Presswire

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

Our client base includes leading PR companies and Communications *departments in the finance, legal, technology and marketing sectors, as* ***well as government departments.***

Our services include an industry-leading global Media Contacts Database, Press Release Distribution and Media Monitoring.

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Media Contacts 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 websites, 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, long tail 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 article retrieval going 25 years back - via keywords - from newspapers, magazines and websites worldwide, in all languages.

We can also provide you with coverage you receive on some broadcast networks as well as on news wire systems and on subscription-only websites and behind paywalls.

Our media monitoring system watches nearly 30,000 print, online and broadcast outlets to provide a comprehensive electronic text cuttings service, as well as retrospective article retrieval going back 25 years - via keywords and alerts - from newspapers, magazines and websites - worldwide - in all languages.

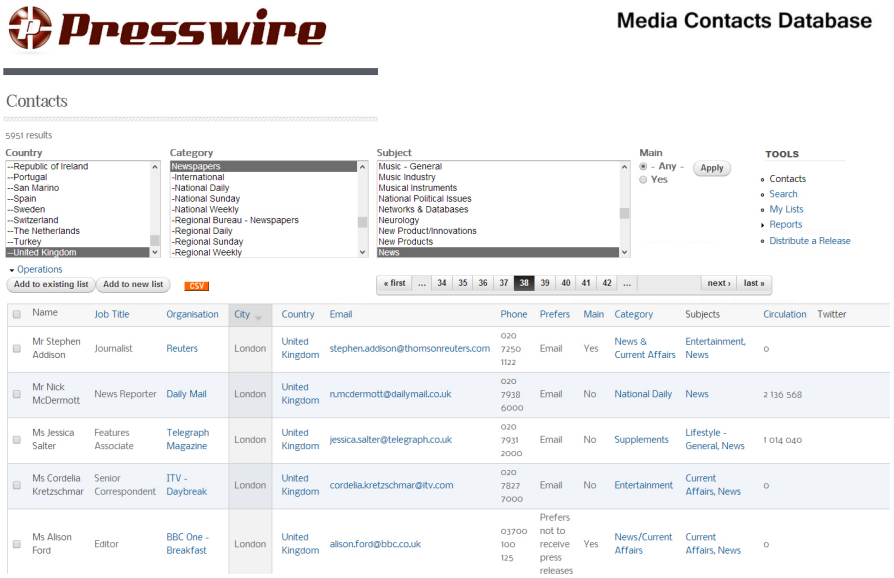
Our essential, exhaustive, searchable and regularly-updated contact set of more than 850,000 editorial opportunities worldwide provides easily-exportable contact information that enables you to effectively identify target publications or media outlets, and take your messages directly to the most relevant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

One of the most powerful tools a Public Relations agency or corporate Communications department can use

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.



Press Release Distribution

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.

Presswire

PRESS ASSOCIATION OFFICIAL PARTNER NEWSWIRE DISTRIBUTION

acquiremedia newsedge

Google News

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 searchable Media Monitoring system provides keyword alerts and reports from 13,718 Print titles, 14,052 public and subscription/paywall Websites and Broadcast transcripts: as they happen, or going back 25 years

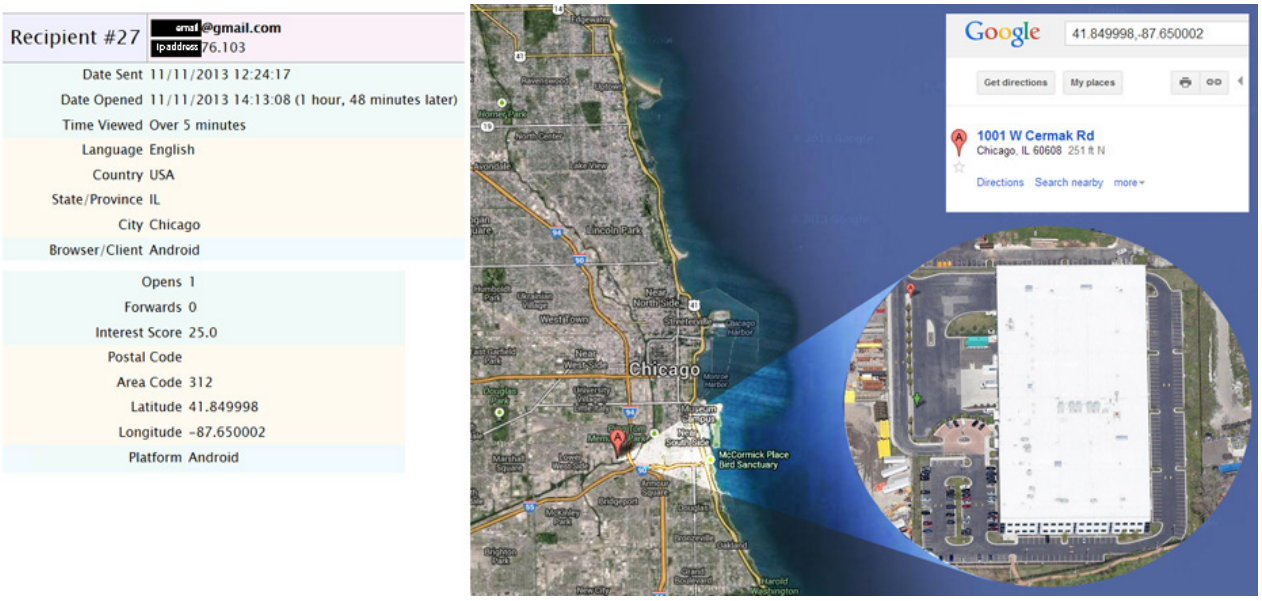
Tracking Reports

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	[redacted]@gmail.com [redacted]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 an 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. 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 one month afterwards, for every release you purchase an SEO boost for, so you don't have to have to check keyword positions, yourself.

References

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

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

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

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. They have been very supportive providing valuable feedback on our first press releases.
Fiona Gillen, VP Marketing, Splendia

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 are all you could ask for in a media distribution partner.
Chris Newman, Marketing Communications Manager, telent

You distribute international press releases very efficiently on our behalf.
Caoimhe Ní Lochlainn, Communications Office, Trinity College Dublin

Thank you very much. I do appreciate the personal attention you gave to our release and I will certainly reach out to you again in the future.
Jennifer A. Cooper, MD, Diligence Review Corp (New York)

Your Press Release reports are extremely helpful and overall we are very happy with the response that we got from your distribution, and particularly the links generated which were entirely due to the press releases.
Stephen Bence, Director, Transentia

Since we began working with Presswire, we have seen our public profile grow month-on-month. The coverage for our Family team has now built to the stage where we receive requests for TV, radio and conference appearances, all carefully considered and orchestrated by Presswire. The exposure has been excellent and it's a pleasure to be working with this agency.
Deborah Jeff, Head of Family, Seddons

Presswire has provided Vardags with a mass of flagship broadcast, print and online press coverage across consumer and trade titles, for over four years. They apply an essential balance of savvy public relations know-how, sound advice, press releases and distribution as well as media monitoring, resulting in truly exceptional exposure that keeps our name in the public eye.
Ayesha Vardag, Managing Director, Vardags

WER has been greatly encouraged with the placements which Presswire has been able to achieve with subsequent PR benefits to WER. They have been able to vary the style and contents on articles for newspaper, magazine and online sectors giving WER a good cross section exposure. We are happy to recommend them.
Alex Haxton - Chief Executive, World Emergency Relief

Annual Database Subscription Package Rates
(Including unlimited Press Release Distribution)
North American Contacts - $4,000
European Contacts (inc. UK) - $4,000
Global Contacts (inc. All Countries) - $6,500

Individual Press Release Distribution
North American Distribution - $250
European Distribution - $250
Asian Distribution - $250
Global Distribution (inc. Any Countries) - $400

Press Release Tracking
$80 per Release

Press Release Translations (Major languages)
$250 per Press Release (for first 500 words)
($165 per additional 100 words)

Additional Sending
$165 per extra geo-targeted send-out (e.g. French-language version to France, Switzerland and Belgium).

SEO Super Boost
$250 per Press Release, for up to two keywords/ anchor links.

Media Monitoring
$250 per Press Release (can cover up to one month after Distribution).
$320 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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