

UKTI USA

Press Release Service

Media coverage is a proven way of increasing your company's profile in the United States. Developed for UK companies looking to promote an innovative product or service in the American market, the PRS creates a US-focused press release and targeted distribution list.

The PRS has achieved exposure for UK products and services in both trade and consumer publications. Tailored to each company's requirements and using an extensive database of press contacts, editorial coverage can help UK companies generate business, find agents and distributors, or assess whether a market is worth further investment or investigation. Press Releases are not advertisements – publication of a story depends on an editor judging it to be newsworthy, and UKTI adheres to a measured editorial style. While success cannot be guaranteed, the PRS offers companies a low-risk opportunity of winning valuable publicity at a price that the private sector public relations agencies cannot match.

How long may publication take?

After the release has been distributed, publication can be achieved within weeks, depending on the frequency with which the targeted titles are published. But more usually, because the trade press requires a three month lead time, it can take longer for publication. You may have to be patient to see results.

Next Steps

For more information or to commission a press release, please contact the Trade Services team using the contact details below:



Susan Marsden

Head of Trade Services
Tel: 212 745 0431
Email: ResearchUSA@fco.gov.uk



Brittany Banta

Trade Research & Communication
Associate
Tel: 212 745 0424
Email: ResearchUSA@fco.gov.uk

What We Provide:

Bronze Level £585

- Professionally written press release targeted to a US audience
- Customised distribution list of appropriate trade and consumer publications
- Hosting on UKTI website for a minimum of one year
- Notification of any interest/secured placements
- Copies of all secured placements with equivalent advertising cost

Silver Level £975

Bronze level plus:

- Samples/trade literature sent to up to 10 specially selected publications plus any others that express interest
- PRS team will follow up with selected publications for feedback

Gold Level £1365

Bronze level plus:

- Samples/trade literature sent to up to 20 specially selected publications plus any others that express interest
- PRS team will follow up with selected publications for feedback