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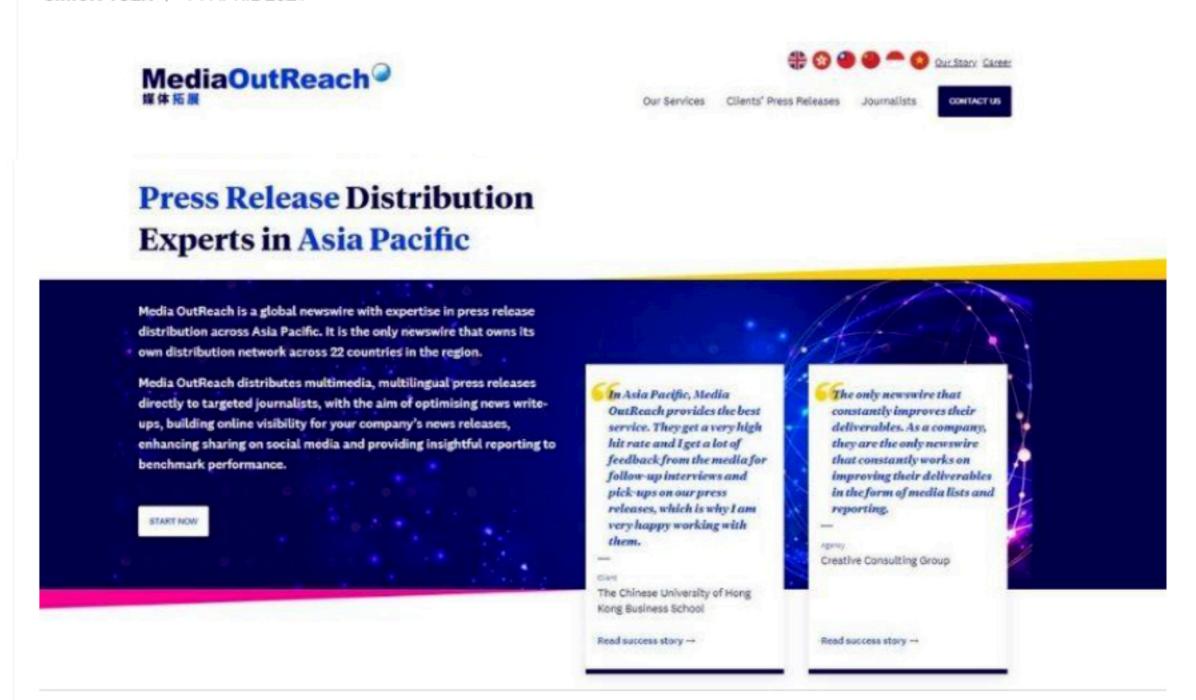
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## Media OutReach and News Direct form distribution partnership for APAC and the US

SIMON YUEN / 14 APRIL 2021



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Media OutReach has formed a partnership with News Direct, reaching a reciprocal press release distribution arrangement covering the US and APAC.

Media OutReach clients will benefit from News Direct's full-fledged access to The Associated Press (AP) 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.

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.

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 APAC.

"This partnership enhances our distribution capabilities in the US and customers can now distribute their news releases 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," commented Jennifer Kok, founder and CEO of Media OutReach.

News Direct founder and CEO Gregg Castano also added, "News Direct aims to differentiate itself in many ways. 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."