

Feature stories about everyday living that intrigue editors, influence readers and engage bloggers. Capture the human element of your news. Tell your story in a way that goes beyond breaking news.

2007 Feature Topic Series Schedule

Rates

	400 Word News Release	Each Add'l 100 Words
Features		
National or Topic Series	\$460	\$115

Includes distribution to Business Wire's Premier National circuit, reaching thousands of print, broadcast and online media outlets; plus free NewsTrak Reach, Posting and Access reports for important monitoring and tracking information.

Smart News Release

Add Photos, Video, and other multimedia to your news release. Includes lead photo distribution to US newspapers via AP PhotoExpress and posting to Yahoo! Finance.

First Photo or File	Each Add'l Photo or File
\$400	\$175

EON: Enhanced Online News

EON Optimization:
Analyze and optimize your release for maximum search engine visibility.
\$200 per news release

EON Delivery:
Distribute your release to a search-engine-enhanced platform, powered by PRWeb. With a Business Wire circuit:
\$225 per news release
Ordered as a standalone:
\$295 per news release

September

- 04 Religion II
- 06 Women's Focus III/*Breast Cancer Awareness*
- 07 Real Estate II
- 11 Fitness & Health IV
- 13 Fashion & Beauty III/*Bridal II*
- 18 Technology IV/*Electronic Games II*
- 20 Travel & Leisure V
- 21 Books, Audio & Video II/*Fall & Winter Reading*
- 25 Small Business III
- 27 Halloween

October

- 02 Consumer Focus III/*Eco-Consumer*
- 04 Holiday I
- 05 Autos & Transportation II
- 09 Pets III
- 11 Family VI/*Baby*
- 12 Holiday II/*Gift Guide I*
- 16 Personal Finance IV
- 19 Diet & Nutrition III
- 23 Philanthropy II
- 25 Education III
- 30 Thanksgiving

November

- 01 Home & Garden IV/*Do-It-Yourself*
- 02 Holiday III/*Internet Shopper*
- 06 Fashion & Beauty IV/*Bridal III*
- 08 Food & Beverage III
- 09 Travel & Leisure VI/*Winter Outdoors*
- 13 Holiday IV/*Gift Guide II*
- 15 Workplace & Careers IV
- 16 Holiday V/*Toys of the Season*
- 27 Fitness & Health V/*Wellness*
- 29 Holiday VI

December

- 04 Holiday VII
- 06 Arts & Entertainment IV/*Pop Culture*
- 07 Business Year Ahead 2008
- 11 Diet & Nutrition IV
- 13 Travel & Leisure VII
- 14 Events and Awareness Days Showcase II
- 18 New Year's Resolutions 2008

Dates listed are dates copy is due at Business Wire; transmission dates are 2-5 days after Copy Due date. Features are generally issued at 4:35 am Eastern Time. Topics in italics are supplemental topics within the broader Feature Topic; submit your news for the general topic or the supplemental topic.