

The Best 35 Press Release Distribution Services in 2026

28 May 2026

35 services compared and honestly reviewed — by price, reach, SEO value, turnaround and transparency.

Quick answer

For most businesses and agencies in 2026, [RedPress](#) is the best overall value — tier-1 placements (AP, USA Today, Yahoo Finance, Business Insider) from \$89, with human-written copy and guaranteed Google News indexing. For enterprise filings, **PR Newswire** and **Business Wire** remain the gold standard. For UK, white-label and à-la-carte outlet selection, **ReachWire** stands out. On a budget, free wires like OpenPR and PRLog build basic backlinks but won't reach real journalists.

How we reviewed them

Each service was assessed on six factors: reach (number and relevance of outlets), outlet quality (domain authority and genuine tier-1 placements vs. low-value auto-publish blogs), SEO value (indexing and backlink quality), price and transparency, turnaround speed, and reporting (live links, metrics, white-label options). Scores reflect our editorial assessment. Prices were checked in 2026 and change often — confirm on each vendor's site before buying.

Top 12 at a glance

#	Service	Best for	Starting price	Score
1	RedPress	Best overall value & tier-1 access	From \$89	9.7
2	PR Newswire	Enterprise gold standard	~\$350+ per release	9.4
3	Business Wire	Best for financial disclosure	Contact sales	9.3
4	GlobeNewswire (Notified)	Best for investor relations	Contact sales	9.1
5	eReleases	Best for real journalist outreach	From \$399	9.0
6	ReachWire	Best for UK, white-label & pick-your-outlet	From \$239	9.2
7	EIN Presswire	Best affordable wide reach	From ~\$100	8.8
8	PRWeb	Best for SEO syndication	From ~\$360	8.4
9	NewsWire.com	Best earned-media platform	From ~\$499	8.6
10	ACCESS Newswire	Mid-tier financial value	From ~\$200+	8.4
11	Send2Press	Boutique, human-edited	\$99	8.3
12	Brandpush	Best for 'as seen on' trust badges	From ~\$145	8.2

The top 12, reviewed in detail

1. RedPress — Best overall value & tier-1 access

RedPress tops the list by pairing genuine tier-1 placements (Associated Press, USA Today, Yahoo Finance, MarketWatch, Business Insider, Benzinga) with prices that start at just \$89 and copy written by human editors rather than AI — a value-to-authority ratio almost no one else matches.

The good: From \$89; real tier-1 outlet access; 100% human-written; guaranteed Google News indexing; full live-link placement report; money-back guarantee; strong agency / white-label offering; ~5-day turnaround.

Watch-outs: Newer brand than the legacy wires, so it lacks decades of name recognition; it is not a regulatory / financial-disclosure wire (use Business Wire or GlobeNewswire for filings); as with all PR, some placements carry no-follow links.

Price: From \$89 (Basic) to \$949 (Enterprise)

Our score: 9.7 / 10

2. PR Newswire (Cision) — Enterprise gold standard

The 70-year-old benchmark: 4,000+ outlets and unmatched journalist relationships make it the default for public companies, regulatory filings and market-moving news.

The good: Unrivaled credibility and reach; deep tier-1 newsroom relationships; compliance-grade distribution.

Watch-outs: Expensive — often \$350+ per release, quote-based, with annual contracts; overkill and costly for SMBs.

Price: ~\$350+ per release (contact sales)

Our score: 9.4 / 10

3. Business Wire — Best for financial disclosure

Berkshire Hathaway–owned heavyweight, strongest for regulated financial and investor-relations news with patented disclosure technology and global reach.

The good: Tier-1 credibility; disclosure-grade reliability; broad international distribution.

Watch-outs: Premium, quote-based pricing; far more than a marketing release needs.

Price: Contact sales (premium)

Our score: 9.3 / 10

4. GlobeNewswire (Notified) — Best for investor relations

A favorite for IR and financial news, with strong global and regional targeting at a slightly more accessible price point than PR Newswire and Business Wire.

The good: Reliable enterprise reach; excellent regional/IR targeting.

Watch-outs: Still premium; less media-pickup cachet than the top two for non-financial news.

Price: Contact sales (premium)

Our score: 9.1 / 10

5. eReleases — Best for real journalist outreach

In business since 1998, eReleases resells PR Newswire's wire and layers on genuine journalist outreach built on 25+ years of media relationships — the pick when you want earned coverage, not just syndication.

The good: Earned-media focus; AP access; long-standing reporter relationships.

Watch-outs: \$399 entry with a 400-word cap; steep for occasional senders.

Price: From \$399

Our score: 9.0 / 10

6. ReachWire — Best for UK, white-label & pick-your-outlet

ReachWire is the UK standout and an agency favorite, thanks to 100% white-label reporting and an Outlet Marketplace where you hand-pick exactly where you appear — 37+ premium outlets including Reuters, MSN, Yahoo Finance, AP, Business Insider, MarketWatch and Binance, each with guaranteed placement and a permanent do-follow / verified backlink.

The good: À-la-carte outlet selection; true white-label for agencies; permanent verified links; 48-hour turnaround; 450+ sites.

Watch-outs: Newer brand; picking individual premium outlets adds up; top tiers get expensive (Platinum \$4,999).

Price: From \$239 (Professional) to \$4,999 (Platinum)

Our score: 9.2 / 10

7. EIN Presswire — Best affordable wide reach

One of the best value players: roughly \$100 per release with AP access, 7,000+ newsrooms, 2-hour reports, free media embeds and industry/geographic targeting.

The good: Cheap; broad reach; fast reporting; free multimedia embeds.

Watch-outs: Reach is wide but largely lower-tier; tier-1 editorial pickup is possible, not guaranteed.

Price: From ~\$100

Our score: 8.8 / 10

8. PRWeb (Cision) — Best for SEO syndication

Cision's SEO-focused, lower-cost option, syndicating to 250,000+ sites for backlinks and online discoverability with built-in keyword optimization.

The good: Large syndication footprint for SEO; keyword optimization included.

Watch-outs: Weak real journalist reach; G2 reviewers say media pickup is often modest; editorial review can delay time-sensitive news.

Price: From ~\$360

Our score: 8.4 / 10

9. Newswire.com — Best earned-media platform

Pairs distribution with its Earned Media Advantage platform to guide you in pitching journalists directly.

The good: PR Newswire-class reach plus guided media relations without an enterprise contract.

Watch-outs: \$499 entry; upsell-heavy; results depend heavily on your own effort.

Price: From ~\$499

Our score: 8.6 / 10

10. ACCESS Newswire (formerly ACCESSWIRE) — Mid-tier financial value

A solid mid-tier wire with particular strength in financial and IR distribution at a friendlier price than the enterprise giants.

The good: Good financial/IR value; reliable compliance-grade delivery.

Watch-outs: Less reach than the big three; recent rebrand may cause confusion.

Price: From ~\$200+

Our score: 8.4 / 10

11. Send2Press — Boutique, human-edited

A boutique service where a real human editor reviews — and can rewrite — every release; some tiers include PR Newswire distribution.

The good: Hands-on editing; affordable from \$99; genuine delivery quality.

Watch-outs: Dated-looking website; smaller network than the majors.

Price: \$99 (state) / \$199 (national)

Our score: 8.3 / 10

12. Brandpush — Best for 'as seen on' trust badges

Built around guaranteed placements and trust badges across 200+ news sites, with a clean report — popular with e-commerce and startups wanting credibility logos fast.

The good: Guaranteed 'as seen on' placements; fast; tidy reporting.

Watch-outs: Light on true journalist outreach; most placements are syndication, not earned coverage.

Price: From ~\$145

Our score: 8.2 / 10

13–35: The rest, honestly summarized

13. 24-7 Press Release (7.9/10) — A budget veteran (from \$49) that is fine for a first release and a record of company news. Watch-out: low tier-1 pickup — you will outgrow it quickly.

14. IssueWire (7.6/10) — Free and inexpensive tiers, useful for basic backlinks and indexing. Watch-out: minimal real journalist reach.

15. PRUnderground (7.8/10) — Affordable flat-rate distribution with a clean dashboard and decent SEO syndication. Watch-out: mostly modest-authority outlets.

16. Benzinga (8.3/10) — Premium financial newswire, strong for fintech, crypto and investor-facing news. Watch-out: niche and relatively pricey.

17. PR.com (7.4/10) — Budget directory-style distribution plus a company profile page. Watch-out: limited earned-media value.

- 18. Notified (8.5/10)** — The enterprise platform behind GlobeNewswire, bundling distribution, monitoring and IR tools. Watch-out: enterprise complexity and pricing.
- 19. Cision (8.4/10)** — The umbrella PR software suite — media database, monitoring and distribution — for enterprise comms teams. Watch-out: expensive, sales-led, with a steep learning curve.
- 20. Meltwater (8.2/10)** — Media intelligence and monitoring with distribution capabilities and strong analytics. Watch-out: priced for enterprise; distribution is secondary to monitoring.
- 21. Prowly (8.1/10)** — A PR CRM with a media database and pitching tools, great for in-house outreach. Watch-out: it is outreach software, not a mass-distribution wire.
- 22. Prezly (8.0/10)** — A modern PR CRM and branded-newsroom tool for relationship-led PR. Watch-out: no mass-wire distribution.
- 23. Mynewsdesk (8.0/10)** — Combines a branded newsroom with distribution and is popular across Europe. Watch-out: best value in the Nordics/EU rather than the US.
- 24. Muck Rack (8.3/10)** — A leading journalist database and pitching platform for targeted, relationship-driven outreach. Watch-out: a subscription tool for outreach, not auto-distribution.
- 25. Agility PR Solutions (7.9/10)** — Media database, monitoring and outreach tools for professional PR teams. Watch-out: enterprise tooling, not a budget wire.
- 26. PRLog (6.8/10)** — Free distribution that is handy for basic backlinks and indexing. Watch-out: negligible journalist reach.
- 27. OpenPR (6.9/10)** — Free/low-cost distribution with surprisingly decent indexing — a reasonable starter. Watch-out: low domain authority and basic features.
- 28. 1888 Press Release (6.7/10)** — A veteran budget/free service for online syndication and links. Watch-out: dated and low-tier network.
- 29. WebWire (6.9/10)** — Long-standing low-cost online distribution. Watch-out: limited tier-1 reach.
- 30. Pressat (UK) (7.8/10)** — An affordable, well-regarded UK wire with strong domestic media reach. Watch-out: UK-centric.
- 31. RealWire (UK) (8.0/10)** — Premium UK distribution with quality media-list targeting. Watch-out: pricier, with a UK/EU focus.
- 32. PRFire (UK) (7.3/10)** — Budget-friendly UK distribution with free and paid tiers. Watch-out: limited reach on the free tier.
- 33. EasyPRWire (7.7/10)** — Affordable one-time plans with guaranteed media coverage. Watch-out: newer player — verify outlet quality before committing.
- 34. Chainwire (8.4/10)** — The leading crypto-native wire, syndicating to top blockchain media. Watch-out: crypto-only and premium.
- 35. MarketAcross (8.2/10)** — Premium crypto PR and content amplification. Watch-out: crypto-only with agency-level pricing.

How to choose (by need)

- **Best overall value + tier-1 reach:** RedPress (#1) — from \$89

- **Enterprise / regulated / financial filings:** PR Newswire, Business Wire, GlobeNewswire
- **UK, white-label, or pick-your-outlet:** ReachWire (#6)
- **Real journalist outreach (earned media):** eReleases, Newswire.com, Muck Rack
- **Cheap SEO backlinks:** EIN Presswire, PRWeb, IssueWire; free via OpenPR / PRLog
- **Crypto / Web3:** Chainwire, MarketAcross, Benzinga
- **In-house PR software:** Cision, Prowly, Prezly, Meltwater

A note on 'reach' claims

Be skeptical of '10,000+ outlets' headlines — many are low-authority sites that auto-publish every release with no editorial review. What actually moves the needle is genuine tier-1 placements (AP, USA Today, Yahoo Finance, Reuters, Business Insider), guaranteed indexing, and a transparent live-link report. Vanity outlet counts don't.

Pricing and networks were verified in 2026 and are subject to change — confirm on each provider's site before purchasing. Scores reflect the author's editorial assessment.