



MEDIAAtlas

A customized approach to global media relations.

Intelligent media services for international communications campaigns.

What if you could tap into the world's largest editorial contact database for print, online and broadcast media? MEDIAAtlas means you can. MEDIAAtlas is an intuitive web-based interface that lets communications professionals create custom lists to target journalists based on specific criteria, such as editorial interests, industry beats, geographic location and designated market area rankings. Finding the right reporter for the right story anywhere in the world has never been easier.

Thousands and thousands...

MEDIAAtlas gives you access to thousands and thousands of media contacts and editorial calendars from international media outlets. Our global media database includes nearly 500,000 contacts at more than 150,000 outlets, as well as freelance journalists and editors who develop content for multiple media organizations. You can read journalist profiles and explore thousands of editorial calendar entries to discover emerging media opportunities in many nations.

Keeping you current.

The global media world is ever changing. That's why PR Newswire continues researching and updating its database to offer PR professionals the most current contacts. In fact, local members of our international offices continually research and make tens of thousands of changes to the MEDIAAtlas database each week. We also automatically update your list to reflect those changes so you can be confident you are sending your news to the right media in the right country at the right time.

Desktop distribution management.

MEDIAAtlas isn't just a database. You can manage your global communications campaign and keep track of interaction with journalists from around the world from your desktop. You can also distribute press releases in whatever manner – fax, e-mail or surface mail – each journalist on your target list prefers from the MEDIAAtlas online portal. You can even track the results of your international campaigns.



Complete Communication Solutions

