



Presswire is a trusted name in Public Relations since 2001, serving private and public sector clients worldwide.

Our customers include leading PR companies and Communications departments in the Finance, Legal, Tech and Marketing sectors, as well as Government departments.

Our services include an industry-leading Media Contact Database and Press Release / Newswire Distribution.

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Media Contact Database

Our essential, exhaustive, searchable and regularly-updated contact set of more than 850,000 editorial opportunities worldwide provides easily-exportable contact information that enables you to effectively identify target publications or media outlets, and take your messages directly to the most relevant correspondents there.



Press Release Distribution

We send and track press releases we email to journalists on our live global database: at newspapers and magazines, television and radio stations, websites and wire systems. Your business releases will land on business desks and your consumer releases will reach consumer journalists, in all target areas, maximising your exposure and boosting coverage.



"Presswire also self-publishes releases across its own network of sites, as well as to major social media, so they are picked up by search engines, Google News, aggregators and RSS subscribers, bringing you high-value, longtail SEO benefits"

Media Monitoring

Our media monitoring system watches nearly 30,000 print, online and broadcast systems to provide one of the broadest cuttings services available, as well as providing retrospective articles going back 25 years - via keywords - from newspapers, magazines and websites worldwide, in all languages.



"We also provide coverage on some broadcast networks as well as on newswire systems, subscription-only websites and beyond pay walls"

Our essential, exhaustive, searchable and regularly-updated contact set of more than 850,000 editorial opportunities worldwide provides easily-exportable contact information that enables you to effectively identify target publications or media outlets, and take your messages directly to the most relevant correspondents there.

The Presswire database can be queried by Continent, Country and City; Type of Media (such as Daily or Weekly Newspapers, Magazines, Blogs, Television/Radio Programmes and Stations); Industry-specific Trade, Business or Consumer-targeted Media; Individual Staff and Freelancers: listed by Job title with their Email, Twitter handle, Direct Dial Telephone Number; and, the ability to add private Notes to record your dealings and correspondence with them, and share them with your team, or Export and email to your clients.

Whether you're building and saving Contact lists to develop relationships with journalists and editors, looking for specific sections of media to send press releases to, inviting selected media representatives to press events or researching specific sections of the media landscape to roll your branding or marketing strategies out to, the Presswire Media Contacts Database has everything you need in one place..

Our live global database is updated over 40,000 times a week. By subscribing to our database, you will have access to our global media contacts, and you will be able to create and save your own distribution lists, filtering them according to geographical territories or by using our subject categories.

"Presswire's Media Database is one of the most powerful tools a PR agency can use"



Media Contacts Database

Contacts

5951 results

Country
--Republic of Ireland
--Portugal
--San Marino
--Spain
--Sweden
--Switzerland
--The Netherlands
--Turkey
--United Kingdom

Category
Newspapers
--International
--National Daily
--National Sunday
--National Weekly
--Regional Bureau - Newspapers
--Regional Daily
--Regional Sunday
--Regional Weekly

Subject
Music - General
Music Industry
Musical Instruments
National Political Issues
Networks & Databases
Neurology
New Product/Innovations
New Products
News

Main
☒ - Any -
☐ Yes

TOOLS

- Contacts
- Search
- My Lists
- Reports
- Distribute a Release

Operations
Add to existing list Add to new list CSV

« first ... 34 35 36 37 38 39 40 41 42 ... next » last »

<input type="checkbox"/>	Name	Job Title	Organisation	City	Country	Email	Phone	Prefers	Main	Category	Subjects	Circulation	Twitter
<input type="checkbox"/>	Mr Stephen Addison	Journalist	Reuters	London	United Kingdom	stephen.addison@thomsonreuters.com	020 7250 1122	Email	Yes	News & Current Affairs	Entertainment, News	0	
<input type="checkbox"/>	Mr Nick McDermott	News Reporter	Daily Mail	London	United Kingdom	n.mcdermott@dailymail.co.uk	020 7938 6000	Email	No	National Daily	News	2 136 568	
<input type="checkbox"/>	Ms Jessica Salter	Features Associate	Telegraph Magazine	London	United Kingdom	jessica.salter@telegraph.co.uk	020 7931 2000	Email	No	Supplements	Lifestyle - General, News	1 014 040	
<input type="checkbox"/>	Ms Cordelia Kretschmar	Senior Correspondent	ITV - Daybreak	London	United Kingdom	cordelia.kretschmar@itv.com	020 7827 7000	Email	No	Entertainment	Current Affairs, News	0	
<input type="checkbox"/>	Ms Alison Ford	Editor	BBC One - Breakfast	London	United Kingdom	alison.ford@bbc.co.uk	03700 100 125	Prefers not to receive press releases	Yes	News/Current Affairs	Current Affairs, News	0	

Our industry-leading Press Release Distribution service works by sending your press releases directly to the journalists most likely to write about them.

We do this by tailor-making bespoke lists for each individual release from our live Media Contacts Database of more than half a million editorial opportunities, across Regional and National Newspapers, Magazines (Trade and Consumer), TV, Radio and Online.

Press releases can be sent through our website by registered Presswire users, or directly if you email them to us. They can be sent as pure text or HTML, complete with images and embedded video at no extra cost.

Prior to send-out, a human editor checks every press release for typos, spelling mistakes, broken links, corrupt formatting and missing images to ensure recipients and search engines always receive a faultless message. We then test send each release to ensure it always reaches the recipients' Inbox folders, avoiding overzealous spam/junk filters.

As press releases are distributed, our unique system tracks each recipient so we can report who opened them, whether they were forwarded, how many times they were read and how long they were read for. This provides you with immensely valuable data to compare pick-up metrics from one release to another, as well as providing you with a roadmap for following-up with your key targets.



PRESS ASSOCIATION **OFFICIAL PARTNER**
NEWSWIRE DISTRIBUTION

acquiremedia **newsedge**



PR Newswire

We offer additional distribution to Mediapoint Wire - from the Press Association, PR Newswire, AcquireMedia Newsedge and Google News

We syndicate all our customers' press releases across our own network of websites as well as through social media like Twitter, Facebook, Feedburner, Digg and Delicious. We provide permanent links to our releases and push them onto Google News, promoting your keywords, content and links to major search engines for the long-term, providing quality back-links that will boost your search engine rankings and page rank for years to come.

Presswire provides Media Monitoring services, including print press cuttings and web articles from consumer and business as well as trade titles, and from behind pay-walls and subscription-only websites that are not viewable by search engines.

We deliver comprehensive Media Monitoring reports to clients, worldwide, and in all languages, on a daily, fortnightly or monthly basis by searching for specific keywords, phrases, stock symbols or company names.

Our Media Monitoring system currently includes 13,718 Print titles and 14,052 Web titles as well as some broadcast transcripts from television and radio news and current affairs programmes.

We can also search our Media Monitoring system retrospectively, providing news and feature articles going back up to 25 years, for research or analysis purposes, and deliver them as searchable Word or PDF documents as is, or

with analytics/statistics to help identify trends and sources. Company/ Business intelligence reports are also available, in some cases.

All Media Monitoring searches are conducted by an experienced account manager who oversees the process personally instead of an automated program, ensuring only relevant articles are sent to the client with no repetition/duplication of content and guaranteeing quality control.



Current clients for Presswire Media Monitoring include the United Nations and World Health Organisation and previous clients include contracted UK Government work, won under multiple tender, for the Department of Food and Rural Affairs, encompassing traditional cuttings monitoring as well as deep analysis and reporting of several years of retrospective press.

A full, searchable list of monitored outlets can be found on our website, here: <http://presswire.com/media-monitoring>

"Our Monitoring system provides keyword alerts and reports from 13,718 Print titles, 14,052 public and subscription/pay wall sites and Broadcast transcripts as they happen and going back 25 years"

Tracking Reports

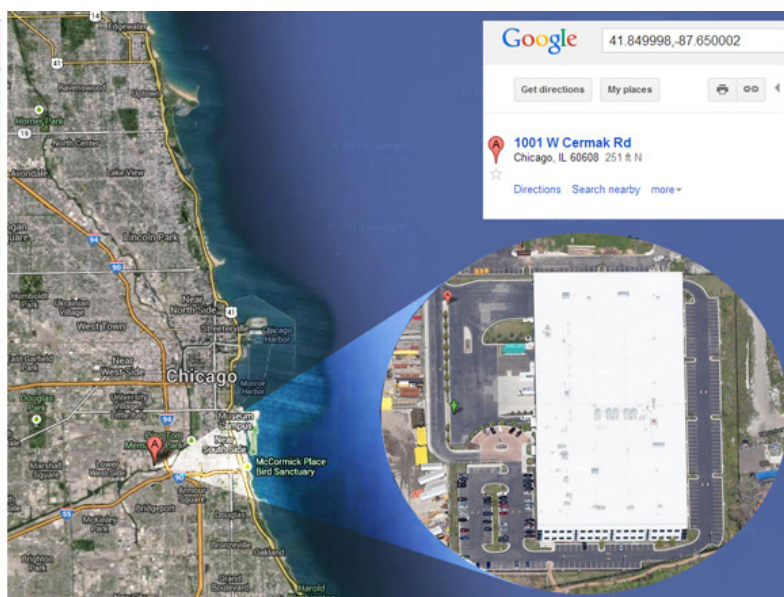
Following the distribution of your press release, we offer Tracking Reports.

This service is delivered to you a week after the distribution, in Excel format, and the Tracking Report will show you:

- All of the primary recipients who received and opened your release. It does not show any of the contacts who received the release but did not open it (bear in mind, many people read their messages in the preview pane of Outlook, etc.)
- Where we identify that a recipient opened your release and looked at it for more than 4 seconds, we include their name, position, publication title and telephone number (where available), for following-up purposes.
- Where there are multiple openings of your release, it could mean that the same reporter is returning to it, or that they opened it and forwarded it to a colleague, who has then also opened it.
- The average metrics provided at the top of the table show you how many opens, how many reads and how long an email was read for – this is invaluable when comparing one release against another, especially if you put multiple releases through Presswire in future, enabling you to tweak the language and presentation of future releases to boost pick-up and effectiveness.

"Tracking Reports are the ultimate road map for following-up with journalists who are interested in your message, and clinching coverage"

Recipient #27	email@gmail.com ipaddress:76.103
Date Sent	11/11/2013 12:24:17
Date Opened	11/11/2013 14:13:08 (1 hour, 48 minutes later)
Time Viewed	Over 5 minutes
Language	English
Country	USA
State/Province	IL
City	Chicago
Browser/Client	Android
Opens	1
Forwards	0
Interest Score	25.0
Postal Code	
Area Code	312
Latitude	41.849998
Longitude	-87.650002
Platform	Android



In terms of SEO-building, we provide Online News Syndication / SEO [Search Engine Optimisation] Super Boost, for your press release's main keywords.

The Presswire Search Engine Optimisation Super Boost for Press Releases is the ultimate solution for customers who are serious about SEO, placing your release onto 400+ news sites.

If you're stuck in a Search Engine Ranking Position (SERP) below your competitors, then the Presswire SEO super boost can take your online visibility to the next level. Super Boosting the SEO of a Presswire Press Release comprises private blog posting, ethical white-hat link-building and the latest cutting-edge syndication methods to increase your website's results position, even for the most competitive keywords.

A standard Presswire Press Release SEO Super Boost promotes two keywords in any one release using high Google Page Rank (GPR) 1-5,



niche-related, contextual backlinks from high-authority domains, with keyword analysis by our experts to ensure we're promoting you to search engines in the best possible way.

You will also receive a report three days afterwards, for every release you purchase an SEO boost for, so you don't have to have to check keyword positions, yourself.



Annual Database Subscription Package Rates (Including unlimited Press Release Distribution)

UK Contacts - £2,000

North American Contacts - £2,500

European Contacts (inc. UK) - £3,000

Global Contacts (inc. All Countries) - £4,500

Individual Press Release Distribution

UK Distribution - £150

European Distribution - £150

North American Distribution - £150

Asian Distribution - £150

Global Distribution (any/ all countries) - £250

Press Release Tracking

£50 per Release

Press Release Translations

£150 for first 500 words then £1 per additional word.

Additional Sending

£100 per extra geo-targeted send-out
(e.g. French-language version to France, Switzerland and Belgium).

Press Association National News Wire (Mediapoint)

£100 per Release, after Presswire distribution

Online News Syndication

£150 per Press Release, for up to two keywords/ anchor links and 400+ news website publications.

Media Monitoring

£150 per Press Release (can cover up to one month after Distribution).

£200 per Month for up to two keywords.

"A suite of some or all of these services can be combined at a substantially-discounted annual rate, please contact us to discuss your requirements"



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