BREAKING DOWN DISTRIBUTION
Where does it go *& how is it different?*

CISION
PR Newswire

The industry's most comprehensive, targeted network to reach the right influencers.

THE WIRE
Guaranteed dissemination into the AP and more

PR Newswire pioneered the industry. We've cultivated the industry's most credible distribution network to help you reach the newsrooms of print, radio, magazine, television stations, financial portals and trades.

Options to reach your target audience

- National
- Regional
- State
- Local
- Industry
- Demographic

76% of journalists prefer Cision Distribution by PR Newswire for story leads vs our competitors[1]

PR NEWSWIRE FOR JOURNALISTS
Trackable, targeted delivery directly to influencers

Every release receives distribution to PR Newswire for Journalists, our exclusive digital newsroom of over 40k active journalists and bloggers. Through custom feeds, your content is tagged to reach the specific influencers who cover your beats and verticals.

Why our journalists love it

- Email & online delivery
- Keyword optimized
- Multimedia archive
- ProfNet integration

DIGITAL COMMUNITY OF OVER

40k
ACTIVE INFLUENCERS

73% of journalists believe PR pros can improve by better targeting their beats[2]

ONLINE SYNDICATION
Multichannel distribution to reach new audiences

Every release is sent over our online distribution network to major media websites, finance portals, trade pubs, search engines and blogs. Leverage our multimedia and social distribution channels and our industry-leading digital footprint to increase the opportunity for new targeted audiences to engage with your content.

Optimized content to impact audiences

- Earned & guaranteed placements
- Boost search visibility
- Drive web traffic
- Spark social engagement

69% of search referred traffic is driven to PRNewswire.com versus our competitors[3]

Cision delivers content to identified influencers and outlets, measures the reach and demonstrates the impact and value of the business results you drive.

1. 2016 PR Newswire survey of 1,545 media/journalists representing traditional media, the Associated Press & bloggers
2. 2017 Cision State of the Media Report
3. Data validated by SEM Rush (Jan - Nov '17)