

# NEWSNOW.CO.UK >

Internet press cuttings and real-time news

*"NewsNow better enables me to monitor what is happening in the global economy, which is key to carrying out my job effectively."*

Jayne Shaw, Market Analyst,  
Rufflette



*"It's a first rate service and very reasonably priced."*

Kate Bowes, Communications,  
Thomas Cook Airlines

*"Worth every penny of our subscription to NewsNow."*

Ben Harding, Press Officer,  
Help the Aged

NewsNow is a powerful Internet press cuttings and tailored newsfeed service that finds specific news, predetermined by your requirements, from thousands of online news websites. With more than 1.7m users worldwide, searching news in over 20 languages from over 140 countries, NewsNow is one of the world's leading news search facilities.

## > Advantages

- > Real-time searching of all sources
- > View the news within minutes of publication
- > 30 day news archive
- > Search for news in foreign languages
- > The ability to specify keywords or phrases and the relationships between them
- > The ability to modify and update search specifications as you require
- > No expertise necessary – our specialists will take care of all your needs
- > Ongoing changes to search specifications
- > Ability to add and remove sources
- > Fixed monthly fees
- > No per article charges

## > Coverage

- > More than 33,000 sources globally in more than 20 languages
- > Online international, national and regional press
- > Consumer, trade and technical titles
- > Government websites and press releases
- > Thousands of online-only news sources including blogs, webzines and newsletters
- > The ability to add your required sources to NewsNow's source list

## > Delivery

- ✉ Delivery by email alert, timings set by user
- 🔍 View the news in your online archive
- 💻 The newsfeed can be delivered to fit into the look and feel of your intranet or web site

“What impressed us was the attention to detail and the continued efforts to match the service to our ongoing needs.”

KWHR



## ➤ How NewsNow can help

NewsNow's services are successfully deployed within organisations of all sizes, ranging from small businesses to listed companies, and are easily customised to serve almost every department, from the press office to the boardroom.

So if news is important to you, we can help...

### Press cuttings

Designed for busy press officers and PR executives or anyone whose job it is to gather and monitor media reaction to information.

- Use in a crisis when you need to know how news is developing minute-by-minute
- Evaluate PR campaigns and their success online
- Detect press inaccuracies as they happen

### Competitor awareness

Designed for marketing departments or anyone whose job it is to feed competitor intelligence to management, product development and sales departments.

- Keep competitor dossiers up-to-date and accurate
- Track competitor press releases
- Receive alerts on vital competitor product news

### Market awareness

Designed to complement traditional market intelligence by gathering relevant news about the external environment.

- Stay up-to-date with news about clients. Ideal for account managers
- Monitor economic indicators and trends that affect your industry
- Monitor markets in over 140 countries

### Website news feeds

Designed for web designers and content managers who want custom, continuously updating newsfeeds that can be automatically inserted in a site's look-and-feel.

- Automate time-consuming news content creation
- Impress and attract web site users with niche, interesting, relevant news

### Internal communications

Designed for communications departments, keeps staff informed of development in your market, industry or areas of special interest.

- Educate employees
- Demonstrate your open communications policy
- Boost employee morale and knowledge with news about your organisation

## ➤ FREE NEEDS ASSESSMENT

Apply for more information or a free assessment of your requirements by filling in our online application form at [www.NewsNow.co.uk/inforequest](http://www.NewsNow.co.uk/inforequest) or, if you have an urgent requirement, by contacting us by telephone on **+44 (0)845 838 8890**

