

State of the Press Release By the Numbers

PR and comms professionals have come to rely on [PR Newswire's State of the Press Release Report](#) for its comprehensive, data-driven insights to better understand and navigate the evolving press release landscape. This sought-after report offers an in-depth analysis of PR Newswire's exclusive press release data, paired with insights from a survey of communications experts. Whether you've read the report and need a refresher or haven't yet perused it, we've plucked out some notable stats that illustrate how PR and comms pros are using press releases today.

72%

of respondents said press releases have raised the visibility of their product or brand.

26%

of those surveyed reported using gen AI to craft press release content.

51-75

is the optimal number of characters to have in a press release headline to maximize viewership.

92%

of comms professionals reported reusing press release content on other channels.

49%

of those leveraging gen AI to create press release content use it to write press release headlines.

1.2M

is the maximum number of page views on pnewswire.com during peak hours.

1-10

is the number of press releases the majority of respondents said they'll send this year.

88%

of PR pros responded they include multimedia elements in their releases at least some of the time.

100K+

press releases were analyzed for this year's report.

665

PR and comms pros were surveyed for this year's report.

The press release remains the cornerstone of a holistic communications strategy. It is one of many PR tools we use to share and amplify our customers' stories with those who matter most. To become a PR Newswire member, create your account today.

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