



## News Direct Redefines International Distribution



*CommPRO Editorial Staff*



**News Direct** announced a reimagined approach to international news distribution. Since its mid-2020 launch, News Direct has redefined virtually every aspect of the traditional newswire experience, from workflow to pricing and analytics. It is now introducing innovation to international distribution.

Similar to its North American rate structure, News Direct is disrupting the industry with a flat rate pricing model for international distributions, including human prepared translations. Full text translations, prepared by one of the world's leading translation houses, are included with select distributions as part of the flat rate pricing.

News Direct has secured distribution agreements with more than a dozen leading international and national news agencies and commercial service providers; these prominent news agencies and premier distribution services will be announced in the coming weeks.

“This allows PR and IR professionals targeting international audiences to broaden their reach and increase the frequency of their distributions due to the predictable, transparent and economical pricing strategy pioneered by News Direct,” said Gregg Castano, the company’s founder and CEO.

News Direct has also added a new benefit to industry-focused news distribution, going beyond traditional “trade media” and static distribution lists. New Direct industry lists provide deeper reach that extends beyond trade publications to include journalists at mainstream media covering specific industries as well as bloggers and influencers active within those sectors. Unlike traditional newswire trade lists, News Direct lists are updated dynamically with every new order, eliminating the risk of outdated lists with deceased contacts and defunct publications.

Delivering – and demonstrating – ROI is another key differentiator of News Direct’s international services. Robust measurement from distribution partners will be consolidated into the News Direct performance report, providing clients with a single user-friendly, integrated report. Issuers whose securities are traded on North American markets also will receive a complimentary Equity Impact Report, analyzing their release’s impact on share price, a News Direct exclusive.

“International distribution is often confusing, as well as prohibitively expensive,” noted Castano. “News Direct has aligned itself with the world’s leading news agencies and service providers and has managed to create a new paradigm that clients can both understand and afford.”

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