

# The international press relations site entirely dedicated to the drinks and gastronomy field



Drinks Media Wire rapidly forwards information passed on by professionals in the drinks and gastronomy sector to audience specific drinks media, editorial staff, journalists, press agencies and Internet users on a global scale.



**drinks media wire**  
DELIVER YOUR NEWS WORLDWIDE

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

## > 3 good reasons to choose drinks media wire

### 🌐 World coverage

You will benefit from international distribution of your press releases in the greatest worldwide network of journalists specialized in your sector. Your information will be audience-specific in order to optimize its utilisation.

*Thanks to DMW, your audience increases!*

### 🌐 Efficient service

Your releases will be forwarded – directly, immediately and simultaneously – to the right contacts according to their exact requirements. Translated, supplemented and stored, they can be consulted by all at any given moment – nothing is wasted.

*Thanks to DMW, your results improve!*

### 🌐 A money-saving offer

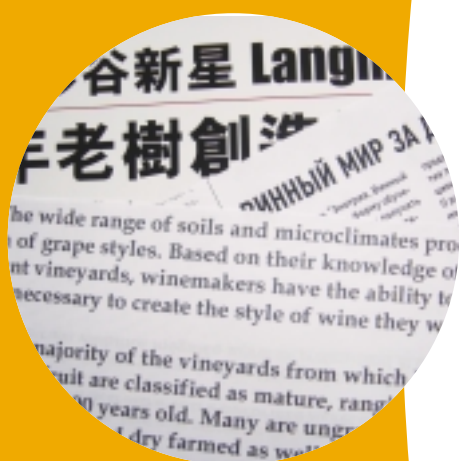
You will strengthen your market image and prestige, while still controlling your communication costs. You will benefit from a range of optional services at the most competitive prices.

*Thanks to DMW, you save money!*



## > A unique international audience

- DMW offers its exclusive network of global reach which guarantees an **unmatched rate of market penetration**:
- The largest press agencies in the world;
- The principal and most visited portals and internet access providers concerning the market and drinks sites: *Google, Yahoo, Mondowine, etc.*
- Drinks media (*TV, press, radio, Internet*), lifestyle columns and sections of national papers and news magazines (*general press*), concerning over 3 000 journalists.
- DMW circularises your information with **highly competitive efficiency**:
- *Electronically*: the utilization of the Web guarantees highly superior visibility compared to print-outs (fax, mail)\*;
- *Rapidly*: your dispatches are dealt with within 72 hours;
- *Simultaneously*: they are synchronously sent to all contacts;
- *Directly*: they first appear on their personal screen while still being available on the DMW site;
- *Continuously*: your news are stored during two years so they may be consulted at any moment;
- *Fully*: no modification is made without your prior agreement.



\* See DMW study at the end



## > An efficient processing of your information

DMW propose personalized services in addition to the **processing of your information**:

- For immediate understanding, DMW **translates** your press releases:
  - systematically in several languages according to the countries targeted : Dutch, English, French, German, Spanish...
  - plus in the language you desire (option): *Russian, Chinese, Japanese, etc.*
- In order to improve precision and efficiency, DMW directs them according to the **geographical areas** you have defined;
- DMW helps you by **monitoring** your visitors by a tracking system – which person plus the media, country, date, etc. consulted or downloaded your dispatch and images. These statistics will enable you to follow the journalistic impact;
- DMW provides you with a **personal space (Media Box)** enabling journalists to have access to any other institutional, commercial or factual information inherent in your sector: *press files and reviews, logos, photos and videos, condensed articles and presentations, contact details, etc;*
- According to your wish, DMW can incorporate either your own privileged contact database, or correct your releases or re-write them.
- DMW proposes a **whole range of service** matching your needs, as well as a special partnership with the press relations or communications agency you may contact.



## > Save time, energy and money

DMW will alleviate the numerous constraints pertaining to PR operations:

- The drawing up and updating of an international list of qualified contacts require much time and use of human resources;
- The mailing of press releases on a global scale and the subsequent follow-up involve a large budget, with no guaranteed success;
- The continuous sending of information to thousands of specialized journalists becomes extremely costly without the double dynamism of the DMW and Internet networks.

> **With DMW, you will gain time for more lucrative occupations.**

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## > The way it works

1. Working in the drinks and drink-related market, you just send DMW information concerning your development policy: *launching of products, strategic operations, competitions and rewards, commercial and public events, appointment of managers, etc.*
2. DMW immediately deals with your press releases (translation, selection, diffusion, indexing, etc.) before transmitting them simultaneously to all affiliated journalists, according to the countries you want to target;
3. The journalists receive on their computers the titles and opening lines of your press releases, as selected according to their chosen criteria. Visual-News (press releases accompanied by visual multimedia backing) are indicated by a pictogram;
4. When clicked on, their personal DMW page opens immediately. Any releases of interest then appear in full.
5. They can be used immediately, stored for later use, intercrossed or supplemented with extra information concerning your business (taken from your DMW space), or else they can contact you;
6. They can later consult DMW to receive additional information, download photos or videos.

## > DMW – your PR partner

### A multifaceted service:

- **A qualified and up-to-date network of professionals requiring information with global reach:** Asia, Europe, North-America, Russia, South-America.
- **Professional handling of information:** documentation management (storing, classification, selection, processing), translation, corrections, re-writing, re-mailing, advice, supplementary services, etc.
- **Discerning experience and knowledge of the market and the inherent field of the press:** wines, spirits, beers, soft drinks (waters, fruit juices, coffees, teas, sodas, milk drinks, etc.), cigars, gastronomy, press and PR agencies, drinks media (TV, press, radio, Internet), portals and sites, publishers and advertising agencies, etc.
- **A pioneer as regards drinks and related products:** the first and unique News Wire specialized in the drinks and drinks-related sector, DMW has no direct competition.
- **An efficient and economical promotool:** DMW enables you to refocus on your line of business as you benefit from extra time and efficiency.

## > Internet :

### The journalists' primary source of information

(Internal sample survey canvassing 117 journalists affiliated to DMW)

- Journalists are used to choose the Web to obtain information more than any other channel as well as their personal network;
- Over 80% of journalists use the Internet to obtain information;
- Over 90% of journalists prefer receiving press releases by e-mail, followed by traditional mail and finally by fax;
- Each day, 130 out of 150 releases on paper print-outs received by the editorial staff of a daily paper end up in the waste bin.
- As a result, e-mails prove to be the best way to contact journalists. Faxes and phone calls are shown to be far less efficient.

**With DMW, you can be sure that the recipients will be pleased to receive your press releases.**



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