

GLOBAL REACH. HUMAN EDITORIAL CARE.

Global press release distribution & media intelligence.

The complete Presswire service portfolio, with VANTAGE outreach intelligence and transparent pricing in sterling, euro and US dollar.

INTRODUCING PRESSWIRE VANTAGE

620,000+ media contacts.
One list, built for your release.

Human editorial review on every release. No word-count surcharges.
Releases normally sent within one hour of receipt.

DISTRIBUTION & SYNDICATION PARTNERS INCLUDE

Associated Press · PA Media (Press Association) · Google News · Dow Jones Factiva
LexisNexis · Thomson Reuters · NewsNow · Comtex



WHO WE ARE

About Presswire

Twenty-five years of media research, newsroom relationships and personal service.

Presswire has been a trusted name in public relations since 2001, serving private and public sector clients worldwide. Our clients include leading PR agencies and communications departments across finance, legal, technology and marketing, as well as government departments and international institutions.

We combine bespoke targeting with human editorial review so that each release reaches the journalists most likely to write about it, across print, online, broadcast and the wire systems the industry runs on. Current media monitoring clients include the United Nations and the World Health Organisation.

620,000+

MEDIA PROFESSIONALS

100

MEDIA CATEGORIES

400+

SYNDICATION NEWS SITES

25 yrs

MONITORING ARCHIVE

Human editorial review

Former BBC journalists check typos, links, formatting and deliverability, then test-send every release before distribution.

No word-count surcharges

A release costs the same at 300 words or 3,000 words. Presswire does not meter distribution by length.

Direct wire access

Official partner placement onto PA Media's Mediapoint newswire, used by newsrooms and government departments.

Bespoke targeting

Each list is built for its release from a continuously verified database across 100 media categories.

Guaranteed online publication

AP Online Syndication publishes across 400+ news sites, with Google News indexing and permanent archiving.

Simple to buy

Transparent prices in three currencies. Individual services need no contract or account; subscriptions are arranged with your representative.



FROM INBOX TO NEWSROOM

How it works

One coordinated service, from your first submission to the reports that guide your next conversation.



1 Send your release

Upload at pay.presswire.com/buy without an account, or email a Word document with images and logos attached.

2 Editorial review

A human editor checks typos, broken links, corrupt formatting and missing images, then test-sends it to check delivery and spam filtering.

3 Distribution

Your release goes directly to a bespoke list of journalists and newsrooms in your chosen territory, and onto presswire.com and our Google News title.

4 Syndication

It goes to our subscription content partners. Add AP Online Syndication for guaranteed publication across 400+ news sites.

5 Reporting

You receive confirmation on completion. Add a Tracking Report to see tracked opens, reads and forwards, with contact details for follow-up.

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NORMAL TURNAROUND

Releases are normally distributed within one hour of receipt, worldwide.

NEW FOR 2026 / PLATFORM

Presswire VANTAGE

AI-driven PR outreach intelligence, built on twenty-five years of global media research and the UK's largest independently owned press contact database.



LIVE NOW FROM PRESSWIRE

Verified contacts. Explained recommendations.

VANTAGE verifies media contacts from primary sources, with dated evidence shown per verified contact and continuous rechecking. Every recommendation is explained, journalist by journalist.

620,000+

MEDIA PROFESSIONALS

230,000+

MEDIA ORGANISATIONS

600+

EDITORIAL SUBJECTS

10 yrs

FIRST-PARTY ENGAGEMENT DATA

Matching that shows its working

VANTAGE reads a release for tone, geography, sector and angle, then ranks contacts by semantic match against beat history, outlet profile and prior engagement. It gives a short rationale for every journalist, so you can challenge and edit the recommendations.

Our own compliant send engine

Distribution runs on infrastructure Presswire owns and audits end to end, with engagement tracking per release, full suppression management and one-click unsubscribe built to the RFC 8058 standard. Relevant outreach reaches journalists, and opt-outs are honoured throughout the system.

X-Ray journalist intelligence

On-demand dossiers cover a journalist's current role, recent work, movement and succession, with cited evidence and source URLs. Each X-Ray also improves the underlying records, so your research helps keep the database current.

CERTIFIED COUNTRY BY COUNTRY · IRELAND FIRST, SEPTEMBER 2026

VANTAGE already runs our individual press release distributions. Certification is awarded under the VANTAGE Hallmark, a published standard covering outlet coverage, contact freshness, provenance, deliverability and continuous verification, renewed every twelve months. Every database subscription moves onto VANTAGE as soon as that country or region is certified, with regions completed progressively toward global coverage.

RESEARCH & TARGETING

Media contacts database

More than 620,000 media professionals across 230,000 organisations worldwide, kept live and growing toward one million.



One of the most powerful tools a public relations agency or corporate communications department can use, our exhaustive and continuously verified contact set provides easily exportable information. Identify your target publications and take your messages directly to the most relevant correspondents.

24/7

CONTINUOUS VERIFICATION

Live research keeps roles, publications and contact information current.

QUERY THE DATABASE BY

Geography

Continent, country and city.

Media type

Daily and weekly newspapers, magazines, blogs, television and radio programmes and stations.

Editorial focus

Industry-specific trade, business and consumer media.

People and contact details

Staff and freelancers by job title, with email, social handle and direct telephone number.

MAKE THE DATABASE YOUR OWN

Build and save distribution lists, add private notes to record your dealings, share lists with your team, or export and email them to clients.

THE ANNUAL SUBSCRIPTION

Twelve months of database access, unlimited press release distribution and complimentary Tracking Reports in your chosen territory.

United Kingdom · North America
Europe, including the UK · Global

Annual subscription pricing and the 14-release comparison appear on page 14.

DISTRIBUTION / PER RELEASE

Press release distribution

Our industry-leading distribution service sends your press release directly to the journalists most likely to write about it.



We tailor-build a bespoke media list for each individual release from our live editorial database, covering regional and national newspapers, trade and consumer magazines, television, radio, online titles and wire systems.

Releases can be sent as pure text or HTML, complete with images and embedded video at no extra cost. Before distribution, a human editor checks and test-sends every release to support clean formatting and inbox delivery.

ONE RELEASE · ONE BESPOKE LIST · EVERY MAJOR MEDIA CHANNEL

National & regional press**Trade & consumer magazines****Television & radio****Online titles****Wire systems**

Lists are built for the individual release from a continuously verified database, with relevance guiding every selection.

CHOOSE YOUR TERRITORY

Worldwide	All countries, all sectors
United Kingdom	UK media
Europe	Includes the UK
North America	US and Canada
Asia	Far East and Sub-Continent

INCLUDED WITH EVERY DISTRIBUTION

Publication on presswire.com and our Google News title, greatreporter.com; a post to our X feed; and syndication to NewsNow, Dow Jones Factiva, LexisNexis, Thomson Reuters and Comtex.

Our system tracks recipient engagement so a Tracking Report can show tracked opens, forwards, repeat reading and viewing time. Direct intake to major newswire systems is also available for financial announcements and regulatory disclosure, including US SEC EDGAR filings and European regulatory disclosure.

PER RELEASE · ONE REGION

£185 · €220 · \$250

United Kingdom, Europe, North America or Asia. One Worldwide distribution costs less than any two regions combined.

PER RELEASE · WORLDWIDE

£300**€350 · \$400**

MEASURE ENGAGEMENT

Tracking Reports

See who opened, read and forwarded your release, and get the details you need to follow up.



DELIVERED WITHIN ONE WEEK

A searchable Excel workbook brings the tracked response to your release into one practical report.

PER RELEASE

£70

€85 · \$95

01 Every tracked open

The report lists every recipient we could positively track as having opened your release.

02 Names and numbers for follow-up

Where a recipient viewed it for more than four seconds, we include their name, position, publication title and telephone number where available.

03 An Interest Score for each recipient

A synthetic measure combines opens, forwards, total viewing time and other factors, bringing the most engaged journalists to the top.

04 Multiple openings and forwards

Repeat opens can indicate a reporter returning to the story, or a release being passed to a colleague who then opens it.

05 Averages for the send-out

Opens, reads and reading time help you compare releases and refine the language and presentation of future announcements.

A note on the numbers. Many people read email in the preview pane without registering an open. The report therefore shows the readership we could positively track, and our system also estimates untracked opens from link clicks.

Use the report as a practical guide to following up with interested journalists and securing coverage.

GUARANTEED ONLINE PUBLICATION

Online News / AP Syndication

Guaranteed publication across an industry-leading network of more than 400 news websites, led by the Associated Press.



400+

News websites, including the Associated Press and USA Today

Google News indexing · Permanent archiving · Durable links

Where database distribution seeks editorial coverage, syndication guarantees online publication. Your release is published across reputable international news sites, indexed by Google News and permanently archived with durable links.

A standard syndication includes one image and up to five links. It promotes your keywords and content to major search engines over the long term and provides backlinks that support search visibility.

ONLINE NEWS / AP SYNDICATION

£215 · €250 · \$290

per release

YOUR POSTINGS REPORT

Shortly after publication, you receive a report detailing your postings, giving you the publication links without having to search for each result yourself.

THE RIGHT NETWORK FOR YOUR CONTENT

If a release cannot run on the primary network because of its content type, it is published on our secondary network of around 50 global news sites. We tell you which network applies before anything is charged.

Presswire applies no word-count surcharge to any distribution. Publication and reporting are included in the syndication service.

DIRECT ACCESS TO THE NEWSWIRE

PA Mediapoint

Place your release directly onto the national newswire of the United Kingdom.



PA Media, formerly the Press Association, is the UK's national news agency and one of the principal wires of the global media industry. As an official partner for newswire distribution, Presswire places your release directly onto its Mediapoint system.

PA MEDIAPPOINT

Inside the systems news desks actually watch.

Newsrooms · Corporate communications · Government departments

The wire feed is used daily by newsrooms, corporate communications departments and government, in the UK and internationally. Your release travels beyond our own database distribution, appearing inside newsroom terminals alongside the day's breaking stories.

It also remains retrievable on the PA press release hub, providing an additional route for journalists and other professional readers to find your announcement.

AVAILABLE WITH ANY PRESSWIRE DISTRIBUTION

Official partner access to the PA Media newswire, with no word-count charges from Presswire.

PER RELEASE

£175

€205 · \$235

LANGUAGE & GEOGRAPHY

Translation & distribution

One service, one price per language: professional translation and distribution to the markets where that language is spoken.

Native-language editors translate and culturally adapt your release, with major languages covered. We then distribute the translated edition to relevant media in its target market, bringing the story to the journalists who work in that language.

EXAMPLES OF GEO-TARGETED DISTRIBUTION

FRENCH EDITION

France
Switzerland
Belgium

GERMAN EDITION

Germany
Austria
Switzerland

Translated releases consistently perform better than English-only send-outs in their home markets, where local desks prioritise news in their own language.

TRANSLATION + GEO-TARGETED DISTRIBUTION

£285 · €335 · \$380

Per language, for releases up to 500 words. Longer releases are quoted on length.

MEDIA INTELLIGENCE

Media monitoring

Know where your story ran, in print, online, behind paywalls and on air.

**13,718**

PRINT TITLES

14,052

WEB TITLES, INCLUDING PAYWALLED

25 yrs

RETROSPECTIVE ARCHIVE

Presswire monitors print press cuttings and web articles from consumer, business and trade titles, including subscription-only and paywalled sources that search engines cannot view. Coverage also includes broadcast transcripts from television and radio news and current affairs programmes.

Reports are delivered daily, fortnightly or monthly, in all languages, as searchable Word, PDF or electronic text documents. Analytics help identify trends and sources, while retrospective searches retrieve news and features going back up to 25 years for research and analysis.

PER RELEASE

Track coverage for up to one month after your distribution.

£175 · €205 · \$235**ONGOING MONTHLY SERVICE**

Standing alerts and reports for up to two keywords, phrases, stock symbols or company names.

£240 · €280 · \$320 per month

Every search is curated by an experienced account manager so that you receive relevant articles without duplicate content.

Current monitoring clients include the United Nations and the World Health Organisation. Previous work includes UK Government monitoring for the Department for Environment, Food and Rural Affairs, awarded through competitive tender.



IN OUR CLIENTS' WORDS

References

Trusted by communications teams, agencies and international institutions.

'We are happy with both the distribution and media monitoring of our press releases. The added value of very pleasant and flexible staff make Presswire a great find.'

Daniela Bagozzi

Senior Communication Advisor, World Health Organisation & United Nations

'Presswire has provided press release distribution services for telent in the UK over the last two years. The service allows us to reach the editors' desks at all of our key trade publications with just the push of a button. Responsive, reliable and cost-effective, Presswire is all you could ask for in a media distribution partner.'

Chris Newman

Marketing Communications Manager, telent

'What I believe is an added value to Presswire's distribution service is the immediate response to clients' needs, flexibility and readiness to go the "extra mile", working after opening hours, when the situation requires it. We believe it is the ideal distribution tool for young and dynamic brands like ours.'

Beatrice Giusti

Head of Communications, Richard Mille

'Following discussions with various online press release distributors, we chose to work with Presswire due to the extensive global coverage they could offer us at an extremely affordable rate. I was also impressed by their professionalism and responsiveness throughout the tender process.'

Fiona Gillen

VP Marketing, Splendia

'SecPoint has used Presswire's Global Press Release Distribution system to target journalists in the Technology and IT Security sectors for years. We've achieved mainstream media coverage, as well as specialist blog coverage as well as SEO benefits like higher Google Page Rankings and valuable keyword placements.'

Victor Christiansenn

CEO, SecPoint

'Presswire has provided Vardags with a mass of flagship broadcast, print and online press coverage across consumer and trade titles, for over four years... resulting in truly exceptional exposure that keeps our name in the public eye.'

Ayesha Vardag

Managing Director, Vardags

'You distribute international press releases very efficiently on our behalf.'

Caoimhe Ní Lochlainn

Communications Office, Trinity College Dublin

'You have a great product and it's a joy working with you.'

Ben Meyers

LongeviQuest

CLIENTS PAST AND PRESENT

World Health Organisation · United Nations · Defra · Honda · Bank of China · Cable & Wireless · Lavazza · Richard Mille · telent · Adler · Délice de France · Splendia

RATE CARD 2026 / £ € \$

Services & add-on pricing

Individual distribution and optional services, with prices set in sterling, euro and US dollar.



PRESS RELEASE DISTRIBUTION · PER RELEASE

SERVICE	GBP £	EUR €	USD \$
Worldwide All countries, all sectors	£300	€350	\$400
United Kingdom UK media	£185	€220	\$250
Europe Includes the UK	£185	€220	\$250
North America US and Canada	£185	€220	\$250
Asia Far East and Sub-Continent	£185	€220	\$250

OPTIONAL SERVICES · PER RELEASE UNLESS STATED

SERVICE	GBP £	EUR €	USD \$
Tracking Report Includes tracking for any translations	£70	€85	\$95
Online News / AP Syndication 400+ news sites	£215	€250	\$290
PA Mediapoint Newsroom wire and public press release hub	£175	€205	\$235
Translation & geo-targeted distribution Per language; release up to 500 words	£285	€335	\$380
Media monitoring Per release; up to one month of coverage	£175	€205	\$235
Media monitoring, ongoing Per month; up to two keywords	£240	€280	\$320

All prices exclude VAT. Prices are set per currency and reviewed annually; you pay the published figure in the currency you choose. Current rates: presswire.com/pricing/



DATABASE + DISTRIBUTION + TRACKING

Annual subscriptions

Twelve months of database access, unlimited press release distribution and complimentary Tracking Reports.

SERVICE	GBP £	EUR €	USD \$
United Kingdom UK coverage	£2,000	€2,350	\$2,700
North America US and Canada	£3,000	€3,500	\$4,000
Europe Includes the UK	£3,000	€3,500	\$4,000
Global All countries	£4,900	€5,700	\$6,550

Global costs less than any two single-territory subscriptions combined.

GLOBAL VALUE AT 14 RELEASES

At 14 Worldwide releases with Tracking Reports, a Global subscription costs less than purchasing those services individually. Database access is included, and additional distributions and Tracking Reports within the subscription are covered.

14 WORLDWIDE RELEASES + TRACKING REPORTS

CURRENCY	BOUGHT INDIVIDUALLY	GLOBAL SUBSCRIPTION	SAVING
GBP	£5,180	£4,900	£280
EUR	€6,090	€5,700	€390
USD	\$6,930	\$6,550	\$380

Every database subscription moves onto VANTAGE as its country or region is certified. Ask your representative about the territory you need and any combination of services at a discounted annual rate.

CHOOSE THE COVERAGE YOU NEED

Ordering & service details

Transparent choices, a human editorial check and a clear route from submission to distribution.



Choose a territory

Select the UK, Europe including the UK, North America, Asia or Worldwide. If you need two or more regions, one Worldwide distribution costs less than any two regional distributions combined.

WORLDWIDE VERSUS TWO REGIONS

£300 versus £370**€350 versus €440****\$400 versus \$500**

Add the services your story needs

Choose Tracking Reports for follow-up, AP syndication for guaranteed online publication, PA Mediapoint for newsroom wire placement, translation for local-language markets and monitoring for resulting coverage.

Submit and pay

Individual services can be ordered immediately at pay.presswire.com/buy without an account. Payment is taken before distribution through secure Stripe card checkout or by bank transfer.

Arrange a subscription

For annual database access, speak to your Presswire representative. A suite of some or all services can be combined at a discounted annual rate to match your requirements.

Service allowances

Translation pricing covers up to 500 words per language; longer releases are quoted on length. Standard syndication includes one image and up to five links. The applicable syndication network is confirmed before charging.

Prices exclude VAT. VAT is calculated at checkout according to your location and status. Distribution has no word-count surcharge. Releases are normally distributed within one hour of receipt.

For queries, quotes or a tailored annual package: **+44 (0)20 7754 0050** · info@presswire.com

GLOBAL DISTRIBUTION · VANTAGE · MEDIA INTELLIGENCE

Start distributing today.

Submit your press release online without an account, or email a Word document with any images attached. Our editors will take it from there, with releases normally sent within one hour of receipt.

pay.presswire.com/buy

SALES & ENQUIRIES

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