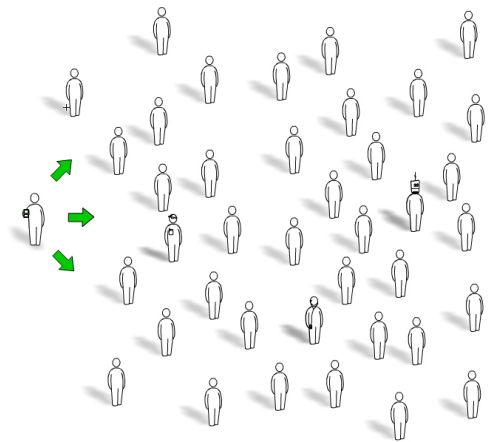


## 10 Reasons to choose PresseBox!

The PresseBox is the leading press service for all sectors of the technology industry, and a competent partner for successful corporate communications. The PresseBox offers you a reliable way to access journalists and opinion makers, and to persuade them to take notice of your press material!



### 1 Service and quality

The experienced publishing service will save your time and ensure a professional, media appropriate processing of your press releases. You just need to send an E-mail with your press release text and attachments and we will publish it immediately or in time.

### 2 Presentation and research availability

The digital pressbox ensures continuous research availability of your reports, and presents your press releases, images and other PR documents in a professional manner.

### 3 Visibility in the relevant media

The active distribution of your press releases among the extensive, daily maintained, technical and trade media distributors of the PresseBox is an important cornerstone of your PR success: the appropriate framework and a recognized support system as a trustworthy transmitter ensure the broadest possible recognition and acceptance by journalists. These are ideal conditions for editorial consideration of your press releases!

### 4 Supplemental, direct coverage

The publication of your press releases on the IVW tested\*, heavily accessed PresseBox Portal provides valuable coverage. The largest archive of technology oriented PR press releases has made the PresseBox-Portal the information and research source of preference for journalists and opinion leaders. Our selected content partners work to guarantee publication and supplemental coverage.

### 5 Statistics and evaluation

This unique function allows you to observe the success and effectiveness of your work quickly and concisely. Every PresseBox packet contains the access statistics function! You can determine: how many hits your press releases have received; how many of these hits have been from journalists; how your press releases develop in comparison to others dealing with the same topics, and to the press releases of your competitors. The media monitoring option which can be booked at a flat rate allows you to effectively measure your results.

### 6 Flexibility

The flexible service packet included in the PresseBox provides you with your own professional digital pressbox, together with the active distribution of your press releases, as well as integrated access statistics: on demand as individual requests, in packages of 3x or 10x-tickets, or as a flat rate offer at a fixed price.

## 7 Editorial service module

Rely on the long experience of the PresseBox editorial. We are glad to offer a professional writing or a proofreading service of your press release. The available service modules also include translation services and the innovative “CarePack” moderation service for proactive PR support. The “individual distribution” option can be used for an exclusive news distribution to your personal PR database.

## 8 Prominent display

Very important press releases deserve very strong attention. In order to increase the visibility of your press release among researching journalists we offer the limited opportunity of 24 hour top listing placement on the PresseBox-Portal and forwarding to selected distributors.

## 9 Media monitoring

We document the results of your PR performance and offer you a monitoring of both online and print media at a reasonable flat rate. In the future you will never overlook an editorial report regarding your business and its products. For a performance review this is the ideal compliment to our statistics function.

## 10 Press relations on your homepage

Journalists and opinion makers look for and expect the latest news on the home page of your business. Avoid high development costs and the time investment necessary for the maintenance of a personal newsroom. The PresseTicker and the PressCorner allow you to integrate your press releases or your digital pressbox simply, quickly and reliably onto your website. Naturally, you can incorporate the PressCorner into your web design. We offer the services of the Corporate PressCenter for a technical solution designed to suit your individual needs.

## PresseBox in numbers:

- ✓ More than **19,000** digital pressboxes of technology oriented businesses
- ✓ Over **9,000** accredited (trade-) journalists from more than **4,500** Media
- ✓ Over **1.1 Million** pages called up - IVW-checked!
- ✓ Largest archive with over **310,000** press releases from all fields of technology
- ✓ Leading press portal in technology, with extensive experience
- ✓ Continual development of comfortable and exclusive tools

**The PresseBox is breaking new ground in its focus on technology. The high exposure, comprehensive service modules, integrated success rate statistics, and not least of all, fair and flexible pricing, help you to realize your PR ambitions!**

**[www.pressebox.de](http://www.pressebox.de)**