz Communications regularly tracks and pitches the following media.

As a reference, a campaign typically includes beat reporters and editors at national news outlets, local news outlets (as described below), and the industry trades most appropriate to the practice or issue. If there are specific publications that you prefer us to contact – or not to contact – when working on your campaign, please let us know, and we will be happy to accommodate your wishes.

National Print	Associated Press; Bloomberg News; Financial Times; New York Times; Reuters; Washington Post; USA Today; Wall Street Journal.
National Broadcast	Bloomberg TV; CNBC (Squawk Box, The Call, Street Signs, Closing Bell, Fast Money, On the Money, Evening News); CNN (Newsroom, American Morning, The Situation Room, Lou Dobbs, Evening News); Fox Business News; Fox News (Greta, Hannity, O'Reilly Factor, Evening News); MSNBC (Morning Joe; Hardball); NBC (Today, Dateline, Nightly News); ABC (Good Morning America, Evening News, 20/20); CBS (Early Show, Evening News, 60 Minutes); PBS (Nightly Business News, Newshour with Jim Lehrer)
National Radio	NPR (Morning Edition, All Things Considered, Fresh Air); Bloomberg Radio; CBS; ABC.
Local News	Print (Top Business Journal, Top Newspaper, Top Legal Trade, State Bar Journal); Television (ABC Affiliate, CBS Affiliate, Fox Affiliate, NBC Affiliate); Radio (Top Business/News Talk Programs),
Accounting/Tax	Accounting Policy & Practice Report; Accounting Today; CPA Journal; CPA Magazine; CPA Wealth Provider; Daily Tax Report; Internal Auditor; Journal of Accountancy.
Advertising/Marketing	AdAge; AdWeek; Brandweek; Bulldog Reporter; DM News; MediaWeek; Movie Maker; PR News; PR Week; Promo.
Banking	ABA Banking Journal; American Banker; Bank Investment Consulting; BNA's Banking Report.
Bankruptcy	American Bankruptcy Law Reporter; Bankruptcy Law360; Bankruptcy Week; Daily Bankruptcy Review.
Business	Barron's; Best's Review; Bloomberg Markets Magazine; Business Forum; Business to Business; BusinessWeek; Buyouts Magazine; Compliance Week; Conde Nast Portfolio; Crain's; The Deal; Digital Transactions; Eweek; Fast Company; Forbes; Fortune; Fortune Small Business; Inc.; Industry Week; Money Magazine.
Energy/Environment	American Gas; American Oil & Gas Reporter; BioMass Magazine; Energy Daily; Energy Law360; Energybiz; Environment & Energy Daily; Environment Law360; LNG Express; LNG Journal; Modern Power Systems; North American Clean Energy Magazine; North American Windpower; Oil & Gas Journal; Oil & Gas Investor; Pipeline & Gas Journal; Pipeline & Gas Technology; Platt's; Power Finance & Risk; Power Magazine; World Energy; World Oil.
ERISA/Pensions	Pensions & Benefits Daily; Pensions & Investments; Plan Sponsor.
Finance	Business Finance; Corporate Finance Review; Corporate Financing Week; Finance

	& Commerce; Financial Advisor; Financial Services Law360; Financial Times; Financial Week; Global Finance; Government Finance Review; Kiplinger's Personal Finance; Project Finance Magazine; Strategic Finance.
Government	Congressional Quarterly; The Hill; National Journal; Politico; Roll Call.
Hedge Funds	Absolute Return; Alternative Investment News; Hedge Fund Alert; Hedge Funds & Investment Technology; Hedge Week; Hedge World; Private Asset Management; Private Equity Analyst; Private Equity Insider.
Information Technology	CIO; Broadcasting and Cable; EE Times; Electronic Design; eWeek; InformationWeek; Mobile Business Advisor; Technology Law360; Telecommunications Magazine; Telephony; Wired; Wireless Week.
Insurance	Business Insurance; Insurance Law360; Risk & Insurance; Risk Management.
Intellectual Property	IP Technology & Law; IP Law360; IP Law & Business; IP Strategist; IP Today; IP World Online; Managing Intellectual Property; Patent Lawyer; Patent Strategy & Management; Patent, Trademark & Copyright Journal.
Labor/Employment	Best Practices in HR; Daily Labor Report; Employee Benefit Adviser; Employee Benefit News; Employment Law360; HR Magazine; Human Resource Executive; PlanSponsor; Workforce Management; Workspan.
Legal	ABA Journal; Above The Law; ACC Docket; American Lawyer; Blog of the Legal Times; Bloomberg Law Reports; BNA Law Reports; California Lawyer; Corporate Counsel; Corporate Counsel Weekly; Executive Counsel; InsideCounsel; International Financial Law Review; Law360.; Legal Business; Legal Intelligencer; Legal Week; Lawyers Weekly; Metropolitan Corporate Counsel; National Law Journal; New York Law Journal; The Recorder; Wall Street Journal Law Blog.
Lodging/Hotel	Hotel Business; Hotel/Motel Management; Hotel Times; Hotels; Lodging; Lodging Hospitality; Luxury Hotelier.
Management	Business Officer; CFO Magazine; Chief Executive Magazine; Corporate Board Member; Directors & Boards; Directorship; Financial Executives Magazine; Money Management Executive.
Mergers/Acquisitions	M&A Advisor; M&A Law Report; The M&A Lawyer; M&A Source; Mergers & Acquisitions Magazine; The Deal.
Pharmaceuticals/Healthcare	American Medical News; BioWorld Today; Drug Week; Health Law360; Health News Daily; Modern Healthcare; Pharmaceutical Executive; Pharmaceutical Representative; The Pink Sheet; Wall Street Journal Health Blog.
Private Equity	Buyouts Magazine; Private Equity Analyst; Private Equity International; Private Equity Online; Private Equity Week; Venture Capital Journal.
Real Estate	Commercial Investment Real Estate; Commercial Property News; Multifamily Trends; National Real Estate Investor; Real Estate Alert; Real Estate Forum; Real Estate Law360; Real Estate Weekly; Retailing Today; The Real Deal; Urban Land Magazine.
Securities/Investing	The Bond Buyer; BNA Securities Regulation & Law Report; Institutional Investor; Investment Advisor; Investment Dealer's Digest; InvestmentNews; Investor's Business Daily; Registered Rep.; SEC News Digest; Securities & Investments Weekly; Securities Docket; Securities Industry News; Securities Law360; Securities Litigation & Investment Reporter; Securities Regulation Law Journal.
White Collar	Corporate Crime Reporter; Fraud Magazine; White Collar Crime Report.