



How Targetwire's value-added services helped Glacier Glove achieve global reach and new markets

Targetwire technology enabled journalists to request free product samples that were featured in publications and TV programmes worldwide

Glacier Glove, a manufacturer of outdoor sports hats, caps and gloves, chose the distribution service of Targetwire to take its brand to a global audience, extending its reach from its base in the US and targeting new markets, moving from the fishing market to the outdoor sports sector.

The fully profiled distribution service provided by Targetwire ensured that the press releases went to all the right publications and, more importantly, the right people.

For products such as hats, caps and gloves it was important for journalists to be able to experience the benefits of Glacier Gloves' products first hand and Targetwire provided the market knowledge, flexibility and technology required to offer journalists a free sample of the products, through a hyperlink to an email request. The request was dealt with directly by Glacier Glove and Targetwire PressSansFrontieres followed up on all products sent out to monitor coverage and arrange interviews.

The offer was taken-up by journalists in the US, Canada, UK, Sweden, New Zealand and Australia, including a sample request from the presenter of Australian Fishing, the country's top fishing TV show and Sunshine Network's Chevy Florida Fishing Report in the US. Coverage was also achieved for targeted releases in global golfing and gardening magazines, enabling the company to achieve its goal and expand into new markets.



About Targetwire

Targetwire is the world's first fully profiled global news distribution service enabling you to distribute your press releases instantly onto the desk of every journalist in your target market on the right day, at the right time, in the right language, ensuring maximum response rates to your release.

We profile our distribution to your target markets, by country, by market, by journalist, sending the news release from your company as an e-mail and add your company's logo and contact details with a direct hyperlink to your website or landing page. This maximises brand building of your PR campaigns and gives your release **Pole position every single time.**

And we contribute to inbound marketing and off-page search engine optimisation by also distributing your release online and to social media such as Twitter

Targetwire is a flat rate service (based on the number of countries) without the need for subscription, with no text limits or 'hidden' charges for logos, or links.

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