

# The PR Newswire Advantage

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# At a glance

At PR Newswire, we understand that your ultimate goal is pickup. That is why our vast resources are organised to give your message every advantage, ensuring your desired visibility.

To guide you through our wealth of solutions, we have mapped out an easy-to-follow illustration of our products and services. From targeting and distribution, to measurement, monitoring, evaluation and print services — it is all available to you from one trusted source.

But there is one thing you won't pick up from a chart or diagram — the superior service provided by our people. They work 24/7, behind the scenes and in front of the media, to ensure that our advanced systems and journalist-friendly services are always working for you.

News Targeting • Regulatory & International Distribution  
Print & Fulfilment • Monitoring & Evaluation



**PR Newswire**

United Business Media

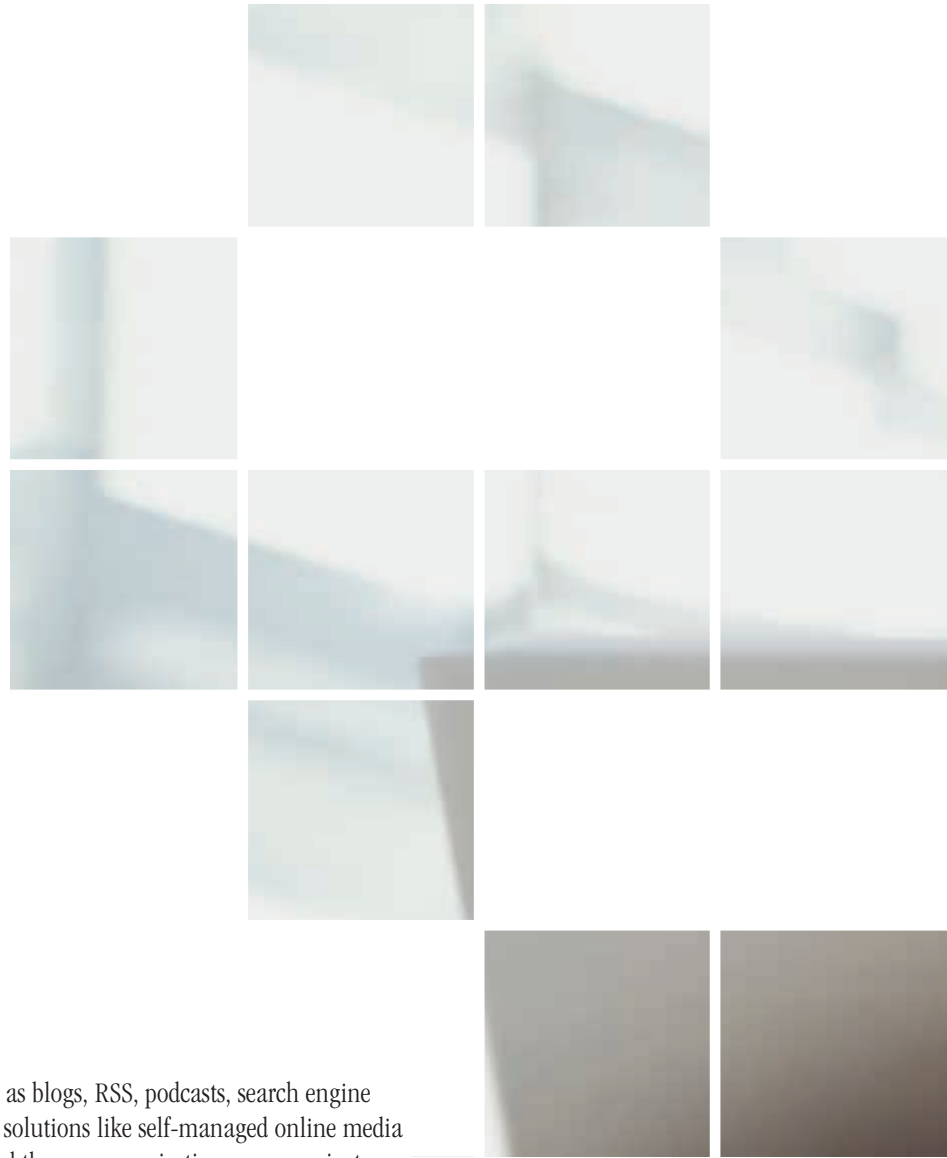
## Our Services

PR Newswire constantly strives not only to improve the ways in which we deliver your message to your audiences, but also to grow the audiences we make accessible to you. Our unmatched news distribution services use state-of-the-art technology to get your news where you want it to go, at the time you want it delivered, with ROI reporting to demonstrate the value you receive. Our European newswire delivers unparalleled value - with extensive delivery to traditional and online media. In addition the PR Newswire for Journalists media-only website reaches over 80,000 accredited journalists worldwide who have proactively requested to receive content on specified topics.

To further support your communications objectives, our print division offers industry-leading print and fulfilment services. Combine all this with refined media targeting, monitoring and affordable evaluation and you get a superior, complete solution for all your news distribution needs.

## Our Technology

Technology advances such as blogs, RSS, podcasts, search engine optimisation, Web 2.0 and solutions like self-managed online media rooms have forever changed the way organisations communicate. PR Newswire has remained ahead of the game by embracing these changes and creating innovative products and services that help our members meet the challenges of connecting their messages with their target audiences. We were the first newswire to deliver news in an XML format, and now have more than 500 RSS feeds in which we deliver our clients' news to media, consumers, investors, analysts and customers.





## **Our Relationship with the Media**

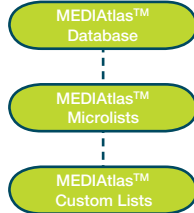
More than 50 years of working with the media has made us a trusted source for news releases for journalists. Our team of media professionals, many of whom are former journalists, stay in constant contact with the media to keep our newswires up-to-date and themselves up to speed on the content needs and delivery preferences of the industry. News gathering tools, the PR Newswire for Journalists website, plus the knowledge that PR Newswire employs strict security measures to help keep our wire free of ticker spam and ensure the authority of news release senders, all combine to make PR Newswire one of the first places media professionals turn to when they are looking for content for their stories.

## **Our People**

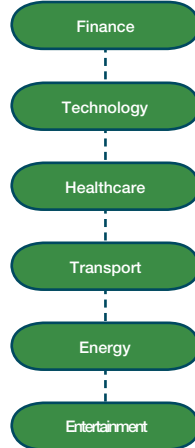
At PR Newswire, we understand that the best products and latest technologies are only as good as the outstanding professionals that deliver them. That's why every PR Newswire employee is committed to providing the highest level of customer service available. Our highly skilled and experienced team includes experts in news distribution, disclosure, media relations, editorial advice and communications. So whether you want to bounce ideas off a knowledgeable partner or explore how to get more impact from your message, we are here to help.

# targeting

## JOURNALISTS AND MEDIA



## TOP MARKETS



## FAX AND E-MAIL



### **MEDIATLAS™ DATABASE:**

MEDIAtlas is a web-based tool with more than 450,000 media and analyst contacts. The database combines a refined research methodology with the functionality of a CRM system.

### **MEDIATLAS™ MICROLISTS:**

Predefined lists based on specific industries and areas of interest.

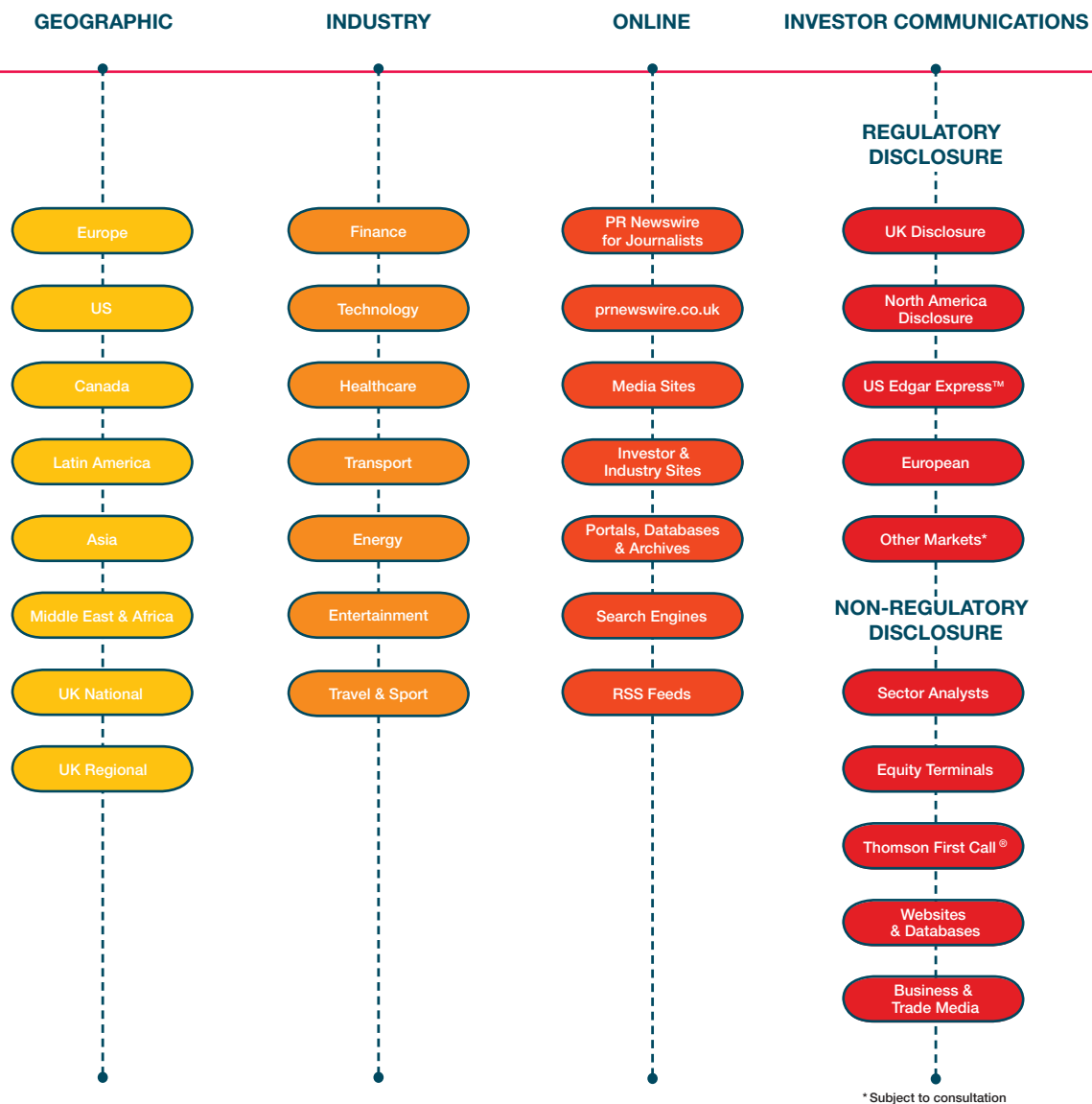
### **MEDIATLAS™ CUSTOM LISTS:**

Lists built specifically for your needs.

### **BROADCAST FAX AND E-MAIL:**

Delivered electronically for one-to-one contact with your own lists.

# distribution.



## REACH AND RANGE:

News releases are distributed to the media via the newswire you have selected, as well as to appropriate trade publications and the financial community. Posting on PR Newswire for Journalists, and distribution to among 3,600 websites that receive PR Newswire client news, as well as automatic delivery of public company releases to the Thomson First Call® network all ensure saturation of your target audiences — media, analysts, investors, consumers and business decision makers.

## OUR PREMIUM NEWSWIRES:

The European wire offers extensive delivery to traditional and online media, via our strong affiliations with news agencies and news networks globally. We ensure the most comprehensive news and information distribution services available to communicators today and include search engine optimisation on our US Full wire.

# monitoring and evaluation

## MEDIA MONITORING

UK Press Monitoring

International Press Monitoring

eWatch™ Online Monitoring

## SEARCH ENGINE OPTIMISATION

Search Engine Visibility (SEV)

SEV Reporting

## MEDIA EVALUATION

MediaSense™

MediaSense™ Enterprise

## ROI REPORTING

ReleaseWatch™

Media Access Reports

### MONITORING:

Gauge what is being said about your organisation, product, service or industry: track rumours, reputation and references. PR Newswire offers a UK and International press monitoring service covering all national, regional, consumer and trade media.

### SEARCH ENGINE VISIBILITY (SEV):

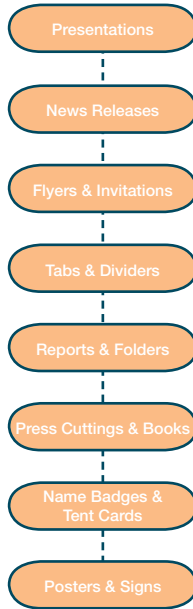
Put your release where millions of search engine users are looking for information. Included with US Full or available as an add-on to any newswire distribution, SEV includes reporting on which search engines and keywords were used to find your release.

### MEDIASENSE™:

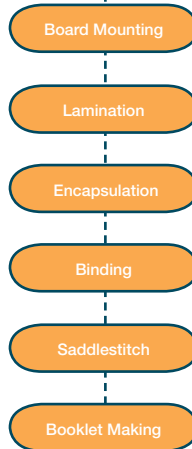
Compare your performance in the media against competitors and track whether your key messages are resonating in the media. MediaSense™ provides analysis of your coverage based on volume, share, ad value, tonality, key message tracking and media topics in your space.

# print

## PRINT



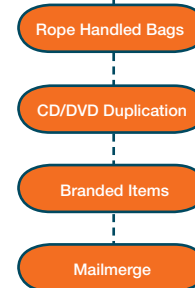
## FINISHING



## FULFILMENT & DISTRIBUTION



## MISCELLANEOUS



### PRINT:

PR Newswire's digital print, finishing and fulfilment service offers a bespoke and flexible service to the PR and IR industry. We specialise in time-critical projects 24/7 and ensure your documents are turned around quickly. With digital print there is no lengthy set-up time and we accept files in Word, PowerPoint and PDF formats.

### SPECIALIST HELP AND ADVICE:

Our print and fulfilment team can offer guidance on projects and can recommend the fastest or most economical way of getting your project delivered on time.

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