

News Direct, Pop Culture Newswire team up

Added 22 hours ago by Natasha Bach

For News Direct clients, the partnership could mean more access to ‘geek media.’

News



Photo credit: Pam Rouleau

News Direct and Pop Culture Newswire have reached an exclusive reciprocal distribution agreement, providing each of their clients with greater reach, the two companies said.

Via Pop Culture Newswire, News Direct clients will be able to reach traditional media, digital influencers and bloggers in the “geek” space for areas such as collectibles and toys, comics and graphic novels, fashion, festivals, gaming and sports and recreation.

Pop Culture Newswire clients, meanwhile, will have access to News Direct’s news- and content-distribution services that reach a broader audience. These platforms can be used to promote products and events, as well as for branding.

“The entertainment media and influencers are among the most elusive, so this new partnership offers our clients a real advantage to break through and get their relevant news and multimedia content noticed,” said Gregg Castano, CEO and founder of News Direct.

Pop Culture Newswire is a multimedia press-release service targeted at the entertainment and pop culture press. News Direct offers an automated platform for PR and marketing news distribution.

This is the latest in a series of new partnerships for News Direct, following agreements [with Latinx Newswire](#) for Hispanic and Puerto Rico news in the U.S. and [with Media OutReach](#) in the Asia-Pacific region.