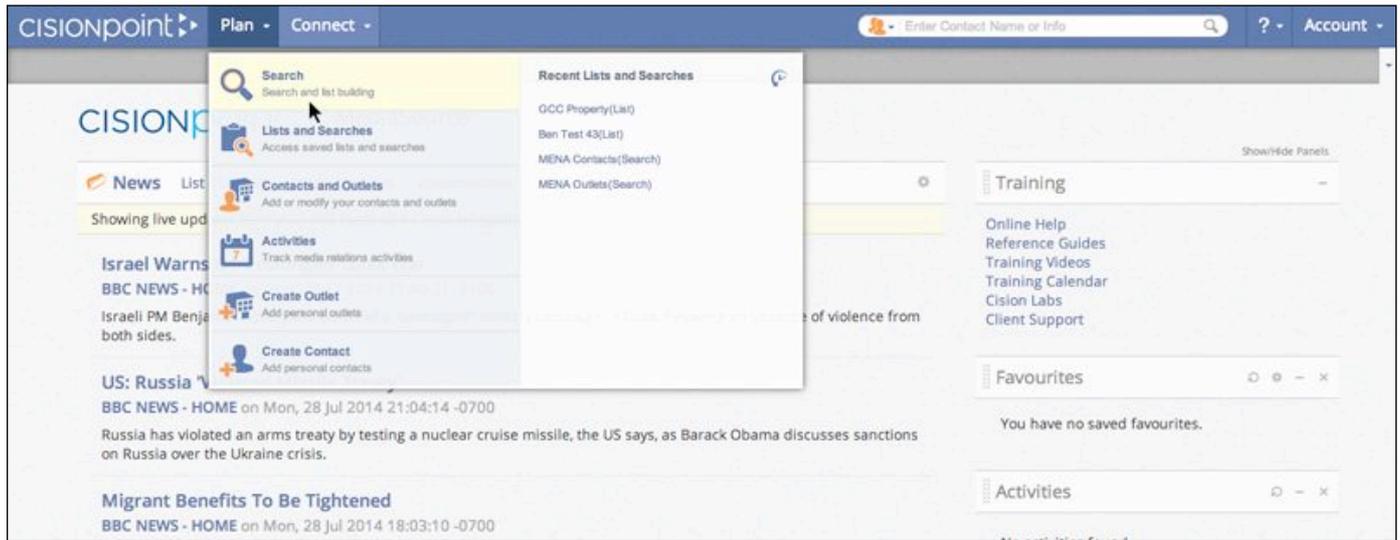
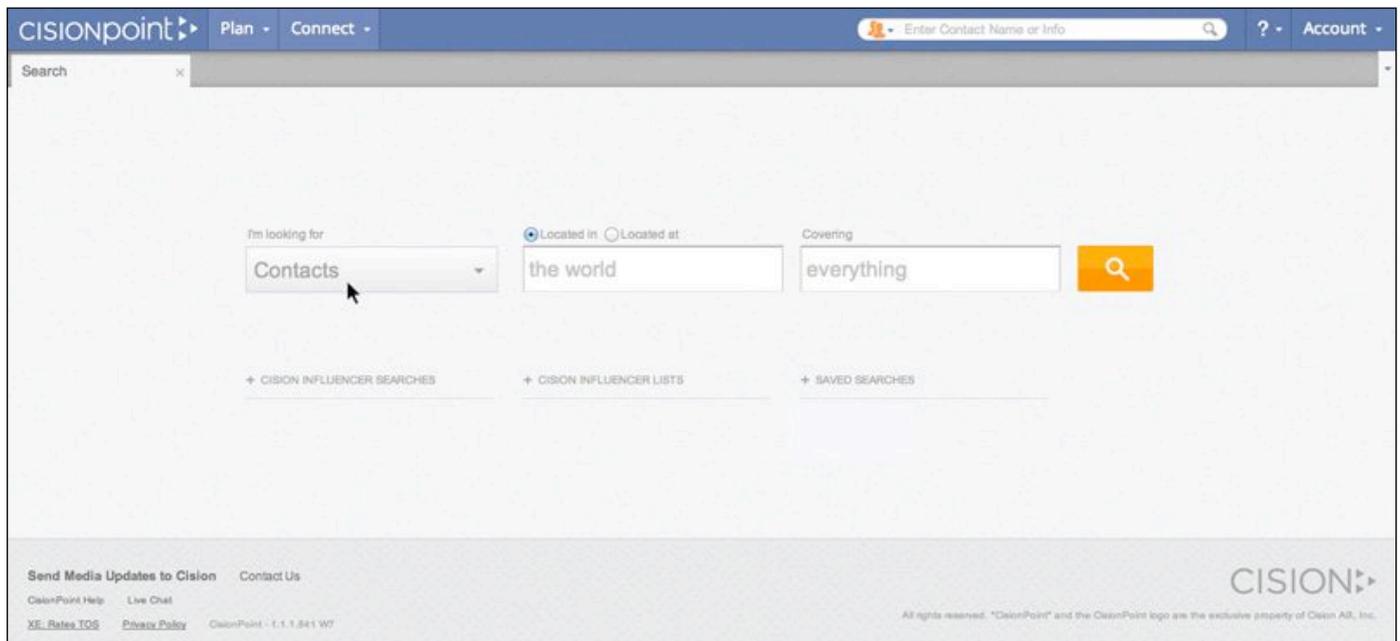


Contact & Outlet Search

To make lists of media and contacts to target with your news, press releases, invites etc, you must first search for them. To access **Search**, click **Plan** in the **Global Menu** that appears at the top of every screen and select **Search** from the drop down menu:



This opens the **Search** screen, which has three boxes for you to enter your search criteria:



I'm Looking For - enables you to select the type of search you wish to run (**Contact**, **Outlet**, **Opportunity** or **Influencer**), as well as specifying **Media Types**.

Located In/Located At - enables you to specify the geography of your search, or search for contacts at specific media outlets.

Covering - enables you to specify the **Topics** covered by the **Contacts**, **Outlets** or **Opportunities** you are searching for.

Select Search Type

Clicking into the **I'm Looking For** box enables you to first specify whether you are looking for **Contacts**, **Outlets**, **Opportunities** or **Influencers** using the top row of buttons:

The screenshot shows the search interface with the following elements:

- I'm looking for:** A dropdown menu currently set to **Contacts**.
- Search Box:** Contains the text "the world".
- Located In / Located at:** Radio buttons, with "Located In" selected.
- Covering:** A dropdown menu currently set to **everything**.
- Search Button:** A magnifying glass icon on a yellow background.
- Search Type Selection:** Radio buttons for **Contacts** (selected), **Outlets**, **Opportunities**, and **Influencers**.
- Category Selections:**
 - Print:** Daily Newspaper, Daily Newspaper Bureau, Daily Newspaper Release Cover, Daily Newspaper Supplement, Magazine, Magazine Bureau, Regional Newspaper, Regional Newspaper Local Edition, University Newspaper.
 - Broadcast:** Cable Network Bureau, Radio Network, Radio Network Bureau, Radio Show, Radio Station, Television Network, Television Network Bureau, Television Show, Television Station.
 - Internet:** Blog, Forum, Microblog, News Web Site, Online Version, Photo/Video Sharing Site, Social Networking Site.
 - Other:** Association, Freelancer, Industry Research Firm, News Service/Syndicate, News Service/Syndicate Bureau, Other.
- Clear All:** A button in the bottom right corner.

Contacts - searches for people (e.g. journalists, bloggers and people working for media outlets)

Outlets - searches for media outlets (e.g. magazines, newspapers, etc) without any contacts

Opportunities - searches for upcoming editorial opportunities (see **Forward Features** factsheet)

Influencers - searches within the twitter feeds of contacts (see **Influencer Search** factsheet)

If you are making a media list for distribution you will want to perform a **Contact** search so you have named journalists and influencers in your list, the contacts that cover specific **Topics**, and the ability to personalise any future distributions for each named recipient in **Connect**.

An **Outlet** search is useful if you wish to make a list of all the newspapers in a country, or all the magazines that cover a particular subject, for example.

Note: The way you search for **Contacts** and **Outlets** is exactly the same, but an **Outlet Search** will not include any **Contacts** in your search results.

Select Media Type

Next you can specify which **Media Types** you want to include in your **Search** by ticking all relevant boxes - if you wish to include all **Media Types**, you can leave them all unticked.

The available media types are:

Print

Daily Newspaper - national newspapers (includes weeklies, as well as dailies)

Daily Newspaper Bureau - a regional office of a national newspaper (e.g. if an Abu Dhabi-based national newspaper has an editorial office in Dubai, the Abu Dhabi office would be classified as a **Daily Newspaper** and the Dubai office as a **Daily Newspaper Bureau**).

Daily Newspaper Release Cover - (not used for Middle East data)

Daily Newspaper Supplement - a supplement or section of a national newspaper (e.g. *Friday*, which is a weekly magazine supplement issued with *Gulf News*.)

Magazine - consumer and trade magazines (you can **Filter** your **Search Results** by **Audience Type** to separate trade and consumer magazines).

Magazine Bureau - regional offices of magazines (e.g. if a Dubai-based magazine has an editorial office in Lebanon, the Dubai office would be classified as a **Magazine** and the Lebanon office as a **Magazine Bureau**).

Regional Newspaper - local/regional newspapers which are only distributed in specific cities/towns or areas of a country.

Regional Newspaper Local Edition - a local edition of a regional newspaper

University Newspaper - university and college newspapers

Note: **Daily Newspaper Release Cover** and **Regional Newspaper Local Edition** are not used in Middle East and North Africa data.

Broadcast

Cable Network Bureau - an office of a cable TV channel

Radio Network - a radio station which belongs to a network of radio stations

Radio Network Bureau - a regional office of a radio station which belongs to a network of radio stations

Radio Show - a programme broadcast on radio

Radio Station - a radio station which doesn't belong to a network of radio stations

Television Network - a television station which belongs to a network of television stations

Television Network Bureau - a regional office of a television station which belongs to a network of television stations

Television Show - a programme broadcast on television

Television Station - a television station which doesn't belong to a network of television stations

Note: MENA television and radio stations are all classified as **Television Station** and **Radio Station** and programmes as **Television Show** and **Radio Show**. We also use **Cable Network Bureau**, **Television Network Bureau** and **Radio Network Bureau** for regional offices of broadcast stations - the other options are not used for MENA data.

Internet

Blog - blogs

Forum - websites where users post discussions and comments into online forums

Microblog - finds microblogs (e.g. contact details for *Twitter* if you have access to USA data)

News Web Site - finds 'stand-alone' websites which are not online versions of newspapers, magazines or broadcast outlets

Online Version - the web version of a newspaper, magazine or broadcast outlet

Photo/Video Sharing Site - finds photo and video sharing sites (e.g. contact details for *Flickr*, *YouTube* etc if you have access to USA data)

Social Networking Site - websites comprised of user-generated content

Note: Only **Blog**, **News Web Site** and **Online Version** are used for MENA data.

Other

Association - business & trade groups and consumer associations (mostly used in USA data)

Freelancer - people who contribute to media outlets on a freelance basis

Industry Research Firm - companies which provide industry research (mostly used in USA data)

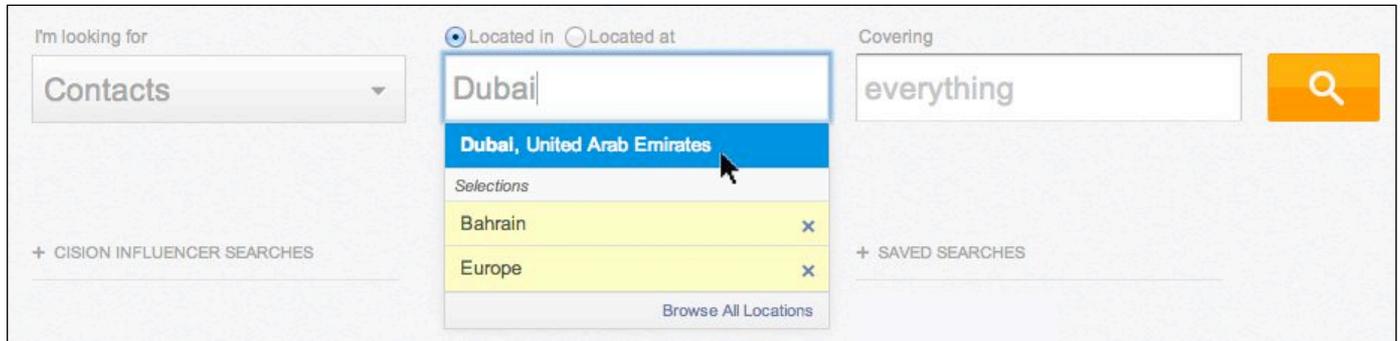
News Service/Syndicate - news wire services (e.g. *Thomson Reuters*, *AP*, *Bloomberg*, *Dow Jones*)

News Service/Syndicate Bureau - regional offices of news wire services

Note: Only **Freelancer**, **News Service/Syndicate** and **News Service/Syndicate Bureau** are used for MENA data.

Select Geographical Details

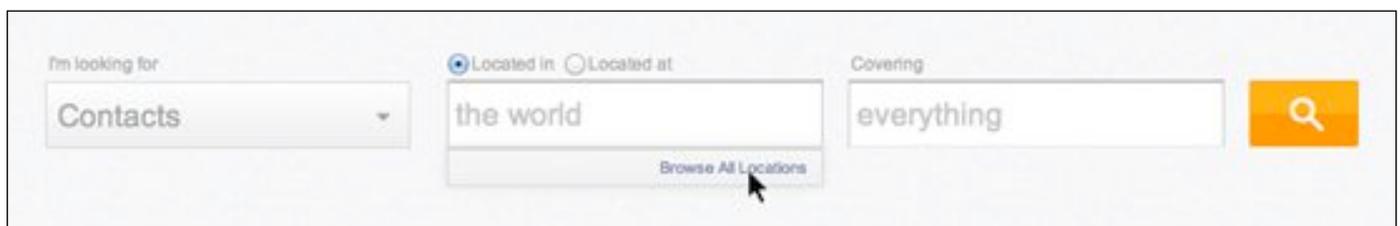
The **Located In** box enables you to specify the geographical parameters of your search. You can select locations in multiple ways - the simplest is to type the name of a region, country or city into the box, which produces matches from the database which you can then click to select:



Selected locations appear with a yellow background, and can be removed using the **X** to delete. You can include multiple **Locations** by typing and selecting again to add more.

Note: If you leave the **Located In** box empty, your search will include all the countries you have access to with your subscription package.

For more advanced geographical search options, click in the box and select **Browse All Locations** to make selections based on **Regions, Countries, Post Code, Radius** or **Coverage/Geographic Distribution Area** (the countries/regions where a media outlet is distributed):



Regions - enables you to select whole regions (e.g. Middle East), or you can click on the right arrow next to the region name to select countries within that region. You can also click on the right arrow next to a country name to breakdown further to choose towns/cities within that country:

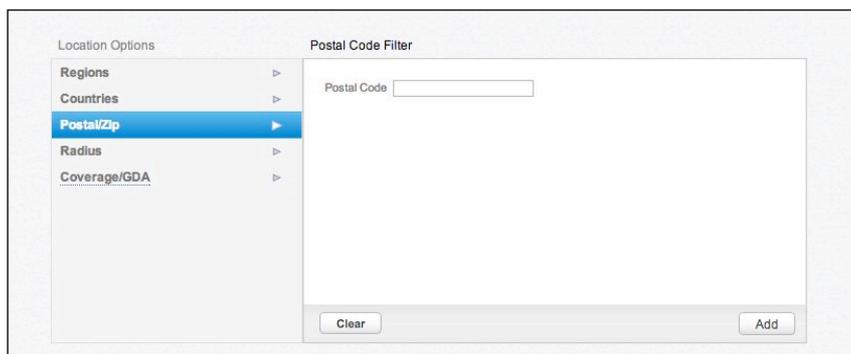


Tick all relevant boxes to make your selection(s) and press **Done** once finished.

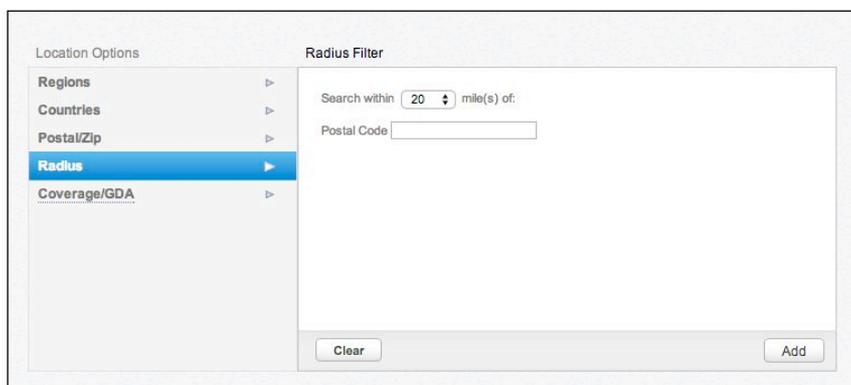
Countries - enables you to select individual counties, or you can click on the right arrow next to a country name to breakdown further and choose towns/cities within a country:



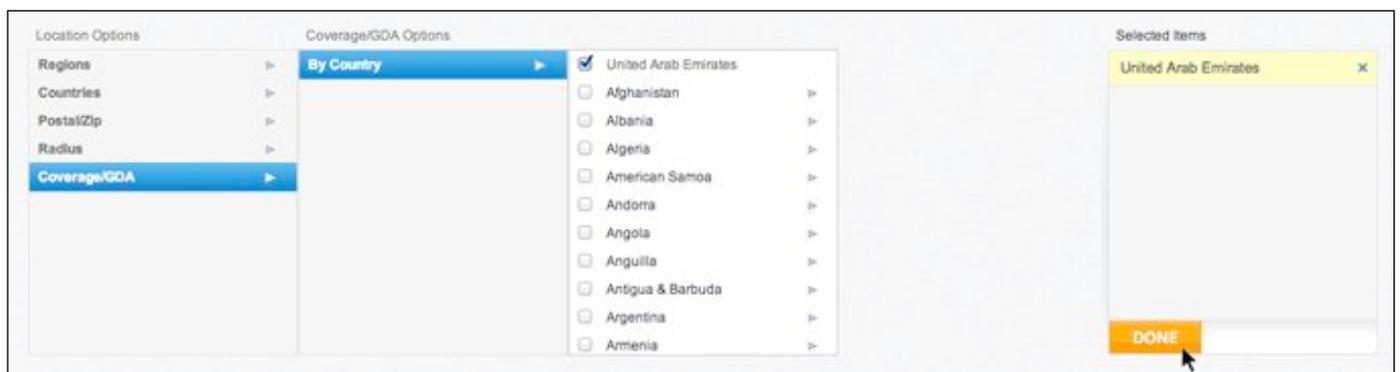
Postal/Zip - enables you to search by a specific postcode (not relevant to MENA region):



Radius - enables you to search within a certain radius of a postcode (not relevant to MENA region):



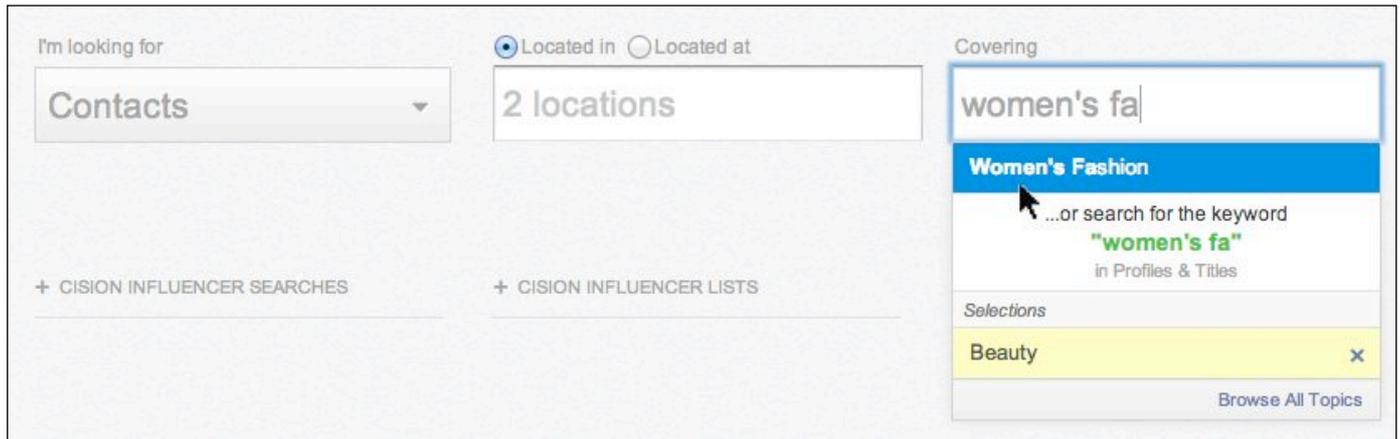
Coverage/Geographic Distribution Area - enables you to search for the countries/cities where a media outlet is distributed, rather than where it is based:



Select Topic/Subject Area

The **Covering** box enables you to specify the **Topic(s)** covered by the **Contacts** or **Outlets** you are searching for (depending on whether you are performing a **Contact** or **Outlet Search**).

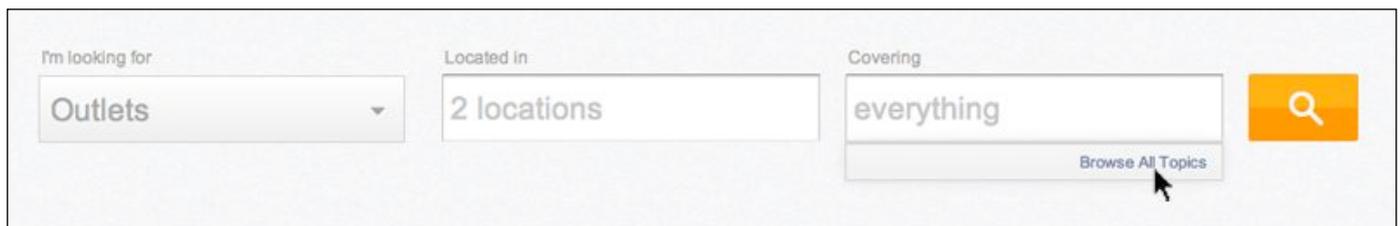
You can select **Topics** in two ways - the quickest is to type into the box, and matches will display which you can click to select:



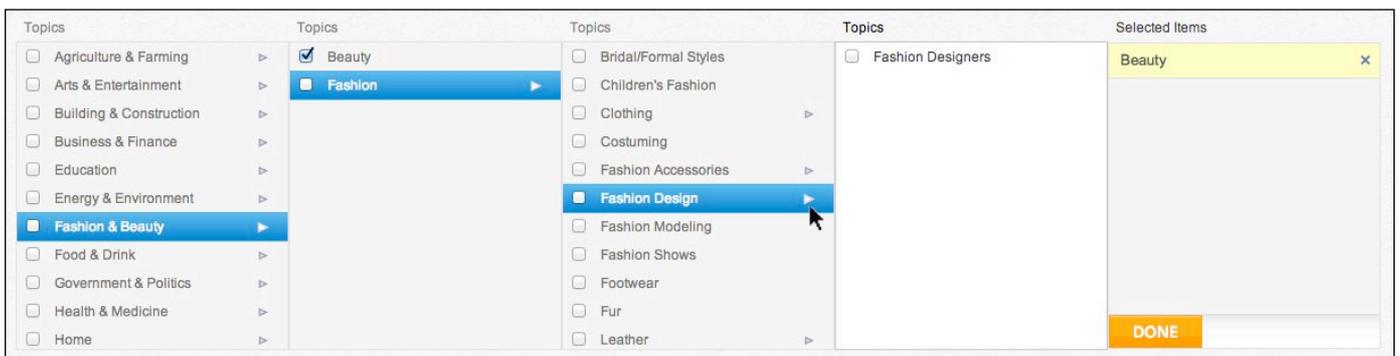
Selected **Topics** appear with a yellow background, and can be removed using the **X** to delete. You can include multiple **Topics** by typing and selecting again to add more.

Note: If you leave the **Covering** box empty, your search will include all contacts/outlets (depending on your selections in the first two boxes) regardless of **Topic**.

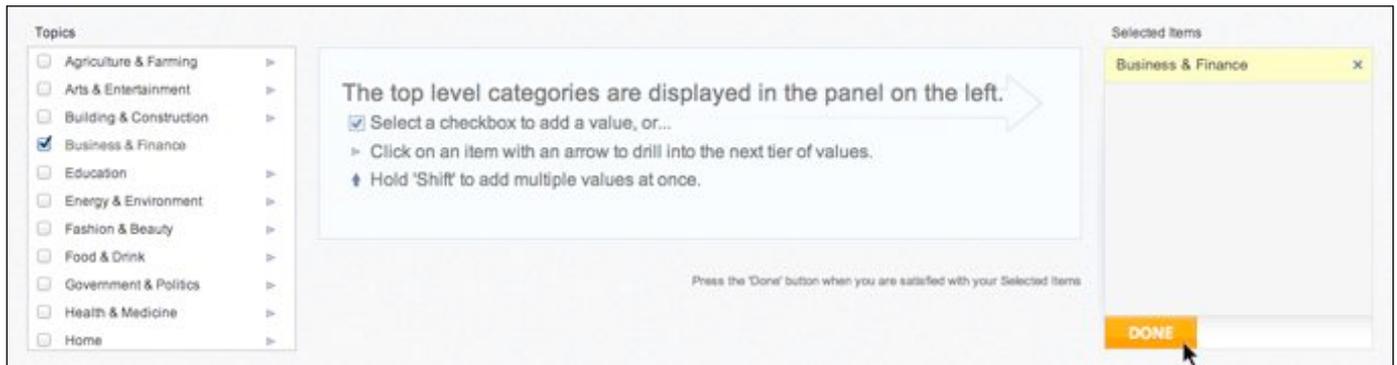
Topics are organised using a 'tree structure' and you may find it easier to click into the box and select the **Browse All Topics** link instead:



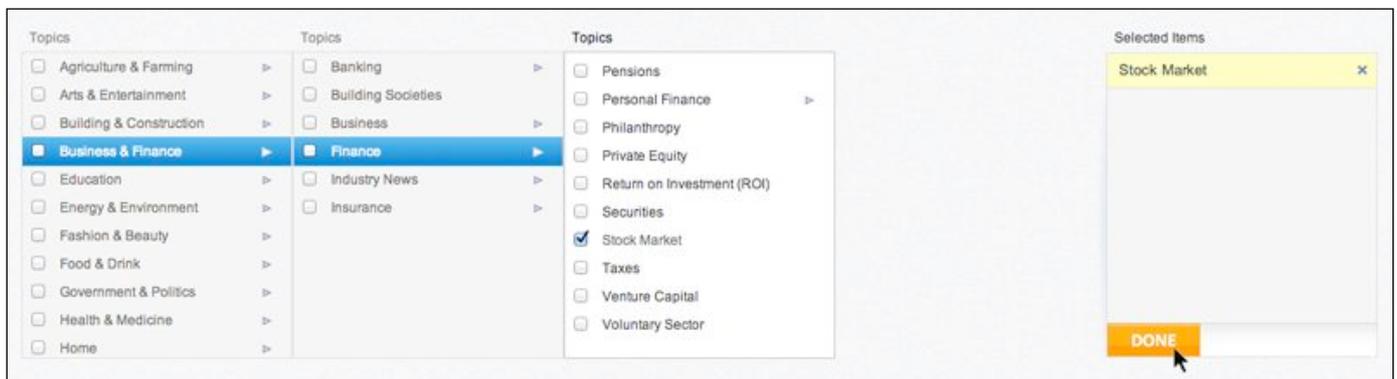
This will enable you to see how **Topics** are structured:



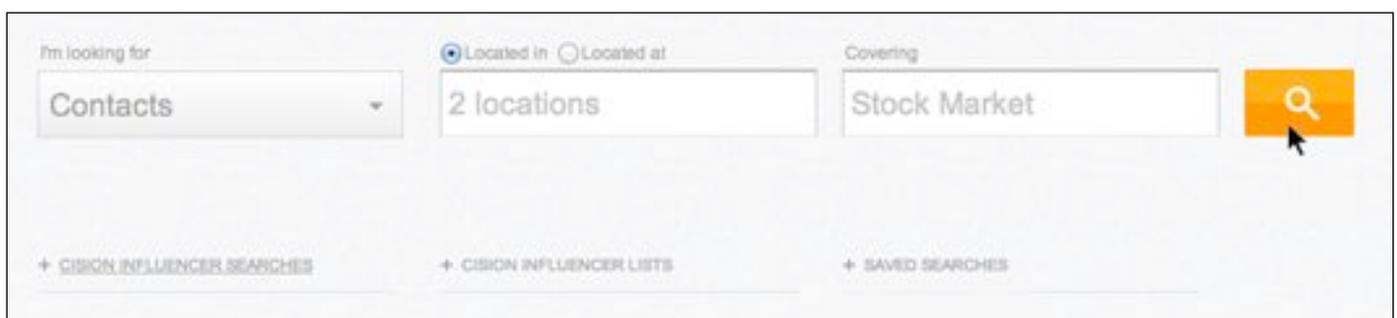
Selecting from the first level will include all **Topics** within that category. For example, selecting **Business & Finance** will produce a very general search across that entire category:



Clicking on the arrow to the right of a **Topic** will breakdown that category further, enabling you to make your search more specific:



Once you have made your selection(s), click **Done** and you are now ready to run your search:



Note: The search screen is designed to be as simple as possible and there is no option to search by language, publication frequency etc at this stage. Instead, you can apply **Filters** to your **Search Results** at the next stage to further refine your search.