

We have the right touch - based on tradition

Keeping track of PR success starts with our press clippings. Monitoring of classical media and social media, in addition to the article in question or a record of its detection, delivers a wealth of useful and telling information relevant to your concerns. Additionally, both the format and the delivery are specialised to your individual needs.

- | Our dedicated teams and professionally trained analysts have the right expertise for successful media monitoring in your field
- | Our highly qualified editors have an in-depth understanding of, and an eye for your needs
- | Your search results are pulled from the largest media bank
- | **The AUSSCHNITT Portal.** The online archive for the maintenance and management of your personal clippings-data facilitates and eases your workload

Media list Germany

- | 6,000 print media
- | 363 TV programmes from 24 national TV stations and 30 regional broadcast slots
- | 17 teletext channels
- | 60 regional, basis and topic-based services from 9 news agencies
- | 5,000 online media in German*
- | 436,600 weblogs and microblogs*
- | 100 Radio stations

Media list international

- | 100,000 print media
- | 2,000 online media
- | TV, news agencies, radio
- in cooperation with our worldwide network of professional partners in 110 countries

*** Including 1,000 most important A- and B-blogs, as well as microblogs. Results from 200 A-blogs and 100 A-microblogs included in German online media list**

Flexible forms of delivery

- | All results in your AUSSCHNITT Portal and optionally via FTP server
- | Clippings from print media, reports from news agencies and teletext channels by post
- | TV alerts and hits from online media and blogs up to twice daily by email
- | Hits from parliament and radio once daily by email
- | Clippings from licensed print media* by email or fax
- | National Press Reviews*: from 5.30 a.m. onwards in the AUSSCHNITT Portal; international: from 10:00 a.m. onwards by email
- | Retrospective monitoring of print and online media as well as from news agencies by email
- | Clipping Report: results of your media presence in national media displayed in tables and graphics

New: Complement your current monitoring with our **Date Preview** service! By receiving an overview of important industry happenings and politically or media-relevant events, you may better plan and manage your press activities and thematic focus.

We would be happy to advise you on how to optimise your PR evaluation programme by providing information on other solutions for monitoring, analysis, and editorial services, as well as reporting of classic media and social media. Book services at www.ausschnitt.de, call **+49 30 203987-0**, or write to sales@ausschnitt.de.



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Media List

Media list Germany*: (Online media includes Austria, Switzerland, Liechtenstein):	All print media in the current list and digital media: news agencies, TV stations, teletext channels, online media incl. 200 A-blogs, weblogs incl. 1,000 A- and B blogs and microblogs
Print Main Editions*:	Delivers one copy of every article published by an newspaper group including magazines
Print Top 120*:	A representative cross-section of the German press: around 120 of the most important national newspapers and magazines
Print Top 30*:	30 of the most important national newspapers and magazines
Trade press*:	You choose the industry of interest
Print International:	Choose from which countries you want clippings
Individual media list*:	Select up to 100 titles of your choice from our print and online media lists
Digital print media*:	Licensed print media from the German print media list. Articles are delivered by email or fax
Online Top 20:	The 20 most important websites in Germany
Online Top 60:	The 60 most important websites in Germany
Weblogs:	Around 200,000 weblogs in German incl. categorization of 1,000 A- and B-blogs

* On request articles from licensed print media in this media list can be sent to you digitally by fax or email. To avail of this service you need a licensing agreement with PMG Presse-Monitor GmbH. Our sales team will gladly assist you with the formalities.

When ordering media monitoring, you decide

- | which type of delivery and media list best suit your requirements
- | the period for which you need to monitor the media
- | the keyword relevant to your objectives (e.g. "AUSSCHNITT Media Monitoring"), a search profile (e.g. "AUSSCHNITT Media Monitoring's sponsoring activities) or a topic (e.g. "media analysis"). We will also monitor manufacturer- and dealer advertisements if desired.
- | how often you would like to receive the original articles by post

From www.ausschnitt.de you can download the most up-to-date media list, search for media titles and order directly online.



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