

“Outsourcing the distribution of our client’s press releases to Targetwire leaves us with more time to focus on our clients. As a result, we are able to offer a better level of service.”

UK PR agency Bird and Moore has trusted its press release distribution to Targetwire for more than a year. The initial business requirement for a wire service became apparent with the development of email – Bird and Moore previously outsourced the postal distribution of its press releases but when journalists began requesting releases electronically, it needed to source an alternative method of distribution.

“For a PR agency like Bird and Moore, where we do not have the resources to distribute each individual press release and keep mailing lists up to date, Targetwire provides the ideal solution,” explained Neil Moore, Director, Bird and Moore.

“Some of our clients have one-off projects which require release distribution overseas, and it would simply not be feasible for us to source the lists ourselves. Targetwire has proved time and again that its lists are accurate and up-to-date, and it enables us to secure coverage in all the right publications, around the world.

“There are other wire services available, but none of them do it quite like Targetwire. Other organisations we approached were more expensive and the service was not as comprehensive as that offered by Targetwire. They provide us with a fixed cost service and I know I’m going to get results.

“The staff at Targetwire are excellent, they understand the needs of my business and they look after me. The service is easy to use and the website is straightforward, I found others to be far too complex.”

Distribution example:

Through successful press release distribution, Bird and Moore has achieved 52 cuttings from ten press releases for one of its clients, including coverage in Logistics Manager – a key target publication with a circulation of 13,763 – and a full page feature in Warehouse and Logistics News, a fortnightly magazine with a circulation of 17,000, along with more than 20 full page articles in publications including Building Talk, Irish Trucker, Materials Handling World, Industry News and FactoryEquipment.com.

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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