



# Independent agency network teams up with News Direct

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**It's the latest in a string of partnerships for News Direct.**

News



Public Relations Global Network and News Direct have entered into an affinity relationship.

The consortium of 50 PR agencies will gain access to News Direct’s content-distribution platform, giving clients use of News Direct’s global distribution network for services including multimedia assets and analytics for a flat-rate pricing model.

Included is international distribution, as well as human-prepared translations for this content. PGRN member agencies, and their clients, operate on six continents. As one of the largest international networks of independent PR agencies, international content distribution is key for its members, it said.

PGRN president Robert Bauer said in a statement that the network “applaud(s) News Direct for being among those service providers who recognize this trend and the important role independent agencies play in the communications arena.”

News Direct has recently announced partnerships with [Pop Culture Newswire](#), [Media OutReach](#) and [Latinx Newswire](#). It also [revised its international distribution model](#) this year.