

CISION INFLUENCER LISTS

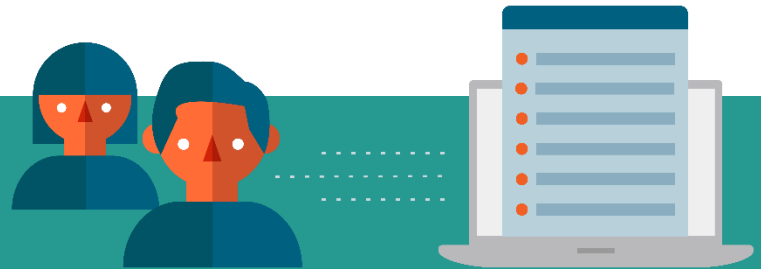
Delivering your message to the individual reporters, outlets and influencers most likely to report on or share your news is the most effective way to reach a desired audience, promote brand awareness and build credibility.

- Targeting journalists and trade media outlets covering specific industries increases the likelihood for editorial coverage
- Targeting industry influencers increases the likelihood of online and social chatter
- Trade publications, blogs, newsletters, and specialty websites in your industry may not have the largest audiences, but they do have the most **relevant** audiences; those who can share your news within their networks, amplifying your reach to just the right group.

“Cision’s targeted Lifestyle Influencer List helped to boost the media attention around our inaugural event. Investing in this service allowed me to build contacts, create clip books and receive recognition beyond our expectations.”

Anya Nordstrom, Director of Public Relations, National, Toronto Men’s Fashion Week, TOM

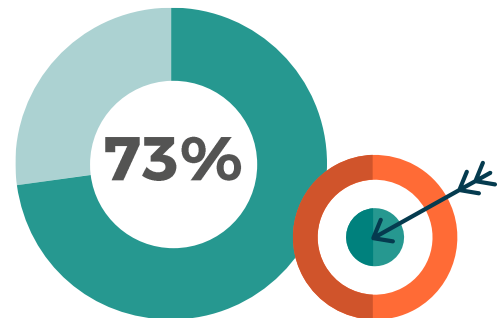
Designed to supplement a broader newswire distribution, Cision Influencer Lists consist of trade media, individual beat reporters, bloggers and industry influencers.



Cision Influencer Lists are developed and maintained by a dedicated Media and Audience Relations team in full accordance with Canada’s Anti-Spam Legislation (CASL). The lists contain relevant media and non-media contacts and Cision manages the CASL compliance so you don’t need to worry about it. Cision also offers the advantage of continuous engagement with its media audiences to ensure its distribution lists are always up-to-date.

Cision Influencer Lists provide direct e-mail distribution to print and online trade publications, industry specific editors at major media outlets, bloggers, and other industry influencers (associations, etc.).

The combination of a newswire distribution and a Cision Influencer List gives you the ability to reach your preferred general media outlets (with your newswire distribution), plus ensure that industry influencers and media contacts covering specific industry beats will be contacted individually with your news.



of journalists wish PR pros would tailor their pitch to better suit their beat and vertical*

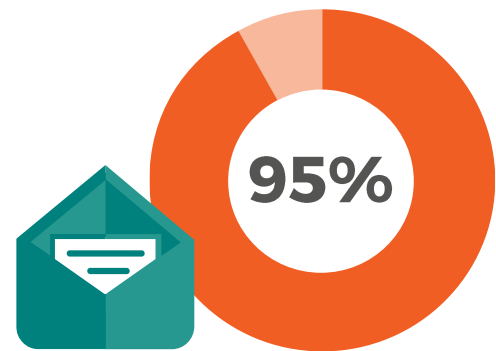
*Cision State of the Media, 2017

Cision Influencer Lists are available for an ever-growing list of industries, sectors, and subjects, including:

- Advertising/Marketing and Sales
- Automotive
- Building and Housing
- Business and Finance
- Cannabis
- Corporate Social Responsibility
- Education
- Entertainment
- Environment
- Farming and Agriculture
- Food and Beverage
- Health
- Labour/Workforce
- Law/Legal
- Lifestyle
- Military/Defence
- Mining, Energy, & Natural Resources
- Oil & Gas
- Parental Influencers
- Retail
- Sports
- Technology
- Transportation
- Travel
- Politics



ASK US ABOUT OUR U.S. INFLUENCER LISTS



Cision Influencer Lists have a 95% message delivery rate

Cision operates 50+ Industry Twitter accounts, fed by our SocialPost™ offering. Followers of these feeds now number nearly 70,000 altogether, and include beat reporters, industry influencers and others interested in industry news.



Share your news with our Twitter followers

See a full list of our industry accounts [here](#)