

## Cision's International Media Profiles



### Global PR campaigns require intimate knowledge of specific markets and regions. How can you identify journalists and build media lists to drive success, country by country, around the world?

Pitching the most powerful and relevant stories to the right media becomes even more complex when you plan international media campaigns. Your success depends on the most comprehensive and accurate global media research resource: the Cision International Media Database. It contains detailed information on more than 370,000 media contacts and over 175,000 outlets outside of North America, with more than 10,000 updates a day. It's used by the world's largest PR firms and backed by Cision, a global company with a 75-year track record of excellence.

**Cision's International Media Database** enables you to quickly create targeted lists of newspapers, magazines, journalists, columnists, freelancers, broadcast media, Internet sites, editors, and bloggers to effectively disseminate press releases and critical business communication. It's both global and local – presenting critical data points in both English and local languages, and meeting country-specific standards.

Features of the Cision International Media Database include:

**Easy-to-use list building tools** to create targeted media lists by beat, market, demographics, media type, country, audience and much more so you can easily distribute your news to your target audience. Project management tools allow you to create projects by business unit, client, product team, tracking and reporting, while CRM tools provide for the creation, management, and tracking

of meaningful interactions with press and industry analysts.

**The world's most comprehensive, up-to-date media information**, covering hundreds of thousands of contacts and outlets in all 194 countries in the world, in Europe, Asia, Oceania, Africa and the Americas. This is due to Cision's global presence and our exclusive partnerships with media information suppliers in these countries. Media lists are updated automatically with more than 10,000 changes to our media database daily to ensure that your lists are always current. We also inform you of recent list changes, allowing you to keep abreast of what's happening with key contacts and outlets in your industry.

**Full integration** with CisionPoint's Distribution Wizard enables you to distribute press releases via the contact's preferred method – including fax, email, mailing and phone. With CisionPoint's enhanced reporting functionality, you can track, analyze and report on all media distribution activities. Seamless integration with CisionPoint International Media Monitoring allows you to match actual news coverage against your distribution list and evaluate the success of your press release.

**A single, easy-to-use application.** CisionPoint integrates the Cision International Media Database with a next-generation, on-demand Web 2.0 solution that delivers easy access to media intelligence that will make a difference for your campaign.

CisionPoint is fast, accessible, and easy to use. Its multiple workspaces integrate the applications used by multitasking PR professionals, and its dashboard is customizable to conform to individual needs. It scales from single users to global PR teams, plus it offers the simplicity of one point of contact and one login.

#### Benefits of Cision's International Media Profiles

**Stay current.** Experienced researchers make more than 10,000 updates daily to ensure you have the most accurate and up-to-date information.

**Increase coverage worldwide.** The world's largest database of media contacts and outlets to target.

**Gain competitive edge.** Learn everything you need to know about the media.

**Stay productive.** CisionPoint's easy-to-use features include search suggestions, multiple workspaces and personalized display options. As a single point of contact, Cision eliminates the inconvenience of dealing with multiple suppliers, languages and currencies.

**Be global – and local.** Our database supports local languages and standards, and other features that enable you to project a global image using a country-specific approach.

## Countries

### Africa

Algeria  
Angola  
Benin  
Botswana  
Burkina Faso  
Burundi  
Cameroon  
Cape Verde Islands  
Chad  
Comoros  
Congo  
Djibouti  
Egypt  
Equatorial Guinea  
Eritrea  
Ethiopia  
Gabon  
Gambia  
Ghana  
Ivory Coast  
Kenya  
Lesotho  
Libya  
Madagascar  
Malawi  
Mali  
Mauritius  
Morocco  
Mozambique  
Namibia  
Niger  
Nigeria  
Reunion  
Rwanda  
Sao Tome & Principe  
Senegal  
Seychelles  
Sierra Leone  
South Africa  
St Helena  
Swaziland  
Tanzania  
Togo  
Tunisia  
Uganda  
Zambia  
Zimbabwe

### Asia

Afghanistan  
Armenia  
Azerbaijan  
Bahrain  
Bangladesh  
Bhutan

Cambodia  
China  
Hong Kong  
India  
Indonesia  
Iran  
Iraq  
Israel  
Japan  
Jordan  
Kazakhstan  
Korea (South)  
Kuwait  
Kyrgyzstan  
Laos  
Lebanon  
Malaysia  
Maldives  
Mongolia  
Myanmar (Burma)  
Nepal  
Oman  
Pakistan  
Philippines  
Qatar  
Saudi Arabia  
Singapore  
Sri Lanka  
Syria  
Taiwan  
Tajikistan  
Thailand  
Turkmenistan  
United Arab Emirates  
Uzbekistan  
Vietnam  
Yemen

### Caribbean

Anguilla  
Antigua & Barbuda  
Aruba  
Bahamas  
Barbados  
Bermuda  
Cayman Islands  
Cuba  
Dominica  
Dominican Republic  
Grenada  
Guadeloupe  
Haiti  
Jamaica  
Martinique  
Montserrat  
Netherlands Antilles

Puerto Rico  
St Kitts-Nevis  
St Lucia  
St Vincent & the Grenadines  
Trinidad & Tobago  
Turks and Caicos Islands  
Virgin Islands (British)  
Virgin Islands (USA)

### Central and South America

Argentina  
Belize  
Bolivia  
Brazil  
Chile  
Colombia  
Costa Rica  
Ecuador  
El Salvador  
Falkland Islands  
French Guiana  
Guatemala  
Guyana  
Honduras  
Nicaragua  
Panama  
Paraguay  
Peru  
St Pierre & Miquelon  
Suriname  
Uruguay  
Venezuela

### Europe

Albania  
Andorra  
Austria  
Belarus  
Belgium  
Bosnia-Herzegovina  
Bulgaria  
Croatia  
Cyprus  
Czech Republic  
Denmark  
Estonia  
Finland  
France  
Germany  
Gibraltar  
Greece  
Hungary  
Iceland  
Irish Republic  
Italy  
Latvia

Liechtenstein  
Lithuania  
Luxembourg  
Macedonia  
Malta  
Moldova  
Monaco  
Netherlands  
Norway  
Poland  
Portugal  
Romania  
Russian Federation  
San Marino  
Serbia & Montenegro  
Slovakia  
Slovenia  
Spain  
Sweden  
Switzerland  
Turkey  
Ukraine  
United Kingdom  
Vatican City

### North America

Canada  
Mexico  
United States of America

### Oceania

American Samoa  
Australia  
Cook Islands  
Fiji  
French Polynesia  
Guam  
Kiribati  
Marshall Islands  
New Caledonia  
New Zealand  
Niue  
Norfolk Islands  
Northern Mariana Islands  
Palau  
Papua New Guinea  
Samoa  
Solomon Islands  
Tonga  
Tuvalu  
Vanuatu  
Wallis & Futuna