

# TURBO-BOOST YOUR PR

More Effective Distribution for Your Media Releases



Cut through  
the noise  
and be heard

As you know, it has become harder and harder to get your message heard. The media is struggling with 'information overload' – but there is a quick and cost-effective way to cut through the noise.

## storycentral.com.au

**Story Central** delivers you a competitive and cost-effective advantage, because it has an established working relationship with the media you're trying to reach. Over time, they have effectively become subscribers to the service – many requesting to be included on the database.

Quite simply, the **Story Central** database covers all the same key people you'll pay more to reach, through other impersonal SPAM-like distribution services.

Our subscribers know **Story Central** delivers good editorial and they're looking out for our material.

The database covers 1000+ key media people (producers, presenters, editors, etc.) across radio, TV and newspapers, both ABC and commercial outlets, and cuts across metro and regional markets.

Enjoy a 'working relationship' with the media, via **Story Central**, just as these organisations have:

Reader's Digest • Reuters • ACP Magazines • Discovery Channel  
Australian Republican Movement • Homelessness Australia • Australian  
Institute of Marine Science • Women's & Children's Hospitals Australasia

A distribution service that represents extraordinary value.

**Give it a go and see for yourself!**

For more information, phone *Brian Johnson* on 0409 650 834