

News Direct, Media OutReach form news distribution partnership

News Direct and Media OutReach - two newswires are disrupting the news distribution industry with advances in technology, analytics, security and workflow - have entered into a reciprocal press release distribution arrangement covering the United States and Asia Pacific region.



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Media OutReach clients will benefit from News Direct's full-fledged access to The Associated Press distribution network in the US, which includes the nation's leading newspapers, magazines, radio and television stations, and online sites. Additionally, releases are posted to AP's popular app and [apnews.com](#), the news agency's heavily trafficked consumer-facing site.

News Direct's geographic distribution capabilities are supplemented by its robust industry-specific reach, allowing for highly relevant targeting. Trade sector and consumer-focused lists are refreshed with each use for maximum effectiveness. The partnership also allows Media OutReach clients to issue multimedia such as infographics, videos and images as independent assets in line with journalistic preferences. As a confirmation of ROI, clients receive a robust Performance Report that includes postings on major portals including Yahoo! Finance and MarketWatch.

Expanding reach

Media OutReach, allegedly the first global newswire founded in Asia Pacific, has a unique, in-depth understanding of the media landscape in the region. Its success has been driven by its technology-led distribution platform with an unrivalled Asia Pacific network, comprehensive database and precise editorial targeting capabilities which has proven to be highly-effective for PR professionals to reach out to journalists and editors - including influencers in their target media and countries. Through this partnership, News Direct's clients can expand their reach and build direct connections with journalists in the region.

Additionally, News Direct clients can leverage Media OutReach's extensive media partnerships which guarantee online postings. As such, they will see their stories posted on leading news portals such as SINA, Viet Nam News and AsiaOne among others, further enhancing their exposure in Asia Pacific.

News Direct clients will have access to the Media OutReach automated post release reports which provide qualitative and quantitative performance metrics. Importantly, this includes access to the proprietary Media and Journalist Insights dashboard, which provides insights such as the interaction between journalists and the press release including story open rates by publication, by country and eventual write ups.

"News Direct aims to differentiate itself in many ways," noted founder and CEO Gregg Castano. " but above all we want to be known for the unrivalled quality of our distribution network. We are proud to partner with Media OutReach, which has earned its reputation as Asia's most innovative and dynamic distribution service."

Jennifer Kok, founder and CEO of Media OutReach said, "This partnership enhances our USA distribution capabilities and customers can now distribute their news release and multimedia through its leading-edge delivery platform in America. Overall, this adds further strength to Media OutReach's global distribution network, and we are pleased to be working with News Direct. The team at News Direct are industry veterans, many of whom are formerly from Business Wire and have built on their expertise to create an exceptionally strong distribution platform and service."

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