



Premium Wire

**Reaching 500,000
media outlets in more
than 250 nations.**

Taking your message as far as you want it to go.

PR Newswire's international wire packages reach 500,000 media outlets via wire and satellite distribution to all major world regions, including Asia, Australia, Europe, Canada, Latin America, Africa and the Middle East. We accomplish this by distributing media releases through our partner and affiliate national news agencies around the globe to give you the broadest possible reach in the right language.

The furthest and deepest.

Did you know we distribute to specific vertical niches, like healthcare journalists in Europe or journalists in China? To be sure, PR Newswire offers the furthest and deepest reach to both general media and specific trade publication categories through our hundreds of affiliates and partners around the world. What's more, distribution to international Web sites is included with every distribution.

Language-specific releases.

PR Newswire distributes messages in more than 250 nations and in more than 40 languages. We also include full translations with every applicable distribution so you can reach journalists in their native tongues. With PR Newswire's global offices across four continents, we can support your local PR efforts and handle your in-country distributions. Our media relations professionals understand the cultures of the markets you are targeting with product campaigns, and they speak the languages of the countries in which they work to ensure a seamless distribution.

Monitoring your campaigns.

With PR Newswire's International ReleaseWatch, you can see where your European and Latin American news releases are getting pick up – immediately. These free reports offer strategic insights into your campaign's success within two hours on over 250 sites we sample. These reports automatically come to you via e-mail so you can share them with others in your organization who need to know where your releases are getting international play.



Complete Communication Solutions



EChannel Distributions

Leveling the distribution playing field with lower-cost solutions.

A cost-effective way to reach the world.

PR Newswire's European and Asian eChannel packages offer companies the best of both worlds – an international reach on a limited budget. Media releases issued through eChannel cost less by design because they leverage e-mail technology to hone in on single countries, regions, or trade publications. The result is targeted, fully-permissioned distribution of your message to journalists and databases. PR Newswire even translates those messages at no extra cost where appropriate.

The perfect complement.

PR Newswire's eChannel distributions are the perfect complement to our Premium wire circuits. For small- to mid-sized businesses (SMBs) that need to get news out to the international media world, eChannel is the most cost-effective route. EChannel helps level the distribution playing field with a lower cost alternative to our Premium option.

Flexible distributions.

EChannel distributions are PR Newswire's most flexible distribution solution. EChannel offers a targeted reach so organizations can tactically budget media releases. Through eChannel, companies can send different messages to different countries – such as Spain, France or China – based on specific coverage needs. It's an ideal solution for any company looking to cut costs on second tier country distributions.

Reaching Europe on a budget.

With PR Newswire's Europe eChannel distribution, organizations can get breaking news to European journalists and broadcasters quickly. Since media outlets have agreed to receive corporate news in English, there is no need to translate the message. That means an immediate distribution to 47 countries through e-mail and fax.



Complete Communication Solutions