

MARKETING



- HOME
- NEWS
- AGENCIES
- OPINIONS
- ANALYSIS
- MEDIA
- PARTNER INSIGHTS

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

SIMON YUEN / 14 APRIL 2021

[Our Story](#) [Career](#)

[Our Services](#)

[Clients' Press Releases](#)

[Journalists](#)

[CONTACT US](#)

Press Release Distribution Experts in Asia Pacific

Media OutReach is a global newswire with expertise in press release distribution across Asia Pacific. It is the only newswire that owns its own distribution network across 22 countries in the region.

Media OutReach distributes multimedia, multilingual press releases directly to targeted journalists, with the aim of optimising news write-ups, building online visibility for your company's news releases, enhancing sharing on social media and providing insightful reporting to benchmark performance.

[START NOW](#)

"In Asia Pacific, Media OutReach provides the best service. They get a very high hit rate and I get a lot of feedback from the media for follow-up interviews and pick-ups on our press releases, which is why I am very happy working with them."

Client
The Chinese University of Hong Kong Business School

[Read success story →](#)

"The only newswire that constantly improves their deliverables. As a company, they are the only newswire that constantly works on improving their deliverables in the form of media lists and reporting."

Agency
Creative Consulting Group

[Read success story →](#)

Subscribe to our [Telegram channel](#) for the latest updates in the marketing and advertising scene.



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."