

# HOW TO MAKE YOUR 3D PRINTING STARTUP REPEATEDLY STAND OUT IN THE MEDIA (WITHOUT SPENDING A FORTUNE)

## **PRACTICAL TIPS AND SUGGESTIONS**

Davide Sher - Senior Writer [3dprintingindustry.com](http://3dprintingindustry.com) - Co-founder and Editor in Chief [3discover.it](http://3discover.it) and [replicatore.it](http://replicatore.it) - Author "Stampa 3D, tutto quello che c'è da sapere sull'unica rivoluzione possibile" - Contributor at Corriere della Sera - Consultant (Sharebot, ART FICIAL, 3DFilo, Creo, Fluorsid, 3DZ, Youbionic, Growthobjects, ALL3DP) - Event Coordinator (3DPP, DWS, Autodesk Italy)



# CREATING A STORY

**How to compete in the global 3D printing innovation  
landscape**

# A GREAT PRODUCT IS JUST THE BEGINNING

- ideas are “CHEAP”: everything is possible with 3D printing and digital manufacturing
- make sure your product has at least one UNIQUE feature.
- keep in mind it is a SMALL industry.
- speak to a GLOBAL audience
- everyone will talk about your product... ONCE. Continued attention is key to success.
- the most difficult part begins after: execution and communication

# FINDING THE RIGHT MEDIA FOR YOU

## 3D PRINTING MEDIA AND BEYOND

- Choose one website and one journalist that you appreciate and contact them.
- Generally they can be reached through social media and or a quick web search.
- Once you get your product mentioned on one major website, all the other websites will generally report it, either directly or by contacting you for further information.
- Make yourself available to be reached easily (no “info@, contact@, press@” emails: give a name, last name and title.

# 3D PRINTING GLOBAL MEDIA

- [3DPRINTINGINDUSTRY.COM](http://3DPRINTINGINDUSTRY.COM)
- [3DERS.ORG](http://3DERS.ORG)
- [3DPRINT.COM](http://3DPRINT.COM)
- [FABBALOO.COM](http://FABBALOO.COM)
- [DISRUPTIVEMAGAZINE.COM](http://DISRUPTIVEMAGAZINE.COM)
- [TCTMAGAZINE.COM](http://TCTMAGAZINE.COM)



# 3D PRINTING INDUSTRY



**3D PRINTING INDUSTRY**

NEWS - APPLICATIONS - INSIGHTS - Search ...

**Think | Prototype | Innovate**  
3D printers from big brand names

MakerBot, Ultimaker, 3D Systems, RepRapPro, BEEVERYCREATIVE

**3D INSIDE PRINTING CONFERENCE AND EXPO**  
MELBOURNE MAY 26-29, 2015  
The Largest 3D Printing Event Worldwide  
GET 10% OFF w/code 3DPI  
REGISTER NOW

**PRINT MILL SCAN**  
ALL IN ONE  
NOW FOR 1,649 USD  
FAB TOTUM  
SU TUTTI 22%

FIND US AT  
**Maker Faire BAY AREA**  
May 16 & 17 2015

**3D Hubs to Teleport Objects Anywhere, Everywhere with 3D Printing API**

As we've seen over the course of the last year, the largest distributed network of 3D printers is now its 3D print buttons all over Thingiverse, and Sketchfab projects via the 16,000+ 3D print button. It was only a matter of time.

**INSIDE PRINTING CONFERENCE + EXPO**

## Main targets:

1. New 3D printing industry and start ups
2. Traditional 3D printing industry and established companies
3. Policy makers

and Fablabs  
maker and enthusiasts

• International approach

• 5-6 news agencies a day - 500.000 MAU

• Main writers: Michael Molitch-Hou (Editor-in-chief, USA), Davide Sher (EU), Andrew Wheeler (USA), Tarun Tampi (India) - Contacts:

• CONTACT: More/Contacts - More/Submit News - [news@3dprintingindustry.com](mailto:news@3dprintingindustry.com)

# 3DPRINT

## Main Target:

1. Enthusiasts and makers
2. New industry
3. Wider general public



Print Board .com



• 7-8 news/days

• **Main writers:** Eddie Krassenstein and Brian Krassenstein (co-founders), Heidi Milkert, Bridget Millsaps, Sarah Anderson, Whitney Hipolite, Brittney Severson, Michael Moody, Scott Grunewald

• **Contacts:** AboutUs/Contacts page - [3dprintdotcom@gmail.com](mailto:3dprintdotcom@gmail.com).



# 3DERS

www.3ders.org  
3D printer and 3D printing news

Home Price Compare Videos Stats 3D Printing Basics Forums

3D printer price compare

3D printer filament price compare

3D printing filament maker Polymaker receives \$3 million investment from owners of Lenovo

May.11, 2015 - On Monday, May 11th, Polymaker announced that they are ready for the next era of next-generation filament manufacturing and have just closed on Round-A funding of \$3 million. [More](#)

You Kick Ass, developer of custom 3D printed action figures, get \$100,000 deal on Shark Tank

May.11, 2015 - That, at least, is exactly what Keri Andrews and Alesia Glidewell from You Kick Ass seem to have achieved. Their customized action figure business featured on the latest episode of Shark Tank (episode 625, aired on Friday 8 May)... [More](#)

Marble creates 3D printed MRB-1 drone that is more efficient than a quadcopter

May.11, 2015 - 3D printing start-up Marble has just completed a very interesting airplane drone that not only looks great, but should also outperform your typical 3D printed quadcopter. [More](#)

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About 3Ders.org

3Ders.org provides the latest news about 3D printing technology and 3D printers. We are now three years old and have around 1.5 million unique visitors per month.

Z1-Rider

## Main target

1. 3D printing companies
2. 3D printing users
3. 3D printing startups
4. 3D printing journalists


- Europe (Netherlands) based (founded in 2012)
- 1.5 mln MAU (declared), 7-8 news per day
- Writers: Anja van West (founder), Alec Burden, Simon Cosimo, Kira Charron, Will F.
- Contact: [Contact Us/Submit Tips](#) page (bottom of homepage)




# FABBALOO

## Main Target

1. Makers
2. Consumers
3. New Industry

 **PORTABLE 3D SCANNERS**  
Truly portable [LEARN MORE](#)

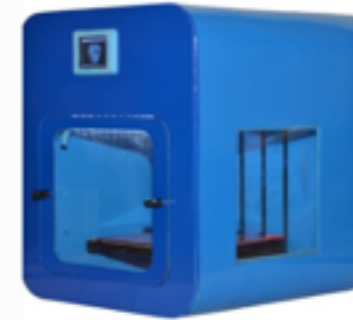


Feedback? Tips?



NASA'S 3D PRINTED ZERO GRAVITY COFFEE CUP

NASA's attempt to solve the



DROTIX'S "SMART" GALA 3D PRINTER COVERS ALL THE BASES



- Canada based
- 3 news/day
- Writers: Kerry Stevenson (founder), Marney Stapeley (operations), Mike Difronzio, Markus Rockliffe
- Contact: in the [About](#) page - [info@fabbaloo.com](mailto:info@fabbaloo.com)

# DISRUPTIVE

**DISRUPTIVE**  
magazine  
03.2015 | ISSUE 01

**Automotive Disruption**

THE EVOLUTION OF 3D PRINTING IN THE AUTOMOTIVE INDUSTRY

## Main target

1. New 3DP industry and start ups
2. Consumers and enthusiasts
3. Education
4. Traditional

INDUSTRY INSIDER  
CONSUMERS ARE NOT 3D PRINTING  
CREATIVE FEATURE  
AND DESIGN RELATIONSHIP



- UK based
- 5 news pe

• Website + Magazine + Show

• Writers: **Rachel Park**, Kerry Stevenson, Richard Horne, Faith Robinson, Dave Marks

• Contact: Submit Content page - [info@disruptivemagazine.com](mailto:info@disruptivemagazine.com)

# TCT MAGAZINE



3D PRINTING  
ADDITIVE MANUFACTURING  
PRODUCT DEVELOPMENT

AM & 3D PRINTING NEWS

IMAGING

SOFTWARE

SERVICES

BLOGS

DIRECTORY

SUBSCRIBE

TCT E

Main target

1. Traditional 3D Printing Industry
2. New 3D Printing Industry



## The TCT Podcast – Episode 3: Colour 3D Printing

As Microsoft, HP, Autodesk, netfabb & Shapeways launch the new 3MF file format, TCT

ectrom, Adobe and Faberlashery posing the new file format? [more »](#)

# formnext

POWERED BY



- UK Based (Europe/US)
- 8+ news per day - TI
- Editors: Daniel O'Connor, associate editor, Laura Griffiths, editorial assistant
- Contacts: no submit content page - contact editors:  
[daniel.oconnor@rapidnews.com](mailto:daniel.oconnor@rapidnews.com), [laura.griffiths@rapidnews.com](mailto:laura.griffiths@rapidnews.com)



# PRACTICAL TIPS

- Always personalize your email - find the journalist and get their name right (no misspelling)
- Be concise and direct (tech journalists are generally underpaid and overworked)
- Be yourself (don't have your PR team contact the media)
- Don't mention other media coverage you have received
- Offer preview access to your private beta

## EMBARGOES, EXCLUSIVES, TIME EXCLUSIVES

Contact the media outlet early and set an embargo date and time

If they ask for exclusive, propose a timed exclusive (24-48 hrs)

For top media outlets offer exclusive information



# CONTACTING GENERALIST MEDIA

- Find the **Contacts** section
- It might be in the **About Us** section
- If not, look in the **Write for Us** section: many times you will find a link on where to submit scoops (<http://makermedia.com/work-with-us/writing-for-make/>)



**Make:**



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Projects News Videos Events Contests Shop

Find your DIY supplies in the Maker Shed → Kits, Books, Components, 3D Printers, Arduino, Raspberry Pi, More!

SHOP NOW

## Contribute to Make:

Did you make or find something you think our readers would enjoy? We'd like to hear about it!

### Contributor Information

Let us know how our editors can follow up with you.

Name \*

First Last

Email \*

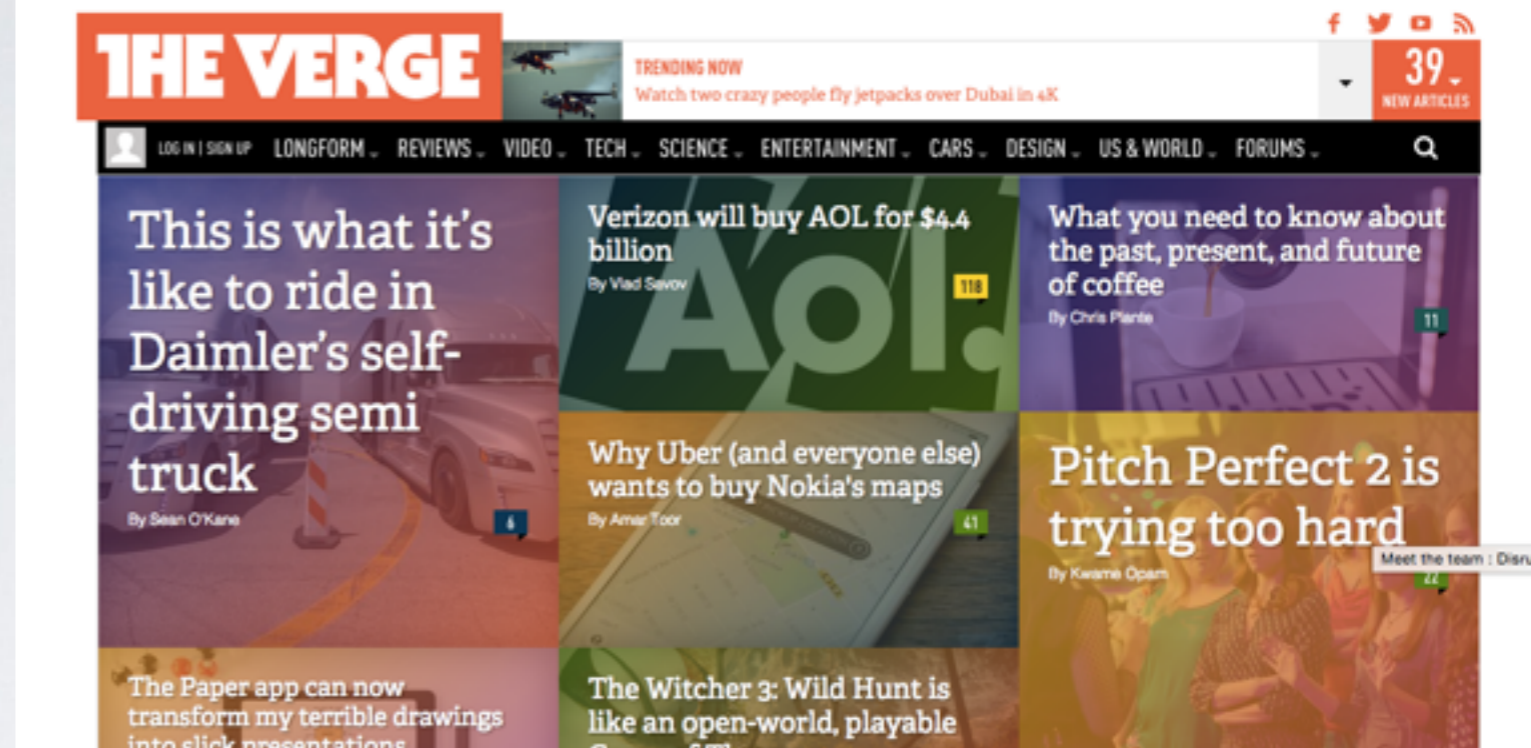
MAKER

Design studio LOLA - Local Office for Large Architecture have completed the renovation of a paper restoration centre in Lecce, Italy.



# THE VERGE

3D Printing Coverage  
Very light  
1-4 articles/month



Possibly the best Tech website in the world  
Huge visibility, awesome technological platform

**Editor:** [Vox Media](#)

**General Contact:** Tip Us or Contact (bottom of homepage)  
Select "I have a hot tip" or "I want to suggest a feature"

**Direct Contact ([name@theverge.com](mailto:name@theverge.com)):**

**Senior Writer:** Nitasha Tiku

**Senior Reporters:** Bryan Bishop, Josh Lowensohn

**Reporters:** Russell Brandom, Dante D'Orazio, Arielle Duhaime-Ross, Jacob Kastrenakes, Rich McCormick, Sean O'Kane, Adi Robertson, Micah Singleton, Amar Toor, James Vincent, Chris Welch

# MASHABLE

3D Printing Coverage  
Light  
3-4 articles/month

UK/Australia based

General and technology news

42 Million Unique Visitors  
21 Million Social Media Followers  
7.5 Million article shares/month

12 tips to get your startup featured  
on Mashable

12 things NOT to do when pitching  
to Mashable



Writers (contact through social media only)  
[Jason Abbruzzese](#) Business Reporter  
[Stephanie Buck](#) Features Editor  
[Yohana Desta](#) Features Writer  
[JP Mangalindan](#) Tech Reporter  
[Pete Pachal](#) Tech Editor  
[Lindsey Robertson](#) Viral Content Curator  
[Rebecca Ruiz](#) Features Writer  
[Stan Schroeder](#) European Editor  
[David Yi](#) Fashion Reporter



# MAKEZINE

3D printing coverage:  
Medium (4-6 news/month)  
High coverage of related  
subjects such as open  
making, Arduino and F

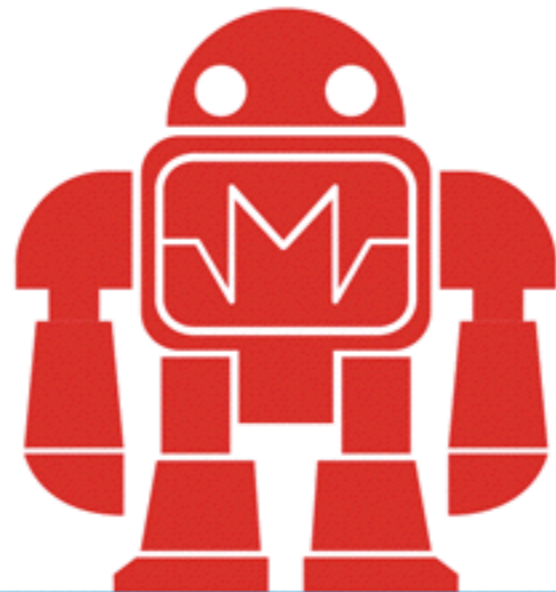
# Make:



Subscribe Now  
Give a Gift

Projects News Videos Events Contests Shop

Find your DIY supplies in the Maker Shed → Kits, Books, Components, 3D Printers, Arduino, Rasp



## Maker Faire

Media

Membership

300,000

81% Male, 19% Female

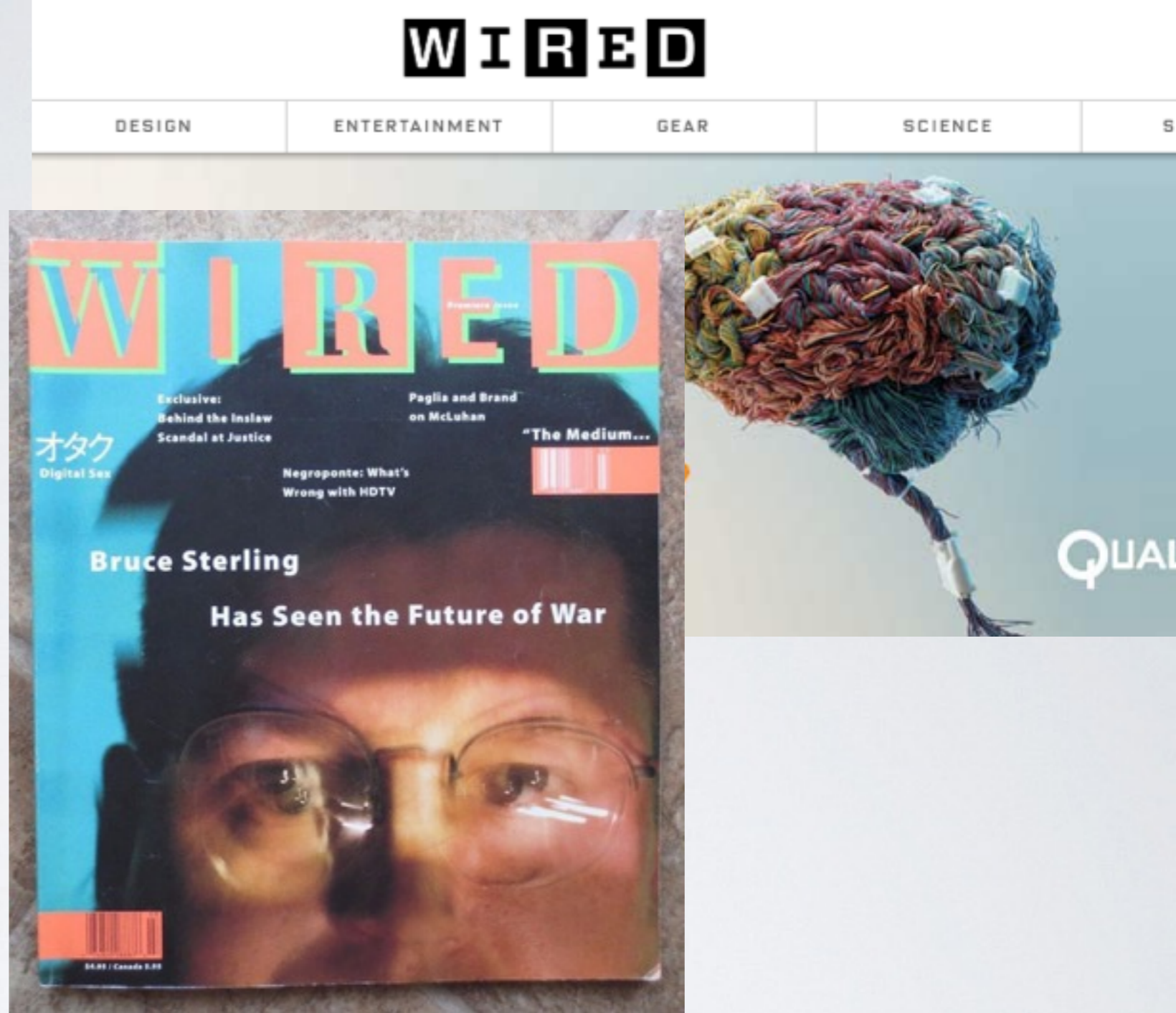
Median Age is 44

Writers: Dale Dougherty (founder), Jenn  
Nowicki, Gareth Branwyn, Matt Stultz, George  
Levines



# WIRED

3D printing coverage  
Medium (5 news/month)  
Technology bible  
Issue 1 from April 1993



US Based

wired.com: 30 million monthly users

Contact: submit@wired.com

3D Printing Writers: Kyle Vanhemert @kvanhemert, Andy Greenberg @a\_greenberg, Tim Moynihan (@aperobot)

# DEZEEN

3D printing coverage  
Very Light (1 article/month)  
Intensive coverage of closely  
related subjects (product  
design, architecture)



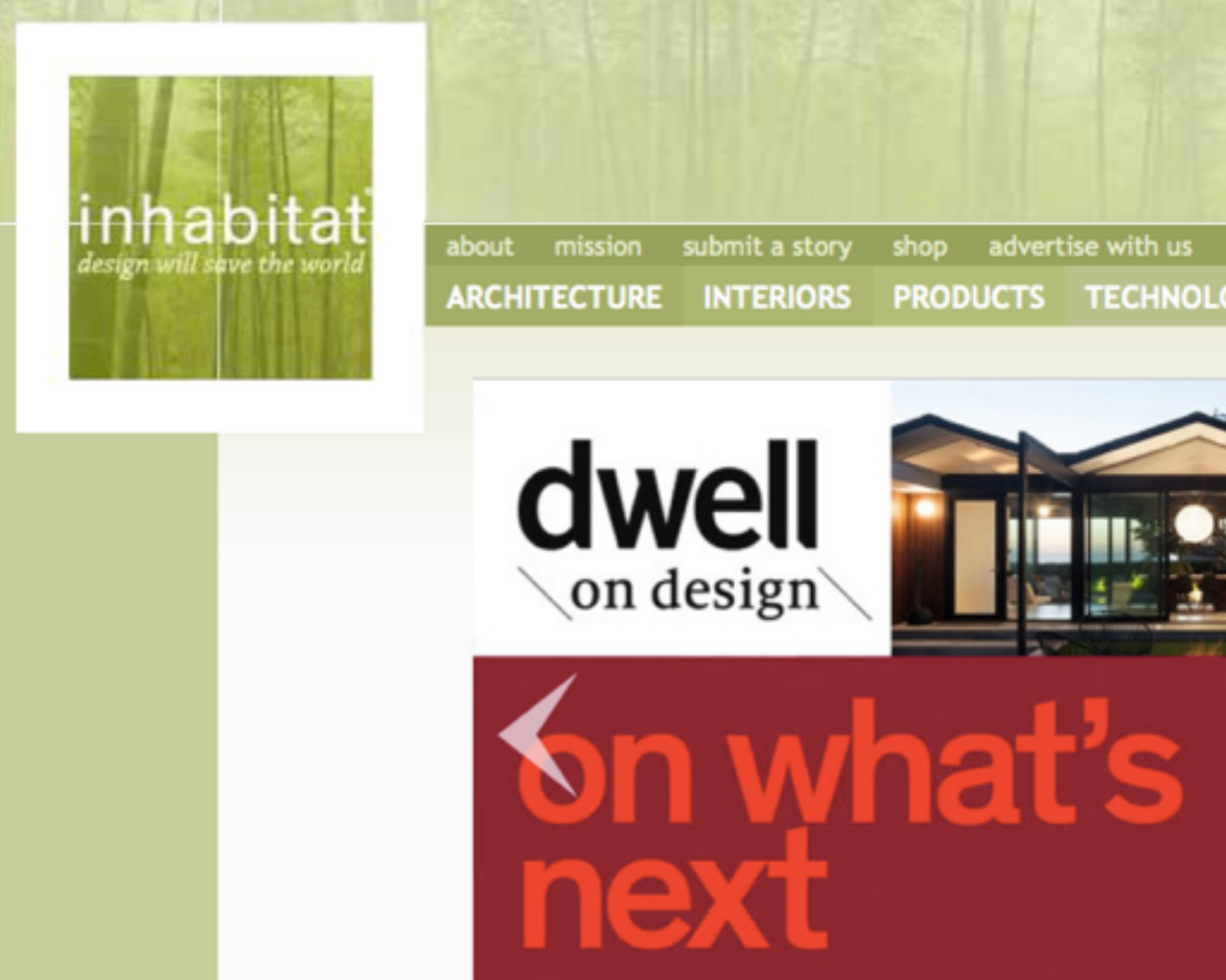
- UK based - international reach (US/Europe/Asia)
- Contact: [submit a story](#) - [submissions@dezeen.com](mailto:submissions@dezeen.com)
- They want content that is “fresh, innovative, newsworthy, has a good story behind it and fantastic images”.
- 1.75 million unique visitors every month.
- Writers: Marcus Fairs (founder and editor in chief), Jessica Mairs reporter ([jessica@dezeen.com](mailto:jessica@dezeen.com)), Dan Howarth deputy editor ([\(design\)dan@dezeen.com](mailto:(design)dan@dezeen.com))

# INHABITAT

## 3D Printing Coverage

Medium (4-5 articles/month)

Regular coverage of closely related subjects: architecture, design and sustainability/environment



- NYC based: american centered/Europe and Asia “curious”
- General contact: [Submit a story](#) (top of the homepage) - [Authors Page](#)
- 3D Printing Writers: [Yuka Yoneda](#) (New York Editor), [Catherine Winter-Hébert](#) (Features Editor), [Kristine Lofgren](#) (News Editor), [Cat Distasio](#) (News Editor), [Lucy Wang](#) (Design Editor), [Charley Cameron](#) (@charley\_cameron), [Serena Renner](#), [Kristine Lofgren](#), and [Taflin Laylin](#).



# SETTING UP YOUR PRESS PAGE

- Clearly indicate it as Press Assets or Press Kit
- Allow for download of single assets or entire kit
- Use medium to high resolution images (at least 1 MB for online, 3 MB for printed) - Use Flickr
- Best if online and printed press images are separated and doubled up
- Insert company history and team biographies
- Clearly indicate each team member's title and responsibilities
- Do not include articles from other media
- Clearly indicate that the images and information can be used freely when featuring your company

## TIPS

- Connect your Wordpress blog to Facebook/Twitter/LinkedIn/Tumblr/Google+/Path:
- Photos: Instagram/Flickr: connect your iPhoto

# HOW TO PRESENT YOUR STORY

- NEWS - WHAT IS NEW ABOUT WHAT YOU DO?
- WHAT DO YOU DO DIFFERENT FROM EVERYONE ELSE?
- WHO ARE YOU AND HOW DID YOU COME UP WITH YOUR IDEA
- WHERE DO YOU COME FROM
- WHEN DID YOU BEGIN WORKING ON THIS PROJECT
- WHEN IS IT COMING OUT
- WHY DID YOU INVENT IT? WHAT NEED ARE YOU ANSWERING TO
- HOW DO YOU INTEND TO BRING IT TO MARKET
- AND YOU KNOW WHAT?

# WRITING A PRESS RELEASE

- A. **Budapest, May 15th 2015:** write the date and place in bold at the beginning of the text. This is the correct format.
- C. Immediately mention all parts involved and say what they have done
- E. Explain why it is so significant/revolutionary
- G. Explain why now
- I. Insert About Us section (about 3-5 lines) describing all parties involved



# CASE STUDIES

1. When to make contact
2. An ideal press page
3. Creating a compelling story
4. How to follow up
5. How to get them consistently interested
6. How to get raise their attention
7. How to create a crowd-funding page that the media will like
8. How to get them to follow you

- ITUM
- MADE IN SPACE
- 3D HUBS
- KWAMBIO
- WASP/3D LIFE PRINTS
- THE PALETTE

ITUM

# MONO: An Eyewear 3D Printed to Fit Your Face

Hong Kong, Hong Kong Fashion

259 Story Updates 4 Comments 2 Funders 54 Gallery 13

49 Tweet


5

8+1

Email

Embed

Link



**\$3,796 USD**  
raised by **54 people** in 20 days

95% funded 16 days left

**\$4,000 USD goal**  
Flexible Funding

Your contribution

\$5, \$10, \$100

- Contacted us two weeks (12 days) before Indiegogo campaign launch
- Had campaign preview page ready and linked (fundamental to convey a clear understanding of campaign)
- Had press kit linked and ready to download on Google Drive
- All images named with name of the company-name of the product-number
- Had link to the live campaign page, clearly indicated the day of launch and when to publish



# MADE IN SPACE

Quick and easy access to background company information



- Company
- Projects
- Videos
- Images
- Logo & Icon
- Milestones
- Selected Articles
- Leadership
- Advisors
- FAQ
- Bios
- Contact

## Factsheet

Company:  
[Made In Space](#)  
Based in Mountain View, California

Founding date:  
August 1, 2010

Website:  
[MadeInSpace.us](#)

Press Contact:  
[media@MadeInSpace.us](mailto:media@MadeInSpace.us)

Business Contact:  
[business@MadeInSpace.us](mailto:business@MadeInSpace.us)

Social:  
[twitter](#)  
[facebook](#)  
[youtube](#)

Address:  
NASA Research Park  
140 Dailey Road  
Building 153

## Company

Founded in 2010 with the goal of enabling humanity's future in space, Made In Space, Inc. has developed additive manufacturing technology for use in zero-gravity. By constructing hardware that can build what is needed in space, as opposed to launching it from Earth, the company plans to accelerate and broaden space development while also providing unprecedented access for people on Earth to use in-space capabilities.

Made In Space's team consists of successful entrepreneurs, experienced space experts and key 3D printing developers. With over 30,000+ hours of 3D printing technology testing, and 400+ parabolas of microgravity test flights, Made In Space's experience and expertise has led to the first 3D printers designed and built for use on the International Space Station.

\*Please remember to capitalize the 'Y' in "Made In Space"

## Projects

- [3D Printing In Zero-G Experiment - First Manufacturing Device In Space](#)
- [Additive Manufacturing Facility - First Machine Hardware Store In Space](#)
- [R3DO - Material Recycler](#)

Download Full Press Kit  
(18.46MB Word doc)

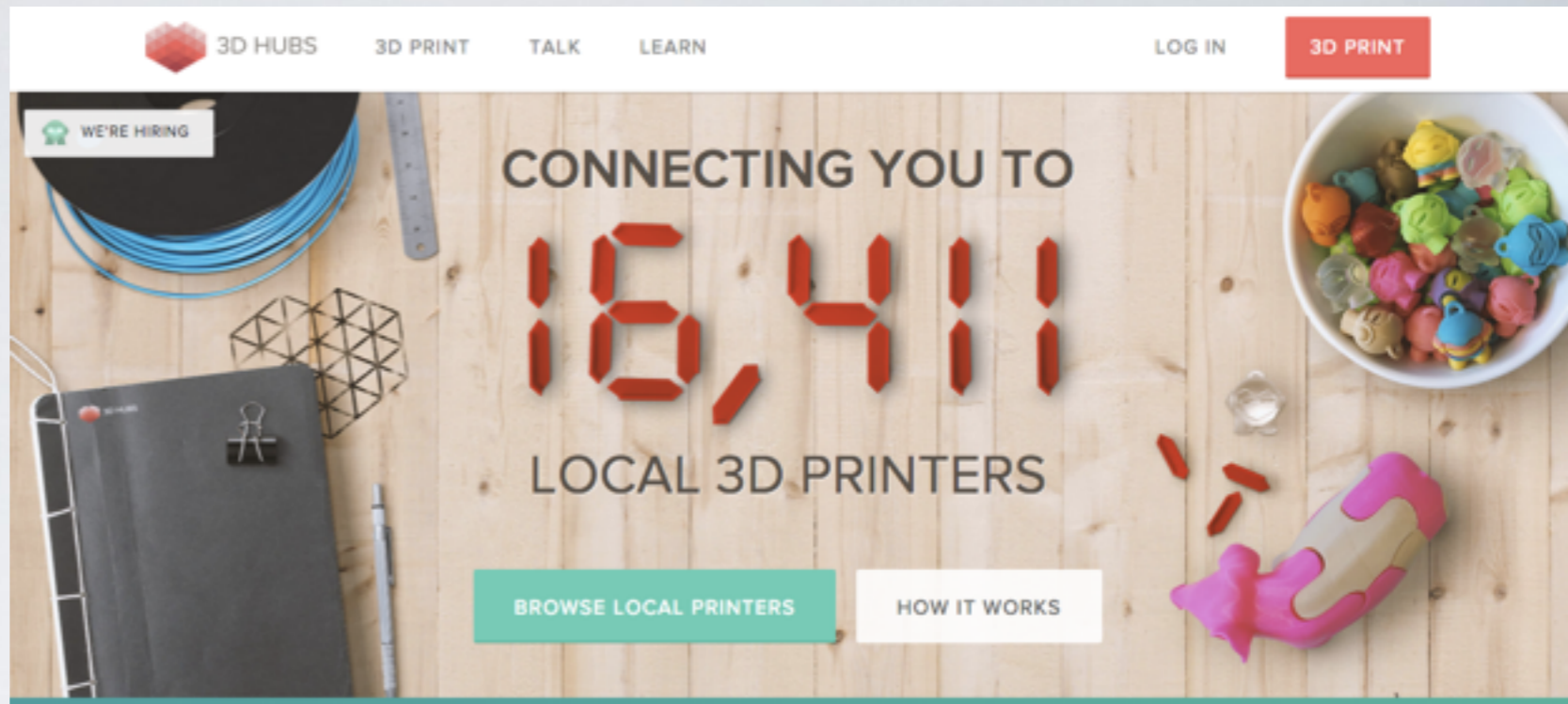
Full press kit download available

Easy access to all media assets

Clearly differentiate between "Press Resources" page and "Press Reviews" page

# 3D HUBS

Creating a story  
to get featured:



“...3D Hubs is in 80 countries and is now considered the world’s largest 3D printer network. What makes 3D Hubs so unique is their proximity factor – increasing accessibility of 3D printing to anyone. Currently 3D Hubs reaches more than 750M people globally within 10 miles of their home.”

The logo for Forbes magazine, rendered in a large, bold, black serif font.



# KWAMBIO

Following up



- **Immediately re-establish relationship by mentioning previous collaboration:** *“Kate from Kwambio here. You wrote a great [article](#) about us and I remember, we promised to tell you the great news as soon as we have them. The time has come :)”*
- Insert link to news press release.
- Immediately mention news
- **A Youtube video and an “unlisted” Youtube video.** In general “sharing private content with a journalist helps you establish a special relationship insuring they will follow you and your company’s new releases.



# WASP/3D LIFE PRINTS

On making a  
difference in the world  
with 3D printing



- Actively working to make the world a better place will give you visibility. If you are truly working toward that goal it's even better (cit. Macchiavelli).
- Making and selling your products to help finance a greater goal is an excellent approach for greater visibility.



# MHOX

On presenting a controversial futuristic vision to draw attention on the present



MHOX is a design studio using generative software and 3D printing to envision the products of the future.

Its Orthoses and Prosthetics projects are concrete

Its Scunzani Belt Buckle project is commercially available

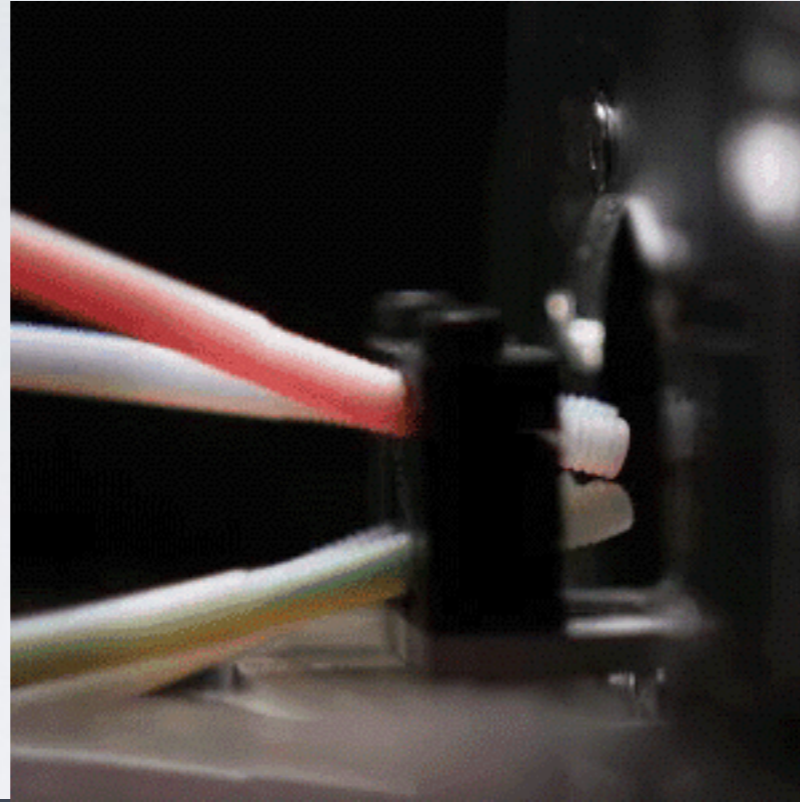
The Carapace and Collagene masks are futuristic

The Eye project is even controversial - a commercially available replacement eye

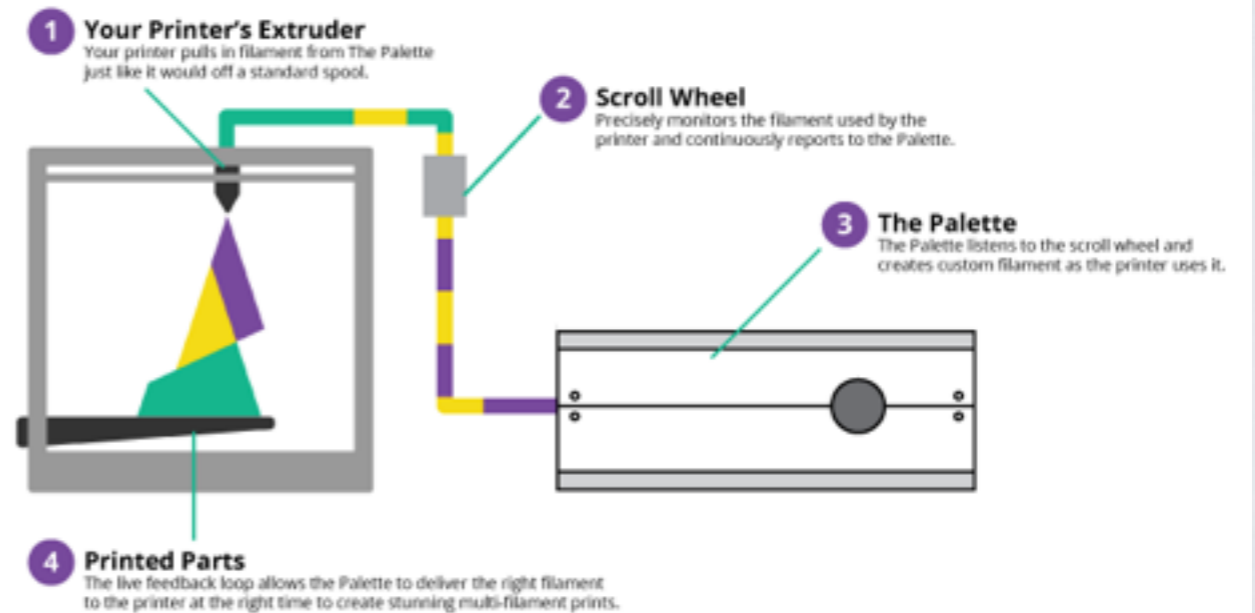
The projects were featured by generalist international media including Mashable (Orthoses), Dezeen and Gizmag (Eye).

# THE PALETTE

On a successful  
Kickstarter  
Campaign

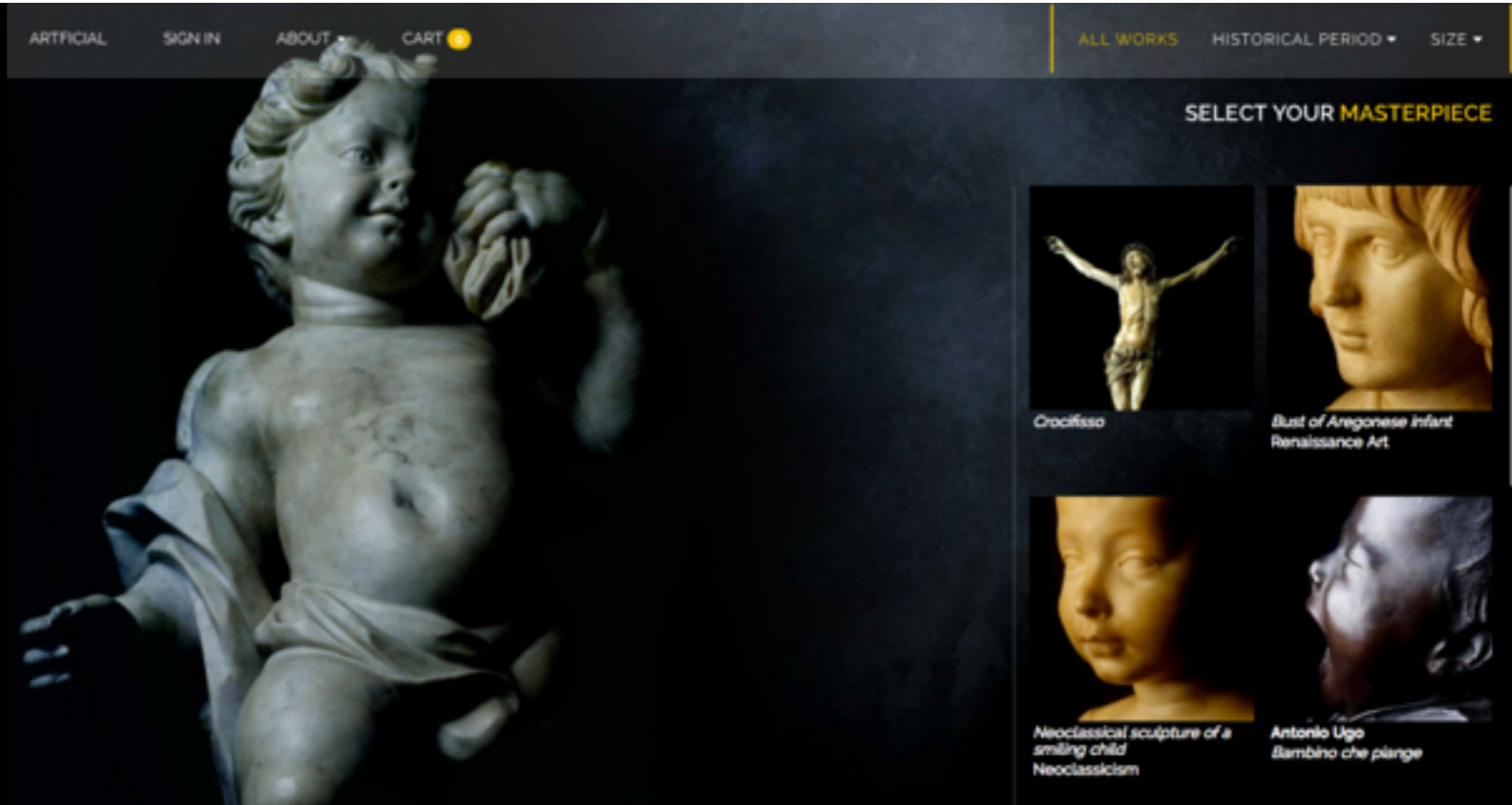


1. <https://www.kickstarter.com/projects/mosaic3d/the-palette-3d-printing-evolved>
2. Perfect video - speaking clearly
3. Clear GIF's to convey the concept rapidly
4. Insert clear infographics
5. Identifying a need and satisfying it
6. Base it on existing installed base of 3D printers





# ARTIFICIAL



- On teasing launch (-3, -2, -1)
- On creating the event (discussing launch with journalist)
- On getting journalist involved personally

- Giorgio Gori, the company's founder called me to offer a very small participation in the project
- We coordinated launch activities both with articles and press releases
- Exclusive embargoed release included a teaser and a full article on day of launch
- Initiative was picked up by other websites
- Coordinating to find the best way to convey the message
- Participating in first person in a project I like makes me feel more involved

# FOLLOWING UP ON YOURSELF

In conclusion....

## **Don't Just Make, Make Known**

You might have the best idea in the world but ideas are nothing without the right visibility

# DAVIDE SHER

Twitter: @davidesher  
Facebook: Davide Sher  
LinkedIn: Davide Sher  
davidesher@gmail.com  
[3dprintingindustry.com](http://3dprintingindustry.com)  
[3discover.it](http://3discover.it)  
[replicatore.it](http://replicatore.it)  
[davidesher.com](http://davidesher.com)  
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