

# MEDIA OUTREACH CAMPAIGN

Engage targeted journalist, reporters, influencers  
and local media about your story

## Advantages of Newswire's Database

- **Access to over 800k media contacts;** journalists, reporters, bloggers and influencers
- **Detailed filtering** for your PR Campaign. Media contacts are categorized in more than 260 beats and can be filtered by beat, role, geography and publication
- **Campaign Analytics** to provide you with open rates, click rates and insights into your campaign.
- contact lists.
- **Create Profile Notes and Hotlists** to stay in touch with the media most interested in your story.

## Unlimited Number of Media Contact Lists

Quickly build relevant targeted media contact lists in minutes without endlessly searching online. Our Media Database allows you to create an unlimited number of media contact lists to identify journalists, reporters, influencers and bloggers to engage with.



## Professional Pitching When You Need It

As an all-in-one solution for your media outreach, our team of PR Professionals can help you create a compelling pitch for your public relations.



## Get Started Today

If you have questions on how to engage with media and share your story, contact us for more information at 1-800-713-7278.