



# News and Press Release Distribution Network

Where Your News and Press Releases Meet Media Portals Around the World and Our Social Network, YourFINDit.

## News – Press Releases – RSS – Media Distribution – Social Networking Site YourFINDit

TransWorldNews, established in May of 2002 as an Internet news provider, is a recognized global leader in online news and press release distribution. TransWorldNews offers the most comprehensive and up to date publication for national and international news. With the constant struggle for global market recognition, it is imperative for companies to strategically align themselves with organizations that can enhance their business and contribute to their growth. TransWorldNews' interactive integrated Internet media portal provides a business or individual the with the ability to distribute news releases, upload audio interviews, access financial newsletters and analyst reports, create company and/or individual profiles, blog, advertise and/or access a variety of other tools to help them effectively network and market themselves.

TransWorldNews offers an array of services to companies worldwide, including the distribution of News, and Company Profiles. In addition, TransWorldNews operates as a syndication network through our RSS News Feed, which transmits up-to-the minute information over our Internet Affiliate web-sites.

TransWorldNews' has a 24/7/365 staff of writers that publish original content detailing current news from around the world. These areas include business, entertainment, finance, music, politics, sports and world events.

As an interactive media portal TransWorldNews creates highly rated organic search results which increase TransWorldNews traffic and elevate client indexing. Providing service as both a news distributor and an interactive marketing platform TransWorldNews.com is an effective way to advertise websites, products, or services

### News Distribution

News Distribution is the first and most widely viewed service provided by the TransWorldNews family of websites. There are three forms of News Distribution that TransWorldNews offers:

#### Web Distribution

For only \$49.95 clients can release News or Press Releases over the web and have it optimized with search engines, SEO (Search Engine Optimization). For one year of unlimited use of this service the cost is \$999.00.

#### Newsroom and Web Distribution

For only \$99.95 TransWorldNews releases News or Press Releases for clients over the web and includes distribution access to over 24,000 media listings, newspapers, magazines, trade publications, TV stations and radio stations. For one year of unlimited use of this service the cost is \$2,495.00.

#### Complimentary Press Release Distribution

Complimentary distribution of press and news releases on web distribution outlets are delayed after submission. Complimentary distribution releases are pending editorial approval.

Once a member of the TransWorldNews family of sites customers can then submit news releases, create a YourFINDit profile, upload analyst reports, blogs, newsletters, videos, pictures and more. This innovative marketing platform combines social networking with news distribution providing more in-depth information to be made readily available to news readers worldwide.

# Bringing News Distribution and Social Networking Together.

**TransWorldNews and social networking site YourFINDit combine to offer powerful media applications to increase your company's visibility.**

Imagine for a moment that you release your company's news.

## **Who sees it? Where does it go?**

Presently, a news service disseminates it and somewhere, somehow it reaches readers. It's on the press distributor's website or in any of the numerous periodicals you've paid them to send it to.

A reader reads it, but usually the reader's interaction with your company ends here. Perhaps, however, if they are interested enough, they search to find your website or follow a link within your release. They do research, look around, yet very seldom will inquire further. This person, a person who was interested enough to read about your company has now moved on.

This is because there are two entities involved here: 1) the *News Release* and 2) you're *Company*. No matter how exciting your company may be the reader needs an easier way to interact with you. Your company was successful in releasing news that drew the interest of casual news readers. However, for these readers, making the leap to contacting the company may be a big one.

Get more news readers involved with your company. Make casual readers "members" of the information you put in front of them. Draw them in. Connect.

**Introduce a third component. Bridge the gap. Let them interact with you.**

Imagine for a moment that you release your company's news. A reader across the country or across the world sees it. They want to know more, they want to know what other people think. They want to talk about it. They want to know how it's being accepted by other readers, they want to know what people who are "in the know" are saying, they want to know more about your company. They want to watch videos, blog, read reports or do research. However, they want to see this information in a way that it's not coming from the company, but from someone else or somewhere else; from a community that they can interact with, in a format that they know how to relate to.

This is the power of interactive media. This ability takes readers, lets them understand and connect with what you are putting in front of them, and makes them a "member" of your information. Then it's not only a news story to the readers – they are interacting with you. They relate to you not just in an inter-corporate communication format, but in a personal way that establishes a connection. This connection can grow and now you can interact directly with these large groups; groups of people just like the readers described above. Large audiences that don't just see you as another news release, but something they know and already feel a part of.

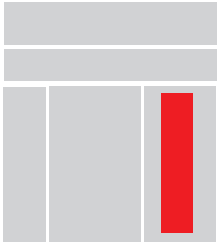
**This is what TransWorldNews will to do for you.**

## News Indexed On and Traffic Drawn From

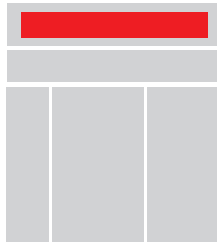
The bulk of TransWorldNews' site traffic is visitors drawn from major search engines and directories viewing news stories and articles on a variety of subjects from current events, politics, business, sports, entertainment, health and more.

1. **Google:** Search base company offering several services in the same line of business as TransWorldNews. Industry leader in search and advertisement placement directory.
2. **Yahoo:** Search based company offering social networking, instant messaging, news, multimedia file sharing and more. Industry leader in search and finance directory
3. **MSN:** The online platform created by Microsoft offering email, social networking, search, media file storage and sharing. MSN is a leader in email, search, and instant messaging.
4. **America Online:** Online community offering search, multimedia file sharing, news, instant messaging, email, social networking and more. AOL is an industry leader in instant messaging and email services.

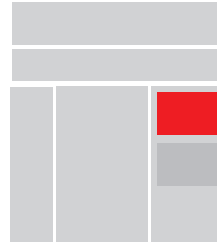
## Ad Types



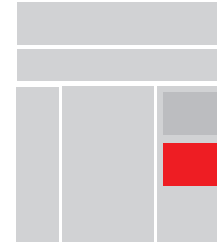
**Skyscraper**  
160px x 600px  
CPC \$0.15  
CPM \$3.00



**Leaderboard**  
728px x 90px  
CPC \$0.30  
CPM \$5.00



**Large Panel Top**  
300px x 250px  
CPC \$0.20  
CPM \$4.00



**Large Panel Bottom**  
300px x 250px  
CPC \$0.20  
CPM \$3.50

## Content Areas for Ad Placement

Community, News, Profiles, Blogs, Finance, Music, Events, Autos, Realty, Jobs, Classifieds, Dating, Horoscopes, Lottery, Weather, Newsletters, Analyst Reports, Message Boards, Interviews, Videos

# Who Reads the News on the TransWorldNews Family of Sites?



GLOBAL MARKET DIRECTORY



## Traffic

Page Views per Month: **6.35 million**

Unique Visitors per Month: **more than 1 million**

## Demographics

Age		Income		Ethnicity		Location By Country	
18-34:	30%	\$0 - 30k:	16%	Cauc:	78%	United States:	78%
35-49:	39%	\$30 – 60k:	27%	Afr. Am.	10%	Canada:	7.19%
50+ :	29%	\$60 – 100k:	25%	Asian:	6%	United Kingdom:	2.98%
		\$100k+:	32%	Hisp:	4%	Other:	< 1%
				Other:	2%		
Education		Gender					
No College:	34%	Male:	52%				
College:	47%	Female:	48%				
Grad. Sch.:	18%						

Other includes (in order of traffic ranking) - India, Philippines, New Zealand, Singapore, Malaysia, Germany, South Africa, China, France, Mexico, Japan, Netherlands, etc.)

## Demographics by State

California	14.59%	New Jersey	3.43%	Unknown	2.46%	Wisconsin	1.49%
Texas	7.52%	Ohio	3.30%	Maryland	2.33%	Indiana	1.49%
New York	7.07%	Virginia	3.15%	Arizona	2.07%	Oregon	1.40%
Florida	6.14%	North Carolina	3.11%	Tennessee	1.92%	South Carolina	1.30%
Illinois	4.34%	Massachusetts	2.66%	Colorado	1.85%	Alabama	1.29%
Georgia	4.02%	Washington	2.57%	Missouri	1.64%	Connecticut	1.24%
Pennsylvania	3.73%	Michigan	2.47%	Minnesota	1.62%	Louisiana	1.15%

All other states represent less than 1% of the traffic to TransWorldNews.com

Statistics as of 9/17/08

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