

CSR Circuit

Manage Your Brand and Reputation

It is critical for today's leading organizations to effectively communicate local and global corporate social responsibility (CSR) efforts that directly impact consumer and investor behavior and the company's value in the marketplace. Business Wire's CSR Circuit is a distribution for organizations that are truly doing well by doing good.

Business Wire's CSR Circuit is ideal for news concerning sustainability reporting, business ethics, the environment, community development, philanthropy, corporate governance, human rights and diversity.

Our CSR Circuit reaches relevant journalists, financial analysts, activists, investors and academics around the globe, and includes a second worldwide distribution via our weekly CSR recap, at no additional charge.

Reach Audiences That Matter

Each CSR Circuit press release is distributed to the following:

- Leading CSR magazines and news outlets
- Socially Responsible Investments (SRI) funds, relevant NGO websites and publications
- Specialty trade publications covering environmental, education, finance, consumer, health and philanthropic topics
- Specialty long-lead national consumer magazines
- Top national and international CSR-focused universities
- Targeted national radio and television programs
- Guaranteed web placement in leading CSR news sites
- Social sharing of most press releases via @BWCSRNews
- Posting to BusinessWire.com
- Inclusion in our weekly recap of all CSR Circuit releases, distributed worldwide

Track your press releases reach with our measurement reporting (NewsTrak) and social media monitoring (NUVI). Our Global-Mobile-Social-Measurable (GMSM) is an add on service included with most domestic Business Wire circuit orders. Contact your local newsroom for more information.

Rates

CSR Circuit- requires a Business Wire circuit order	\$575
CSR Circuit- standalone	\$700
CSR Circuit- 15 release pre-paid package	\$7,125

