

Fashion Editorial Promotion Checklist

A practical system for preparing, pitching, publishing and measuring an editorial - without reducing the project to a single social post.

1. Confirm rights and release timing	☐ All creative credits are complete and spelled correctly. ☐ Model releases and usage permissions are documented. ☐ The publication embargo, exclusivity window and first-publish rights are clear. ☐ Music, artwork and third-party assets are licensed for every planned channel.
2. Build the editorial package	☐ Create a tight 6-12 image edit with a clear opening, progression and closing frame. ☐ Prepare a title, 50-100 word story note, full credits and contact details. ☐ Export to each recipient's stated specifications; do not assume 300 DPI is required. ☐ Use clean filenames that identify the story, creator and sequence.
3. Pitch the right publication	☐ Match the story to the publication's visual language, audience and submission rules. ☐ Personalize the pitch and explain why the editorial fits that specific outlet. ☐ Submit only through the channel requested by the editor or platform. ☐ Record the submission date, exclusivity terms, fee and follow-up date.
4. Prepare the owned-media hub	☐ Publish a permanent project page on your portfolio after the embargo allows it. ☐ Add descriptive copy, accessible alt text, complete credits and a clear contact path. ☐ Use one canonical URL as the destination for social posts, newsletters and outreach. ☐ Create vertical, square and landscape crops without changing the story's integrity.
5. Sequence the launch	☐ Tease process or details before release only when the embargo permits it. ☐ Coordinate the publication, contributors and brands around one release window. ☐ Adapt the hook, crop and CTA to each channel instead of duplicating one post. ☐ Keep enough unpublished material for follow-up posts and portfolio updates.
6. Measure useful outcomes	☐ Track qualified portfolio visits, saves, shares, replies and editorial inquiries. ☐ Use tagged links where possible to separate channels and collaborators. ☐ Record which image, headline and platform created the strongest response. ☐ Review results after 7 and 30 days; reuse the winners with a fresh angle.

The strategic truth

Reach is not the same as value. A smaller number of visits from editors, agencies, brands and prospective clients can matter more than broad engagement from people who will never commission, publish or license the work.

Turn each editorial into a measurable campaign

Complete one row for every publication or channel. This creates a record of rights, timing and results - the details most likely to disappear when promotion is handled informally.

Outlet / channel	Sent / live	Embargo / rights	Follow-up	Result / next step

30-day review

Portfolio visits	
Qualified inquiries	
Saves + shares	
Editor / brand replies	
Best-performing image	
Next reuse opportunity	

Use this tracker alongside the full guide at
theprestigemag.com/how-to-promote-your-fashion-editorials-online-the-complete-2025-guide/
Photography and editorial direction: Phil Halfmann