



Sharing Your News: 7 Reasons to Work with a Newswire

Why use a newswire to distribute press releases?

The most fundamental tools in a communicator's toolkit are those designed to increase the visibility of news. Newswires are [press release amplification](#) systems. In just a few clicks, your news reaches journalists, analysts, and consumers instantly.

Newswires fill the need for the distribution of market-moving information to a wide range of news organizations, financial audiences, influencers, and consumers. The stability, credibility, and widespread usage of newswires are the primary reasons why communications professionals view them as the backbone of their news circulation process.

01 Trust

02 Reach

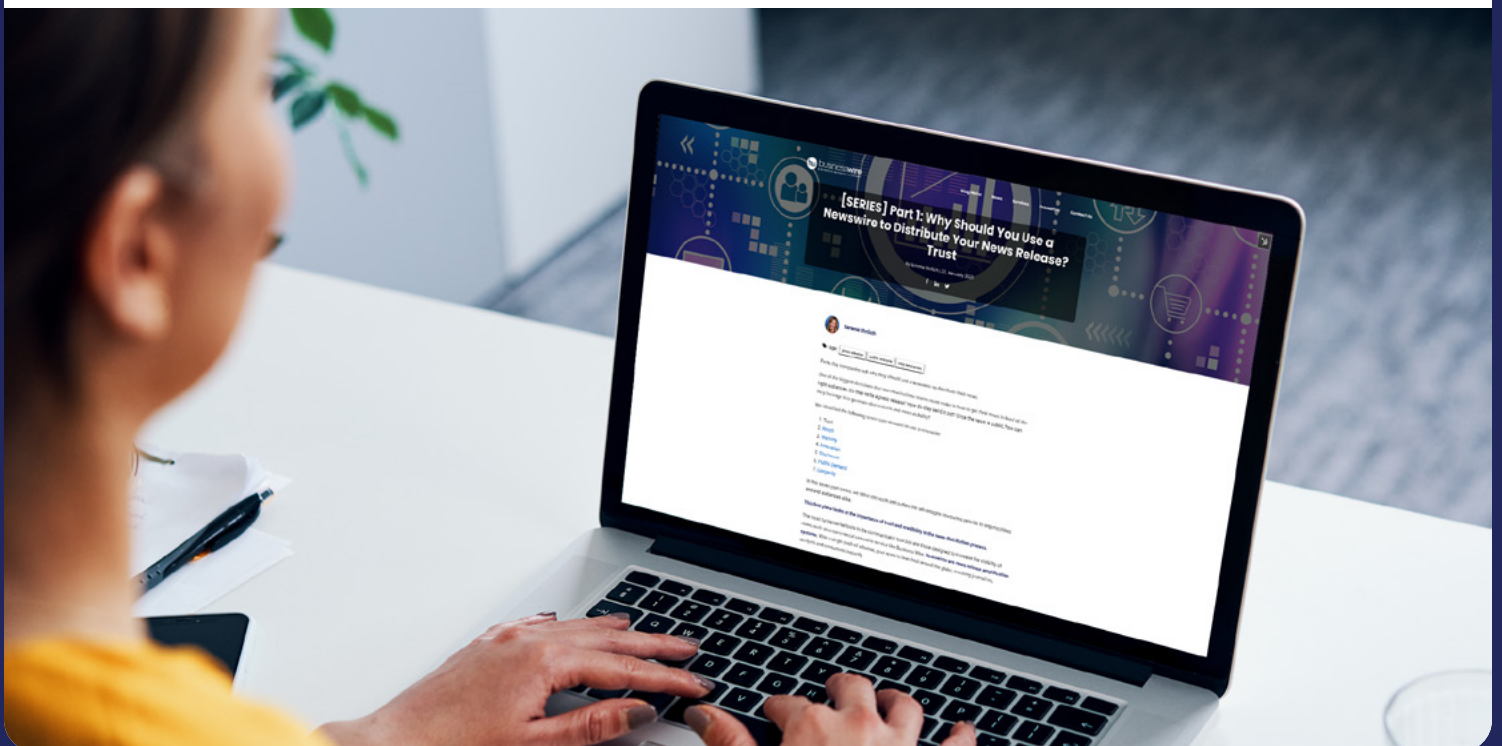
03 Visibility

04 Innovation

05 Disclosure

06 Public Demand

07 Longevity



Trust

When it comes to finding new stories, journalists have endless options. Their inboxes are overflowing with email pitches loaded with hyperlinks and attachments. Reporters must then take time to identify the sender and validate the information being shared. While the information may be of interest, the lack of trust generated by a cold email or unknown source can lead to lost story opportunities.

This isn't the case for most newswires. With over 60 years of industry leadership, [Business Wire](#) has established irrefutable trust from within the news and financial markets. Our clients' news and multimedia content can be used upon receipt, allowing reporters and analysts to act quickly.

When selecting a newswire partner, [trust must be considered](#). It can directly impact the relationships with your end audiences.



Business Wire has more than 150 editors averaging 12+ years of tenure who review clients' content and confirm sources.

Reach

[Reach](#) is an important factor in the success of any news or content piece. The farther the piece travels, across any channel, the more activity it can generate. Publish a news release in one place and only a specific audience sees it. Distribute a news release in thousands of spaces, and you drastically increase the impact of your headline and the possibility for coverage and action. Commercial newswires provide a massive amount of reach for a single content piece.

Business Wire works with communicators [across the globe](#) to maximize the reach of clients' news.

How do we do this? We have:

- Access to more than 100,000 media outlets
- Translation services available in over 100 languages
- 160+ countries reached
- Thousands of journalists subscribed to [PressPass](#)
- 1,600 delivery options
- 200+ industry and trade categories

Our global distribution system provides reach and visibility to our clients by placing their stories into the news and financial systems of relevant publications, large and small, on a global scale. Pushed to media and investors, and search-friendly on the web, virtually anyone can easily find a news release distributed by Business Wire.

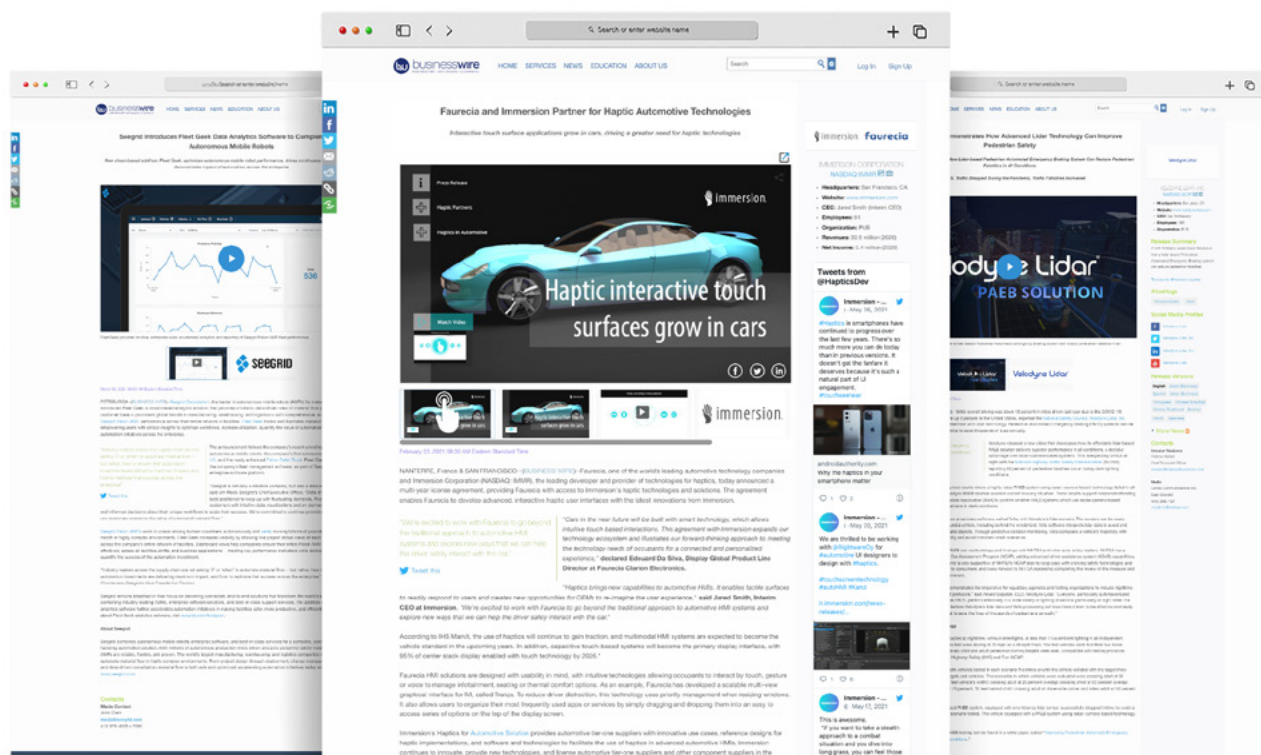
Visibility

Significant time and money are spent on the development and promotion of an organization's content. The goal is to generate [visibility](#), establishing credibility and delivering key messaging. In addition to promoting via owned channels and on social media, **utilizing a reputable newswire can enhance visibility, coverage, and engagement.**

Our clients' news releases and multimedia content are provided to media outlets and reporters simultaneously and in a variety of ways, increasing the opportunity for discovery and access. Plus, we offer:

- ➔ the inclusion of [photos and video](#), making press release headlines 5x more clickable.
- ➔ brand awareness via our free logo service; even if your news release is not opened, your logo is visible.
- ➔ social prompts, sharing icons, and social feeds within your release, providing the opportunity for easy social sharing and awareness.
- ➔ the ability to link your logo and add hyperlinks throughout your release, driving traffic to your desired landing pages.

These features create the opportunity to grow the visibility of your news and increase engagement.



Innovation

More consumers, journalists, and professional investors are using subscription, mobile, search, and social technology to discover corporate and organizational news. **Business Wire utilizes cutting-edge technology, so every press release is available to these audiences on all applicable media.**

Business Wire completes the circle by providing [measurement reports](#) with every release, enabling you to analyze the success and impact of your announcement or campaign and adjust when necessary.

All of this is made possible by Business Wire's patented NX news platform – a two-way, Internet-based, closed newsfeed that enables news to be distributed faster and at the exact time desired. Among its advanced features is the ability to include special formatting – including shaded tables in earnings releases – and hyperlinks.

[Innovative newswires](#) focus on news consumers and provide the strongest capabilities when it comes to news usage and engagement.



Business Wire offers [Smart News Releases](#) and [Interactive Media](#) to increase the impact of corporate storytelling and provide reporters instant access to news-friendly multimedia.

Disclosure

[Disclosure](#) rules vary from market to market. Canada has its Timely Disclosure regime, Europe has the Transparency Obligations Directive (TOD) and in many markets, the stock exchange in partnership with the local financial regulator dictate disclosure rules. In the United States, for instance, information would be considered “publicly disclosed” under Regulation Fair Disclosure (FD) either by including it in a Form 8-K (SEC EDGAR filing) or disclosing through a method, or combination of methods, that is reasonably designed to provide broad, non-exclusionary distribution of the information to the public (such as a press release distributed through widely circulated news or wire services).

A best practice for U.S. publicly traded companies is to share full-text material announcements to as wide of an audience as possible. The broad distribution afforded by a newswire allows all stakeholders to receive company news in a timely manner.

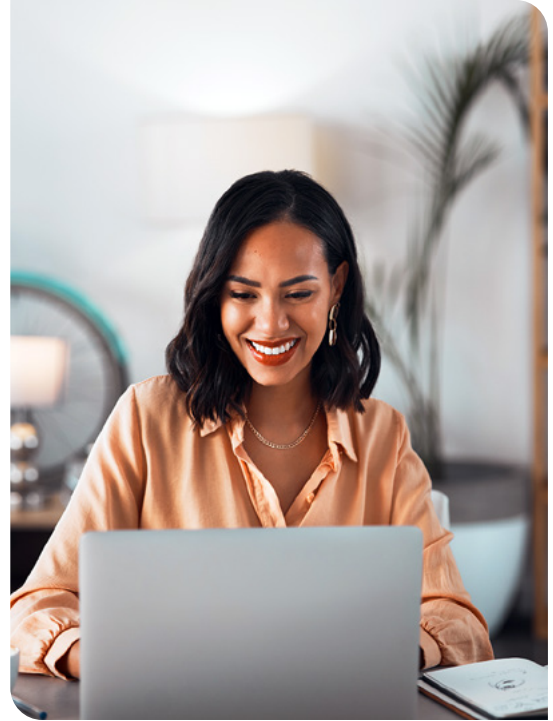
Business Wire's disclosure network, included in every U.S. geographic distribution, reaches all key media such as the Associated Press, Bloomberg, Dow Jones, Factset, Reuters, Investor's Business Daily, Standard & Poor's, The New York Times, The Wall Street Journal, as well as full-text posting to websites and databases such as Factiva and Lexis-Nexis.

Public Demand

News consumption is at an all-time high. Consumers, investors, and potential purchasers are spending more time online researching organizations, products, and services before contacting the company directly. This research can happen during traditional business hours or late at night, and can originate from anywhere around the globe. The information desired could be breaking news or content from past years.

To meet [public demand](#), **utilizing a commercial newswire with broad and trusted reach helps provide high visibility for your breaking and historical news**, allowing interested potential customers to quickly and easily discover your organization and offerings.

Business Wire distributed news is available in full text, providing an additional layer of certainty that consumers have access to unfiltered information. While editorial coverage is a major driver of interest in a business, original source information allows your perspective to always be available.



Longevity

As your organization grows, so will your story. One sure way to maintain the visibility of your organization is to ensure [longevity](#). The **online archiving of news releases** by newswires means your stories can be discovered by interested parties by searching company names, ticker symbols, or key phrases throughout time. Business Wire's distribution includes full-text posting to thousands of websites and financial databases that archive news over time, increasing the discoverability of issuers' news to researchers.

Longevity also serves as a history of your company's development. Whether you're sharing information about new products or services, announcing management changes, stating your position on certain legislation, or highlighting your community involvement — or all the above — you're establishing history and credibility that rounds out your organization.

When asking yourself how to launch your next story, consider not just the immediate goals you need to meet, but the long-term impacts of this information on your organization and industry. A news release may be focused on one event, statement, or action, but that singular act is part of your overall brand narrative and tapestry.

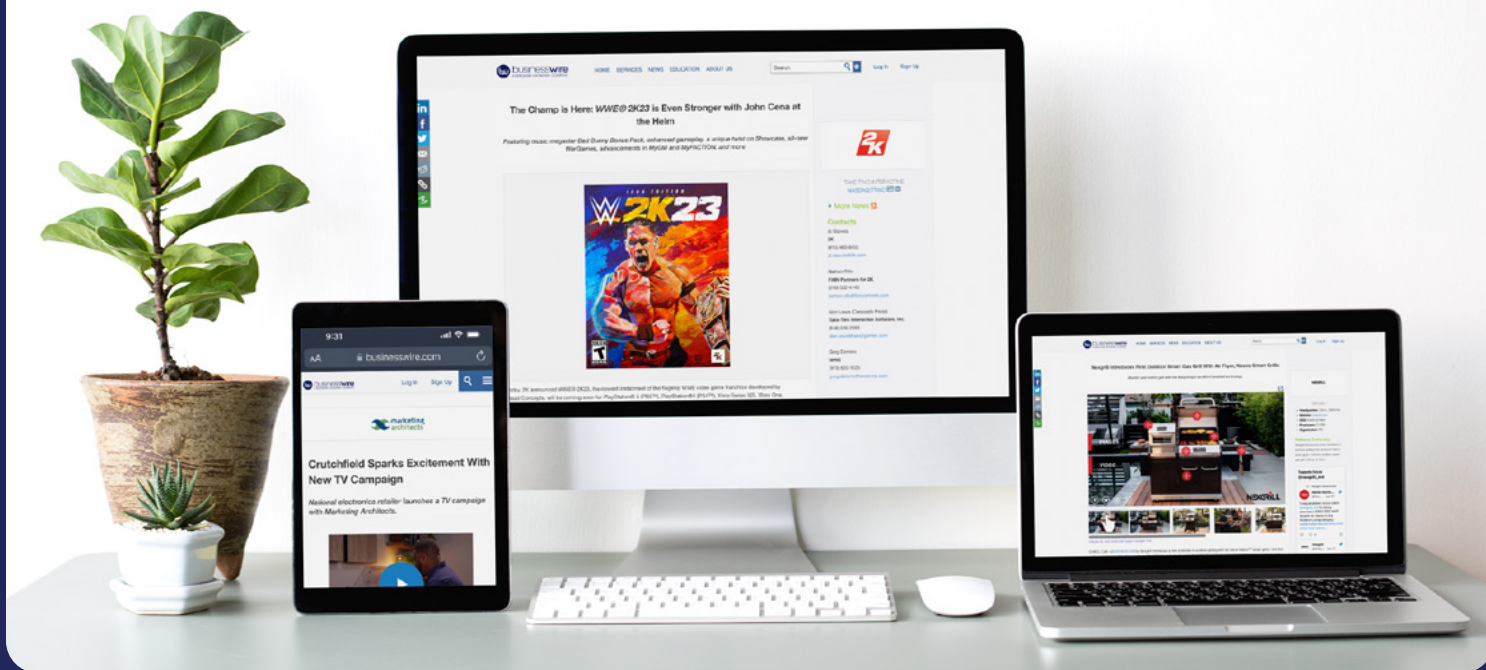
When it comes to selecting a newswire partner that tells your full story, we encourage you to leverage the trust Business Wire brings to your news within media, financial, consumer, and online audiences.

Read more in-depth information about each of these seven reasons on [our blog](#).

About Business Wire

[Business Wire](#), a Berkshire Hathaway company, is the global leader in news release distribution and regulatory disclosure. Public relations, investor relations, public policy, and marketing professionals rely on Business Wire for secure and accurate distribution of market-moving news and multimedia.

Founded in 1961, Business Wire is a trusted source for news organizations, journalists, investment professionals, and regulatory authorities, delivering news directly into editorial systems and leading online news sources via its multi-patented NX Network. Business Wire's global newsroom teams are available to meet the needs of communications professionals and news media worldwide.



Ensure your story gets heard. If you would like more information on how Business Wire can help your business, please [contact us](#) today.

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