

cbellawritesSep 06, 9:24 AM

I always maintain that the best way to distribute a press release is through a bespoke list of editors or journalists who you think will have interest in publishing your release. Consider who the publication's audience is - writing magazines and websites would be a good call as well as more general outlets. This can be very time consuming, so your other alternative is to release it through a newswire. There are a number of newswires that offer free packages. I would say the best among them are:

- <https://www.prlog.org/> and
- <https://www.pressreleasepoint.com/>.

Other newswires will offer various packages from around \$19 per release upwards. If you do have budget to give to your release, I would recommend going with a package, as packages consider hyperlinks and images "add ons" and these greatly increase your chances of publication with a title.

Online PR news is a good one:

- <https://onlineprnews.com/packages/>
- <https://www.24-7pressrelease.com>

For a bit extra but more service:

- <https://www.einpresswire.com/pricing>

Even if you go with a newswire I would still recommend choosing 10-15 outlets yourself and emailing directly. There are lots of people on fiver offering distribution. I would be cautious and diligent about choosing a seller. The low costs are appealing and sellers will tout "500 portals" but this doesn't guarantee publication with valuable titles. Look for sellers who offer targeting, that will help to find your audience and share your release with relevant portals and newswires.

The reason I don't offer distribution myself is simply that I don't have the time resource to maintain various subscriptions and provide accurate reporting on success, otherwise I would be happy to help you out! Apologies if this seems a little overwhelming, there are a lot of ways out there and it really would depend on your budget! If I can clarify anything further please to let me know.