

Mediahub: Key Features

If you're looking for greater accuracy, simplicity and control, there's only one choice. Mediahub. Your comprehensive, easy-to-use online media management tool.

Greater options. Greater accuracy. Greater reach.

Discover the Key Features that make Mediahub your best partner in media management.

Quick and Easy Search Options

- Start searching directly from the system home page, as soon as you've logged in.
- Run *Build a Quick List* searches simply, using selections from a single page.
- *Build a Quick List* searches can be completed and return results in just 5 clicks.

Editorial Calendars

- Search on upcoming editorial features to maximize chances of coverage.
- Save time by searching online, instead of collecting and analyzing media kits.
- Enter detailed searches or collate results based on keyword searches.

Filter Boxes

- Filter boxes allow you to continually narrow down your searches based on the results of your initial search.
- Fine tune search results based on what is entered in the filter boxes.
- Exclude records from the search results using *not* to filter on.

Easy to Use Export Options

- Export to Excel directly from the results screen, no need to save your results first.
- Take advantage of a number of pre-formatted reports to ensure you provide clients with only the most relevant information.
- Export directly to formatted label reports and avoid time-consuming mail merges.

Manage Your Contacts Online

- Create Custom Lists to use in your distributions and let Marketwire keep them updated for you automatically.
- Select which contacts you need, and remove the contacts you don't.
- Keep making changes over time to reflect the changing needs of your campaigns.

Include Your Private Contacts

- Create your own private contacts and ensure that everyone on your team (and no one else) can see them.
- Choose to add your own contacts to existing Organizations in the database, or create your own completely private entities.
- Import your private contacts directly from a spreadsheet into the database.

Record Your Interaction Using the CRM facility

- Record your interaction with journalists using Mediahub's integrated CRM.
- Share the details of your contact with the media with your colleagues.
- Produce reports detailing your interactions with journalists to share with your colleagues or your clients.

If you have any questions, or would like a personal demonstration of Mediahub, contact us:

US: 1-800-774-9473

UK: +44-20-7562-6563

Canada: 1-800-901-5478

email: mediahub@marketwire.com