



Targeted News Release Distribution for Maximum Response



Targetwire is the next generation media distribution service; Driving the convergence of traditional PR and Online Marketing

Visibility Recognition Leads



TARGETWIRE
Building Media Relationships

Influence your customers **Improve the effectiveness of your PR campaign**

Grow your brand and build a relationship with key journalists – there is no better news distribution service.

Your press release instantly on the desk of every journalist in your target market

Gain immediate visibility, journalist mindshare and brand awareness

Improve off-page Search Engine Optimization

Positive Reinforcement of your brand with prospects: who see your news from multiple sources

No more fighting for attention

Targetwire: a newswire that offers targeted email and online news release distribution.

Maximum Response Rates every single time.



Visibility

Let the market know about your company

Flat Rate Distribution

Our basic flat rate fee includes:

- Personalized target distribution profile to one country, up to 6 vertical industries
- Personalized journalist buddy lists
- Email and online distribution including Twitter
- No text limits
- Your Logo
- Your Links
- Online cuttings service

We do not charge a subscription fee for our service. There are no 'hidden' charges for extra words, logos, pictures or links to your website, landing page or rich media.

You only pay 'extra' for translations and wider distribution (country or region).



Recognition

Show customers what you can do for them

Analyst and Journalist Global Press Outreach Service

Our expert team of specialists can quickly and directly contact journalists on your behalf to secure further coverage of your news.

If you want to place an article or comment piece; set-up an interview with one of your key publications or journalists; or succeed in national and international outreach: PresseSansFrontieres can help.

PresseSansFrontieres delivers a complete outreach package for your move into new territories.



Leads

Build confidence in your brand and differentiate from the competition

Targetwire Builds Media Relationships

Personalized media planning service

A high level of customer service comes as standard.

We offer advice on markets for distribution, we will discuss take-up and advise on sub-edits to your copy for better coverage.

Our database has over 180,000 publications and web-feeds, with more than 800,000 individually named correspondents and analysts, coded by market and country.

Profiled Distribution

Lists are tailored to your market requirements, country by country. You do not have to buy a fixed 'circuit' with irrelevant content and none of the key vertical market publications that your sales and marketing team needs coverage in. Your list can be amended free of charge, which includes adding your own contacts.



Email contact with your journalist

Targetwire technology sends out each release as an individual email containing your news. Your release is sent in line with their time zone, ensuring that your news gets there at the right time. Our database is constantly updated with new contacts and publications.



Company Branding Included

We believe that your release should promote your company, not ours. The only logos in the email are yours and the press release appears in the journalist's 'inbox' as though it's come directly from your company.



Buddy lists

We help you to set up and update your own 'buddy list' of journalists, complete with addresses, emails and phone numbers. This helps you to build up a more personal relationship with the journalists most important to you.



Targetwire Helps SEO and Online Marketing

Communication and Visibility

Targetwire knows the importance of online visibility. We include your hyperlinks and submit your news to syndication sites that create backlinks to your specified pages.

Targetwire helps you achieve the powerful combination of online visibility and brand recognition. This means customers do more than find you...they actively look for you!

SEO/SEM Feed

We send your release out online so that it is picked up on Google and other search engines. This contributes to off-page optimization for search engine optimization (SEO) and because you can include many URLs, you can link to landing pages providing more information about your news and for link backs in inbound marketing.



SMM Bloggers and Influencers

Increasingly, online influencers can be as important as print journalists (and for some target audiences, more so). We track the major bloggers across vertical industries and regions to ensure that your release gets maximum exposure.



Twitter Feed

Every news release is 'tweeted' on Twitter and we link them to a key theme. You can follow us at twitter.com/targetwire



RSS Feed

Targetwire offers an RSS feed that many journalists subscribe to. They get notifications of new releases as well as the story in their inbox. This gives you twice the chance of success with your press release.



Targetwire Added Value

Working Harder

There are many little extras that go into making a truly successful distribution service. The good news is that Targetwire does them for free.

Additionally, if you need translations, we use native translators to ensure that your news is sent out exactly how you designed it to be.

No Text Limits

There are no text limits. This lets you articulate your message and maximizes the value we offer. With just the right amount of information and you will gain more coverage.



No Charge for Links

We include as many links as are necessary for you to get over your message. This can be links to images, rich media or landing pages. We can advise on the proper placing of links for maximum effect (and also to avoid annoyance for journalists!)



Free online press clippings service

We trawl the Internet using our own unique Spider to find all the sites writing about your news.



Translations and multi-region coverage

Some countries expect releases in their native language so we offer a comprehensive translation service carried out by native speakers. One release can be sent out in several languages to target journalists in every part of the globe. We use local professional translators who are experienced in press release translation.



TARGETWIRE

To find out more about how Targetwire can put your press campaign in pole position, call us now on:

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Targetwire was researched and developed by Special Interest Publications group.

Founded in 1966, SIP Group published leading monthly and weekly high tech, export and management publications.

In 1977 SIP Group founded its Media and Marketing relations consultancy.

Targetwire was launched in 2005 as an independent global media distribution service.



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