

# HOW TO USE PRNEWS.IO TO GAIN MEDIA COVERAGE

There are two ways to gain media coverage on external platforms. The first is to acquire coverage organically, without payment. This occurs when media outlets independently choose to feature your story, typically because it's compelling news. While this is the pinnacle of PR achievement, it's also a complex and resource-intensive process.

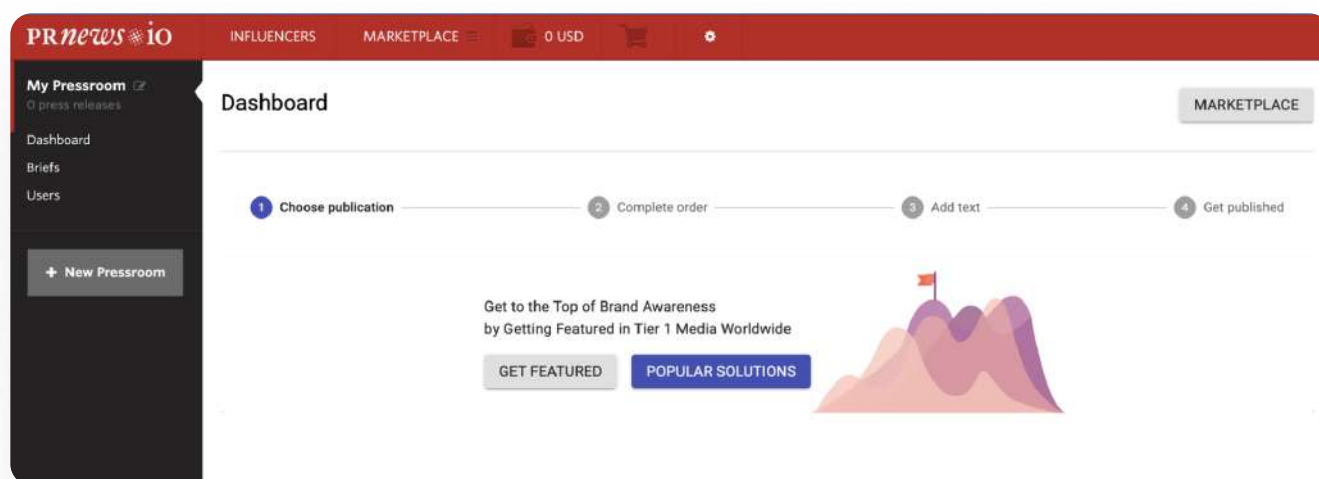
The second approach is through paid media placement. This involves negotiating with editorial teams, pitching your story, and ensuring quality control, which can be time-consuming.

That's why we recommend using the PRNEWS.IO sponsored content marketplace. They streamline the process of paid placements, handling the intricacies for you. With PRNEWS.IO, you can focus on creating captivating content while they manage the rest.

## STEP 1

### Sign Up For PRNEWS.IO

- ➕ Go to the [PRNEWS.IO](https://prnews.io) website;
- ➕ Click on the 'Sign Up' or 'Register' button;
- ➕ Follow the prompts to create your account. Registration is free.

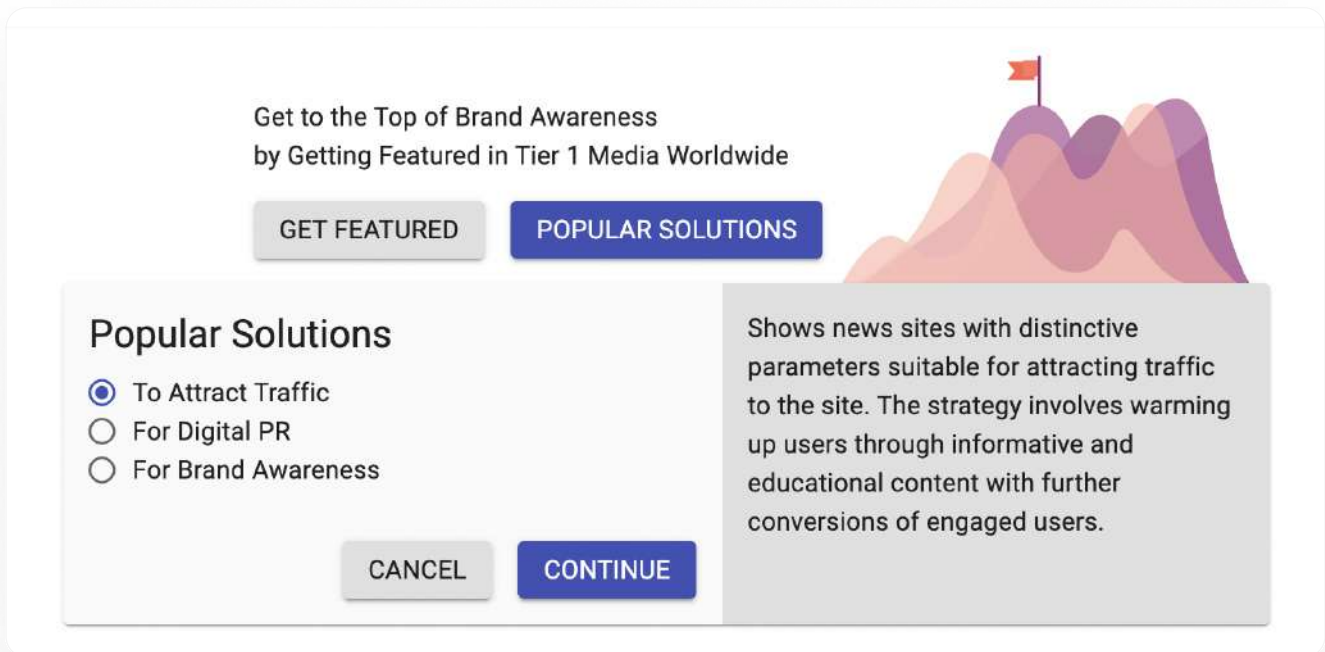


If you want to use the media database and publish your own content, just click the 'Get Featured' button. And if you're unsure which platforms are best for your articles, use the 'Popular Solution' button to explore the media landscape.



**Elevate Your Brand, Reach New Audiences**

Getting Started is Easy at [prnews.io/signup/](https://prnews.io/signup/)



The PRNEWS.IO team has put together different media databases tailored **to specific goals**:

- ⊕ **To Drive Traffic:** This database highlights news sites that can help bring more visitors to your website. The approach involves sharing informative content to engage users and convert them into customers;
- ⊕ **For Digital PR:** This database includes news sites that support digital PR strategies, focusing on building links to improve your Google ranking;
- ⊕ **For Building Brand Awareness:** This database lists news sites that are great for boosting brand recognition. The strategy involves getting regular mentions in prominent media outlets through interviews, quotes, and news articles to enhance your brand's reputation and credibility.

#### STEP 2

### PRNEWS.IO Catalog

Afterward, you'll navigate to the PRNEWS.IO catalog. Here, you'll **use different filters** to choose the best media outlets for publishing your content. For instance, if you're targeting media outlets specifically in Poland or Switzerland, or if you prefer publications in French, **you can easily refine your search** within the catalog by sorting and filtering these preferences.



**Elevate Your Brand, Reach New Audiences**

Getting Started is Easy at [prnews.io/signup/](https://prnews.io/signup/)

## Content Marketing Platform

PRNEWS.IO is a smarter way to do content marketing. Need help choosing a publication? Request a [Media Planning](#) from us.

Need to export catalog? [Order PRO.](#)

Search

Recommended New Price Audience

Reset filters

Bookmark name

Popular Solutions

- Reduced Price
- To Attract Traffic
- For Digital PR

yahoo!

finance

---

Yahoo Finance  
finance.yahoo.com  
443 USD · 243.4 M

CoinMarketCap

---

Coinmarketcap.com  
coinmarketcap.com  
879 USD · 116.2 M

### Extra Features

- [Dofollow hyperlinks](#) 104021
- [Without ad label](#) 62906
- [Homepage title](#) 55142
- [With hyperlinks](#) 104021
- [Sponsored hyperlinks](#) 0
- [Permanent placement](#) 90717
- [Text by publisher](#) 19667
- [With video](#) 13516
- [Repost on social media](#) 2632
- [With newsletter](#) 700
- [Page indexing allowed](#) 103665
- [Pageview Analytics](#) 1199

[Hide](#)

If you're worried about SEO and need dofollow links along with other features, **you can activate this option** in the settings with a single click.

We suggest you to use **extra search settings** for a more precise search experience.

## Content Marketing Platform

PRNEWS.IO is a smarter way to do content marketing. Need help choosing a publication? Request a [Media Planning](#) from us.

Need to export catalog? [Order PRO.](#)

Search

Recommended New Price Audience

Reset filters

Total 104021  per page ⌵ ⌶ ⏪ ⏩

Price Social Traffic Majestic Trust Flow Number of Links

Title	Price	Visits	Social Traffic	Direct Traffic	Referral Traffic	Search Traffic	Majestic Citation Flow	Majestic Trust Flow	Moz Domain Authority	Text Size	Number of Links
GreenCityTimes.com • Article											
Zsmh.com.ua • Article											
Pool.in.ua • Article											
People.dp.ua • Article											
Navigator.biz.ua • Article											
Kobovec.org.ua • Article											

CoinMarketCap

---

Coinmarketcap.com  
coinmarketcap.com  
879 USD · 129.8 M

MarketWatch

---

Marketwatch.com  
www.marketwatch.com  
302 USD · 50.9 M

- Price
- Visits
- Social Traffic
- Direct Traffic
- Referral Traffic
- Search Traffic
- Majestic Citation Flow
- Majestic Trust Flow
- Moz Domain Authority
- Text Size
- Number of Links
- Ahrefs Domain Rating
- Organic Traffic By Ahrefs
- Trust Rank
- Recommended
- Date Added
- Cost Per Thousand
- Estimated Views

You'll discover numerous **sorting options** for media, such as by price, DR (Domain Rating), MOZ DA (Domain Authority), visits, and more.



**Elevate Your Brand, Reach New Audiences**  
Getting Started is Easy at [pnews.io/signup/](https://pnews.io/signup/)

## STEP 3

## Choosing a Specific Media Outlet

Alright, let's say you've picked a media outlet for publishing, like Investing.com. On the page of this outlet in the catalog, you'll see all the conditions for publishing your content and the price of the service.

Here are the publishing conditions for an article on [www.investing.com](http://www.investing.com):

- ⊕ Your content will be published within **15 business days**.
- ⊕ Your content has the potential to reach approximately **17.5k views**.
- ⊕ You can include up to **3 nofollow hyperlinks** in your article.

Price for publication	5 598 USD
<input type="checkbox"/> Discount bonus article <i>i</i>	3 552 USD
<input type="checkbox"/> Writing Services <i>i</i>	200 USD
<input type="checkbox"/> Rewriting Services <i>i</i>	75 USD
<input type="checkbox"/> Translation Services <i>i</i>	150 USD
<input type="checkbox"/> Guarantee <i>i</i>	559,80 USD
<input type="checkbox"/> Expert Writing Services <i>i</i>	550 USD
<input type="checkbox"/> +1000 views <i>i</i>	200 USD
<input type="checkbox"/> Link Wheel <i>i</i>	150 USD
<input type="checkbox"/> US PR24/7 Distribution <i>i</i>	999 USD

\* 15% service fee applies at checkout *i*



Checkout 5 598 USD



**Investing.com**

[www.investing.com](http://www.investing.com)

Article

Published within 15 business days

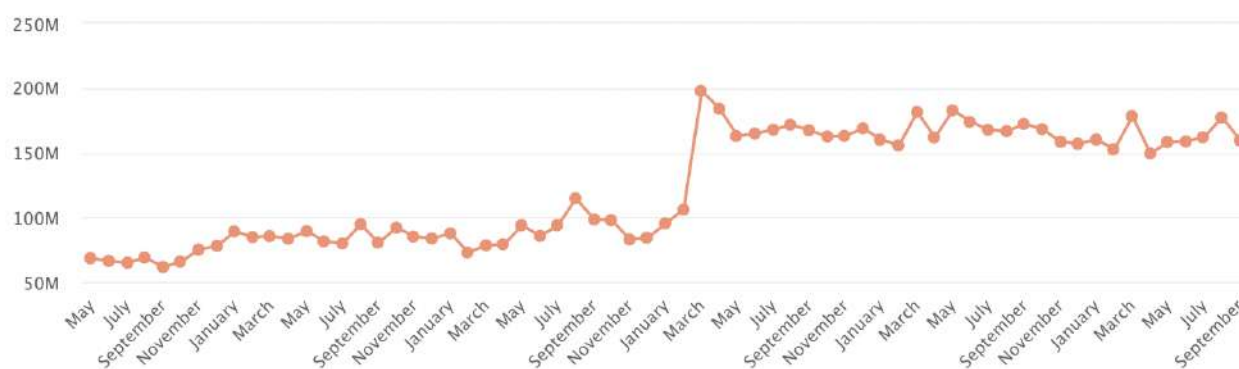
Rating: ★★★★★ Votes: 1

Estimated Views: 17.5k *i*

♥ Favorite    📖 Bookmark    🚫 Blacklist

Furthermore, you'll find **information and metrics** about the media outlet where you plan to place your content.

### Monthly Visits:



**Elevate Your Brand, Reach New Audiences**

Getting Started is Easy at [prnews.io/signup/](http://prnews.io/signup/)

## SEO Metrics:

Ahrefs Domain Rating	87
Organic Traffic By Ahrefs	5.9 million
Moz Domain Authority	90
SEMrush Rank	153

### STEP 4

## Customize Your Purchase

Once you've added media outlets to your cart, you'll encounter an additional window where you can opt for optional services.

- ⊕ **Writing Service:** If you prefer not to write the article yourself, you can order a writing service. This means the platform will provide you with a professionally written article tailored to your requirements.
- ⊕ **Additional Article Views:** You have the option to add 1000 additional article views. This service typically involves running promotional campaigns to increase the number of views your article receives.
- ⊕ **Additional Link Building Services (Link Wheel):** If you aim to enhance the SEO and backlinking for your article, you can choose additional link building services like a link wheel. This service involves creating a network of interlinked web pages to improve your article's visibility and authority.

1 Order details	2 Billing & payment
Investing.com (www.investing.com) / Article	5 300,00 USD
<input type="checkbox"/> Discount bonus article ?	3 334,00 USD
<input type="checkbox"/> Writing Services ?	200,00 USD
<input type="checkbox"/> Rewriting Services ?	75,00 USD
<input type="checkbox"/> Translation Services ?	150,00 USD
<input type="checkbox"/> Guarantee ?	530,00 USD
<input type="checkbox"/> Expert Writing Services ?	550,00 USD
<input type="checkbox"/> +1000 views ?	200,00 USD
<input type="checkbox"/> Link Wheel ?	150,00 USD
<b>Total:</b>	<b>5 300,00 USD</b>



## Elevate Your Brand, Reach New Audiences

Getting Started is Easy at [prnews.io/signup/](https://prnews.io/signup/)

## STEP 5

## Easy Payments With PRNEWS.IO

PRNEWS.IO has a decade-long presence in the global market. Throughout this period, we've continually strived to enhance the financial aspects of engaging with our company, prioritizing convenience, speed, and transparency for both our corporate clients and individual customers.

Nowadays, you have the flexibility to settle payments for our services from virtually **anywhere across the globe** and in a variety of currencies.

Read more: [Easy Payments For PRNEWS.IO Services](#)

### Choose a Billing Profile

Headquarter Inc (...)

Subsidiary Ltd (UK)

Branch PTY Limit...

[ADD BILLING INFORMATION](#)

### Choose a Payment Method

Card USD

BANK TRANSFER USD

tether USD

### Order Details

Coinmarketcap.com (coinmarketcap.com) / Article	879,00 USD
<b>Subtotal</b>	<b>879,00 USD</b>
Service Fee 15%	131,85 USD
VAT 0%	0,00 USD
<b>Total</b>	<b>1 010,85 USD</b>

**Supplier**  
PRNEWS Inc.  
2443, 1007 N Orange St. 4th Floor, Wilmington,  
Delaware, New Castle, US, 19801

Register number: 7649495  
EIN: 37-2111325

## STEP 6

## Add Your Text

After making the payment, your admin area will display the media you have already paid for. Choose one of them and add text

INFLUENCERS MARKETPLACE 74 USD Shopping Cart Settings

### Dashboard

[POPULAR SOLUTIONS](#) [MARKETPLACE](#) [BRIEFS](#) [SUBMIT TEXT](#)

1 Choose publication

2 Complete order

3 Add text

4 Get published

**Bikyamasr.com (bikyamasr.com) / Article**  
23 October 2023, 8:34

**GreenCityTimes.com (www.greencitytimes.com) / Article**  
18 January 2024, 14:07



## Elevate Your Brand, Reach New Audiences

Getting Started is Easy at [prnews.io/signup/](https://prnews.io/signup/)

Next, you will see a window for adding text. For convenience, all the conditions for posting on this particular media are displayed on the screen.

Click the 'Send to Publisher' button.

That's it! The only thing left to do is wait for the publisher to publish the material. The deadlines are indicated on the media page in the catalog.

After publication, you will receive an email like this:

Choose prepaid publication

Add text on Bikyamasr.com

Conditions

2 Dofollow hyperlinks	Page indexing allowed
With ad label	No newsletter to subscribers
No homepage title	Without news aggregators
Image volume: up to 2 images	Without repost on social media
Permanent placement	Possible text changes
Text volume: up to 2000 chars	Language: Russian
Without video	

The article will be published in the most appropriate section at the discretion of the editor

\* Title

\* Full text 2000 symbols  
Maximum links number for this platform is 2

to size limit is 15MB

do not post or mention online until specified time

nts for the publisher  
ise that the requests for publishers are advisory and may be ignored if est can not be fulfilled

Save Send to publisher



[View order](#)

#### Congratulations!

Your text *Globale digitale PR-Expertise präsentiert: PRNEWS.IO stellt auf der E-commerce Berlin Expo 2024 aus* was just published. You can find it at <https://www.radiogong.com/aktuelles/globale-digitale-pr-expertise-praesentiert-prnews-io-stellt-auf-der-e-commerce-berlin-expo-2024-aus>

Please take a look at [your account](#) and confirm that everything is correct. Otherwise the article will be autoapproved in 3 days.

Enjoyed working with us? Feel free to leave your review at [G2](#) and [Trustpilot](#).

Feel free to share it with your friends and community on Facebook.

Best regards,  
The [PRNEWS.IO](#) Team

© 2023 [PRNEWS.IO](#)



PRnews.io

**Congratulations!** You have posted your first sponsored content in the media!

By following these steps, you can effectively utilize PRNEWS.IO to promote your business or content through media, gaining visibility and SEO benefits in the process.



**ELEVATE YOUR BRAND,  
REACH NEW AUDIENCES**

Getting Started is Easy at [prnews.io/signup/](https://prnews.io/signup/)