



Press Release Distribution

Once you have written your press release what do you do with it?

Within the briefing document when you were writing down your idea's and mapping out your thoughts there was a section on your target audience. Look back at this and think about what publications your target audience reads. Have you advertised in publications before? This is always a good starting point as you already have a relationship with these publications so they maybe more inclined to publish your story.

Is this a local story?

Research all your local publications, you may receive a printed copy in the door which will have details of the editor (*usually on the second page*).



Is this a niche story for particular audience?

As mentioned it's thinking about your target audience and what publications or online sites they read. If you are selling baby products or products for new mums then you would be researching all the 'Mother and Baby' publications for example. If you are a children's charity who has raised £1,000,000 this could be sent to national publications, local publications and also children's publications relating to that particular charity.

Again it's delving into your target audience and being specific. You could always ask loyal customers what publications they read online and offline to get some insight into your audience.

Also revisit the '**Target Audience**' Module.

Social Media

Follow the publication on social media and then the editors themselves as they will have their own accounts as editors. I would comment and like various posts of there's before you publish your press release. When you do publish your press release you can tag them in to say this maybe be a relevant story of interest for them.



Press Release Distribution

Within this section are details of various website that will distribute your press release for you.

PR Fire

- <https://www.prfire.co.uk/distribute-your-press-release/>
- Free with 1 image included
- Premium - For £20 per releases publish on www.newsanyway.com which is a google news listed website
- PR Fire newswires - from £50 per release - We will build and email a regional, national & industry distribution list relevant to your story

eNewsWire

- <https://www.enewswire.co.uk/submit-press-release> submit for free - 350 to 450 words
- Focus on UK Please do not submit a release here that you have distributed through other similar channels. This will only hurt your efforts as it is seen as duplicate content and loses its prominence

Response source

- £85-£130 depending on number of distribution categories + £20 per image
- https://pressreleases.responsesource.com/send/release_main.php

PR.com

- you can distribute your press releases, just need to set up an account you can also set up a full company profile but there is a charge for this

PR Log

- <https://www.prlog.org/>
- free distribution to Google News and other search engines.

NewsWire Today

- <https://www.newswiretoday.com>

PressBox

<https://www.pressbox.com/cgi-bin/links/add.cgi>

easy to use site and also offers press release writing services

PR Web

- <http://www.prweb.com/>
- https://service.prweb.com/register/?nav_location=banner
- recommended by many and easy to use