How can you identify the right journalist, become their trusted source, and sustain strong relationships with them? You need accurate intelligence to build targeted media lists.

Your success depends on pitching the most powerful and relevant stories to the right media. The Bacon’s Media Database is the world’s largest and most comprehensive media research resource. It contains detailed information on hundreds of thousands of media contacts, outlets and editorial opportunities worldwide, updated over 10,000 times a day. Used by the world’s largest PR firms, it’s backed by Cision, a company with a 75-year track record of excellence.

CisionPoint enables you to quickly create targeted lists of syndicated columnists, freelance and broadcast journalists, editors, analysts, and bloggers to effectively disseminate press releases and critical business communication. With industry-specific premium profiles, you can gain critical insight into the key influencers in your market and increase news coverage.

Features of Bacon’s 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 intended audience.

**Media contact information** on more than 900,000 editors, analysts, freelancers, syndicated columnists, broadcast journalists and bloggers. Get detailed contact information, including preferred contact method, beats covered, pitching tips, biographical information, audio interviews and journalist photos.

**Outlet information** for newspapers, magazines, trade publications, television and radio programs, websites, blogs and other social media sites. Detailed information includes outlet focus, audience, circulation/viewership, DMAs, media types, bureaus, related outlets and more. Integration with CisionPoint Monitoring lets you view recent coverage you’ve received before you make a story pitch.

**Premium media profiles** – available by industry – highlight the most influential media contacts in specific industry sectors. They include critical outlet information such as: enhanced outlet overviews; special sections, supplements or special reports; non-disclosure agreements; art/graphic policies; ad rates; and syndicated and/or aggregated content for web outlets. You’ll also gain access to research firms, analysts and freelancers who are critical influencers in your market segments. Premium profiles are available for the following industries:

- Business and Finance
- Consumer
- Health and Science
- Technology
- Travel and Tourism

The Bacon’s Media Database is the world’s largest and most comprehensive media research resource.
A comprehensive editorial calendars database of over 5,000 magazine and newspaper editorial calendars and 250,000 individual editorial opportunities, covering hundreds of industries. Search by topic, keyword, publication date, editorial lead-time, or other criteria. Data includes information on holiday gift guides, buyer's guide issues, seasonal supplements, industry-specific overviews, special promotional sections, product roundup issues, annual forecast sections, and trade show schedules and titles. And Cision can automatically send you e-mail alerts when upcoming features align with your areas of interest.

International coverage of over half a million outlets and contacts in nearly 200 countries, customized with the information you need to meet local standards and expectations. Automatic updates to media lists with more than 10,000 changes to our media database daily – to ensure 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, enabling you to distribute press releases via the contact’s preferred method – including fax, email, mailing labels and phone lists. With CisionPoint’s enhanced reporting functionality, you can track, analyze and report on all media distribution activities.

Seamless integration with CisionPoint Monitoring, enabling you to match actual news coverage against the distribution list and evaluate the success of your press release.

Project management tools that allow you to create projects by business unit, client, product team, tracking and reporting, as well as CRM tools to create, manage, and track meaningful interactions with press and industry analysts.

A single, easy-to-use application, CisionPoint integrates Bacon’s 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 CisionPoint
Bacon’s Media Database

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. The world’s largest database of media contacts and outlets to target.

Gain competitive edge. With in-depth industry profiles, we help you 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.

Go global with Cision’s international scope. Get invaluable international expertise from one company.