

# Business Wire and SmartBrief™

## Maximizing Your Brand Value in Niche Markets



When it comes to audience activation, you have to target and reach specific customer segments that are valuable to your brand. Business Wire's **exclusive partnership with SmartBrief** enables you to access the right content platforms to really zero in.

SmartBrief publishes nearly 200 co-branded, targeted email newsletters in partnership with leading trade associations, professional societies, government agencies, philanthropic organizations and corporations. Every day, more than 5.5 million professionals in 25 industries rely on SmartBrief to stay on top of essential industry news. Now, with Business Wire, your news can also be an essential part of their daily read.

### REACH IS NOW EASILY WITHIN REACH

Ordered in conjunction with a geographic circuit, here's how the SmartBrief process works:

- 1 Select the industry newsletter(s) most relevant to your news in Business Wire Connect, Business Wire's news release ordering platform.
- 2 SmartBrief newsletter editors will review your content for inclusion in their newsletter. If your content is not included, your distribution costs will be refunded.
- 3 Get measurement reports for included news releases seven (7) days after publication.

### GET YOUR NICHE ON WITH BUSINESS WIRE AND SMARTBRIEF

There's never been a better way for your brand to reach decision-makers and increase mindshare among your industry peers. Add a SmartBrief newsletter distribution to your next news release and start connecting with the people who count.

The complete list of SmartBrief newsletters, available by industry and with approximate subscriber totals, [are on our website.](#)



Ranging from technology to biotech to engineering, oil and gas, social media, marketing and more, there are 200 newsletters and audiences such as:

- AdvaMed (Advanced Medical Technology Association)
- Aerospace Industries Association
- AHIP (America's Health Insurance Plans)
- American Society of Civil Engineers
- BIO (Biotechnology Innovation Organization)
- Consumer Technology Association
- Culinary Institute of America
- Interactive Advertising Bureau
- National Restaurant Association
- NRF (National Retail Federation)

## SmartBrief

Note: All news releases are subject to editorial review and approval by SmartBrief. News releases not selected for publication will not be charged for SmartBrief distribution.

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**Business Wire. Wired for What's Next.**

For more information about Business Wire's news release distribution options, contact us at:



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