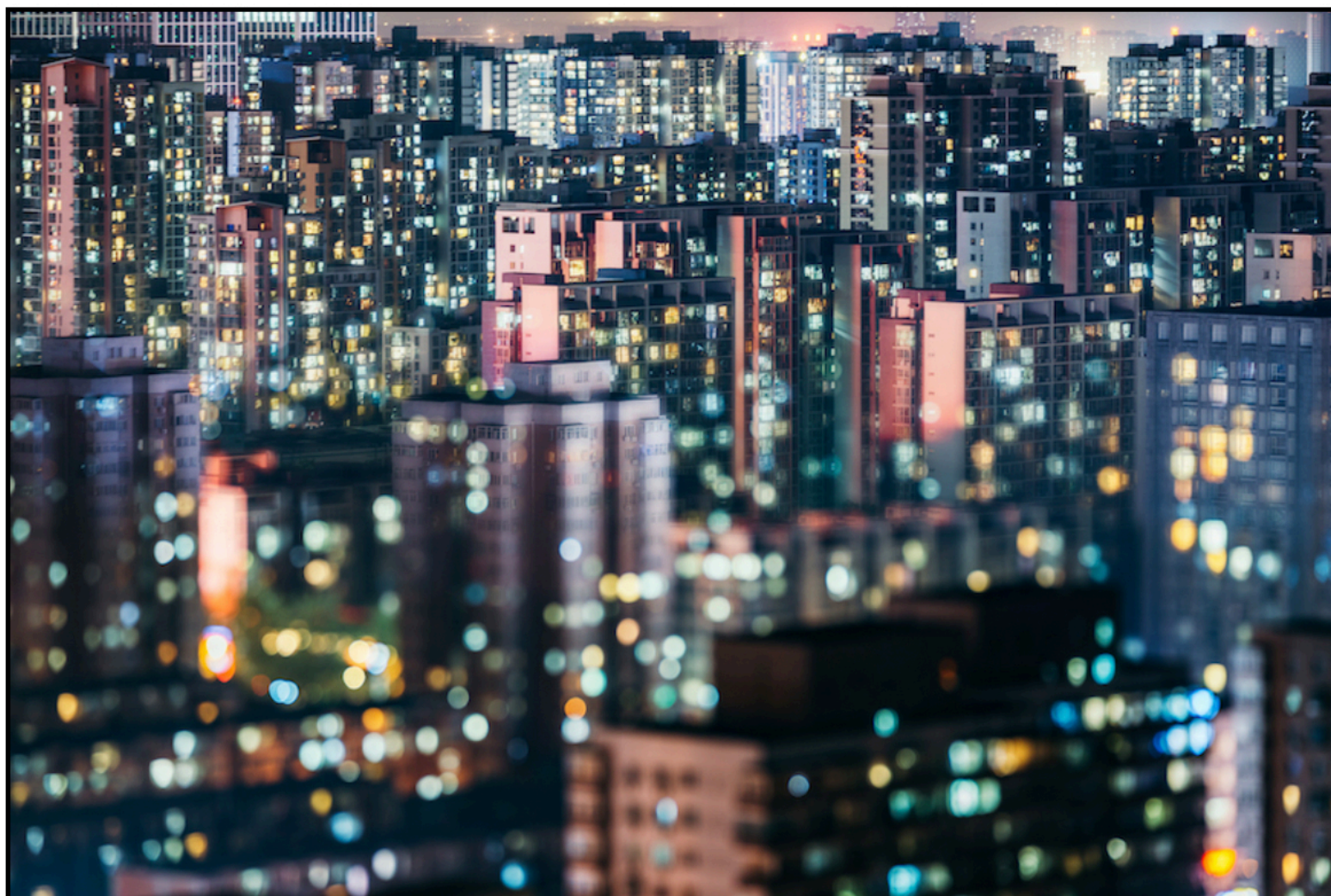


News Direct, Media OutReach team up to cover US, APAC

March 22, 2021 by Natasha Bach

Media OutReach is a global newswire with offices across Asia-Pacific.

News



News Direct and Media OutReach have created a reciprocal press-release-distribution agreement that will cover the U.S. and the Asia-Pacific region.

Through the partnership, each party's clients will benefit from the other's existing network and tools. Media OutReach clients will have access to the Associated Press distribution network, as well industry-specific targeting and the ability to include multimedia content in their releases. Performance reports will also be available to Media OutReach clients.

News Direct users will have access to Media OutReach's expansive Asia-Pacific network as well as editorial targeting ability. News Direct clients will be able to post content on a range of news portals across the region, including SINA, Viet Nam News and AsiaOne. Media OutReach's reporting and insights will also be available to News Direct's users, which includes story open rates by publication and country.

News Direct is an automated platform that provides news and content distribution. Media OutReach is a global newswire with offices across Asia-Pacific. It owns its distribution networks in 24 countries in the region. The partnership will increase the reach and distribution capabilities of each platform's clients.

News Direct this month **also inked a deal with Latinx Newswire**, which allows users to reach U.S. Hispanic and Puerto Rico media and digital influencers. In February, it **introduced a new international distribution model** that includes flat-rate pricing after securing agreements with more than a dozen international and national news agencies and commercial service providers. The company **hired Neil Hershberg** as chief media partnership officer last year.