

2025

Global State of the **Press** Release Report



Table of Contents

Executive Summary	Press Release Subject Trends	Planning a Press Release Strategy	The Science of Creating a Press Release	How Brands are Distributing News
03	04	05	10	18
Amplifying the Message	Measuring the Impact of a Press Release	Conclusion	Methodology	About PR Newswire
24	28	31	32	33

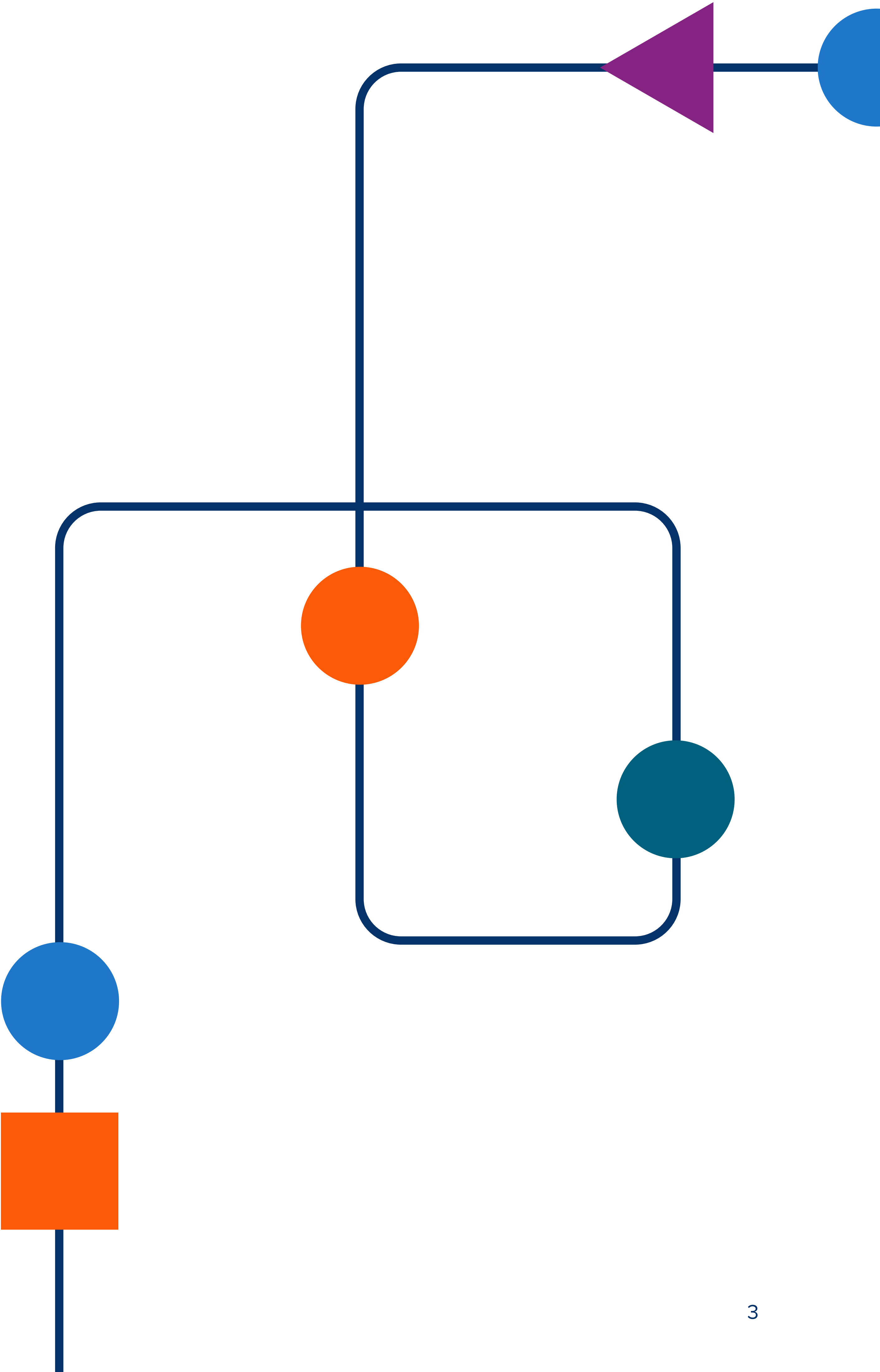
Executive Summary

For the first time since we began publishing this report in 2020, we’re presenting a global view into the state of the press release. With responses collected from across the Asia Pacific, European and North American regions, we’re excited to provide a window into the varied press release strategies and approaches across these regions.

A topic that was likely not on the minds of many communicators five years ago was generative AI. As we have seen, generative AI tools have rapidly shifted how consumers search for information, streamlined the content creation process (for better or worse) and changed how brands format their content to garner attention online.

As communicators learn the most effective way to get their story noticed in the modern age of AI, they may be surprised to find that a tool originally created in 1906 might just be their ticket to visibility. Yes, that’s right, the resilient, timeless press release has proven to be credible source material for generative AI engines.

But while the press release remains an important vehicle for sharing brand news, it should not be the only means by which organizations tell their stories. As media becomes more disparate and attention spans shrink, communications professionals need to continue to pull every available lever to reach their audience wherever they are. We’re pleased to share the ways in which communicators are accomplishing this across the globe.

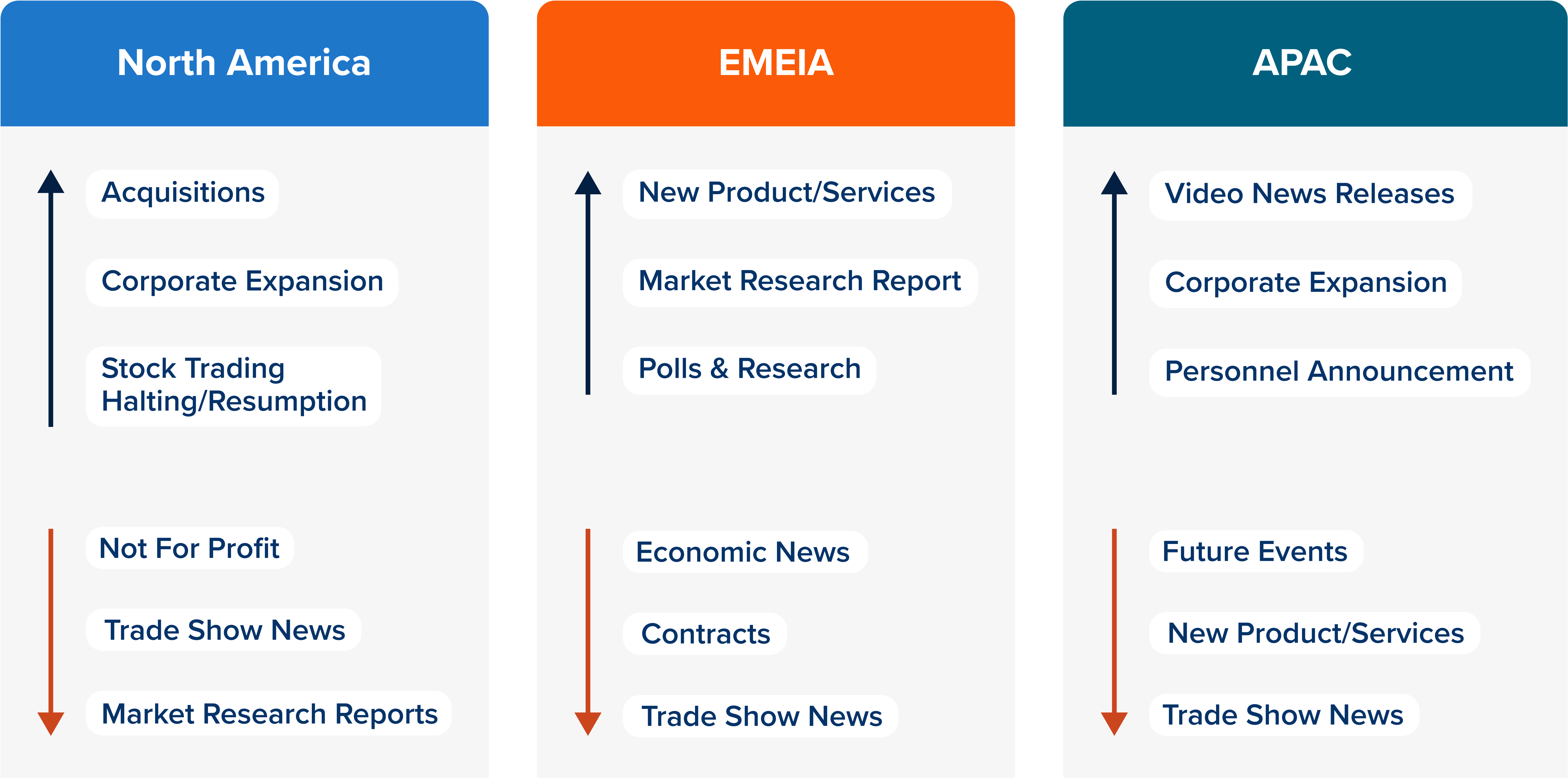


Press Release Subject Trends

Press release activity can serve as a proxy for what’s happening in the economy globally and regionally. We dove into the data of the hundreds of thousands of press releases we distributed last year to uncover the biggest shifts in press release topics by region over the past year.

We observed an uptick in business-related news in North America and APAC, including corporate expansions, acquisitions and personnel announcements. Meanwhile, trade show news dropped considerably across all regions surveyed.

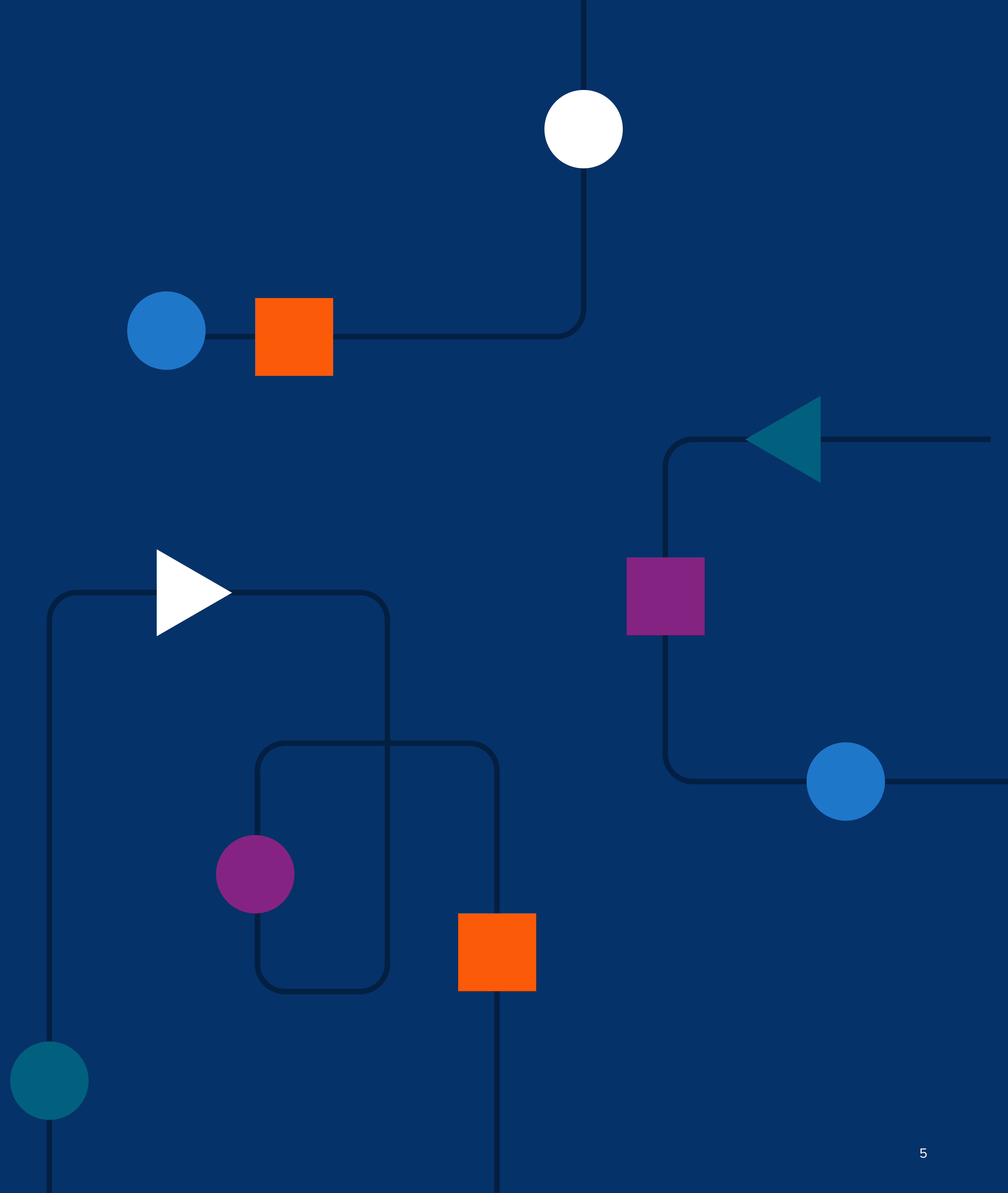
We can also see inverse trends in some regions, with EMEIA sending more market research reports over the wire and North America sending fewer. Similarly, EMEIA organizations distributed more releases related to new product and service offerings, while the volume of those releases dropped significantly in APAC over the last year.



Chapter 1

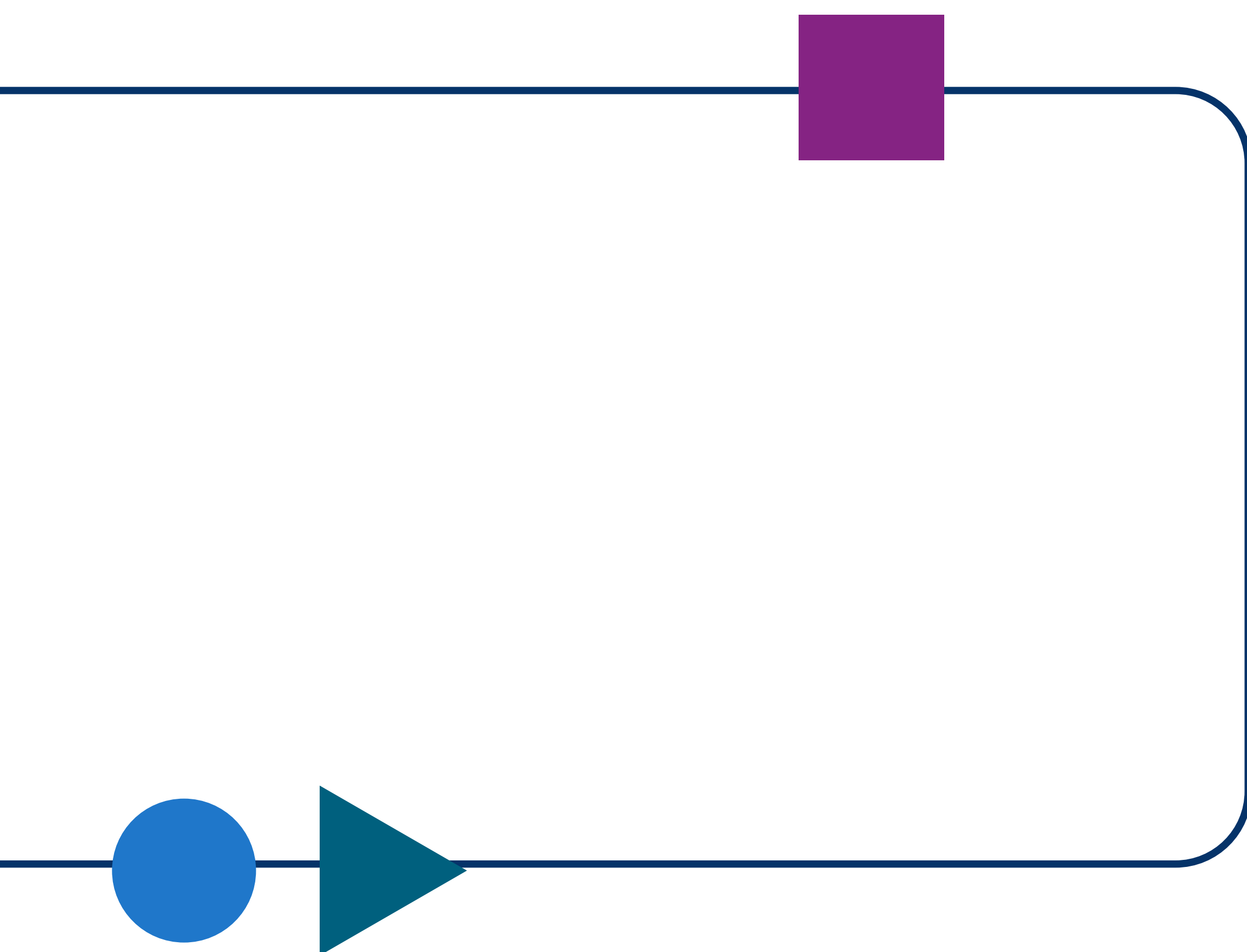
Planning a Press Release Strategy

Before the first word of a press release is ever typed (or generated), it all starts with a plan. The brand needs to decide who is going to tell the story, what the story is, why the audience should care, where they want to share it and when they want to publish it. This year, we gathered more in-depth insight than ever before from comms professionals about their pre-campaign planning process.

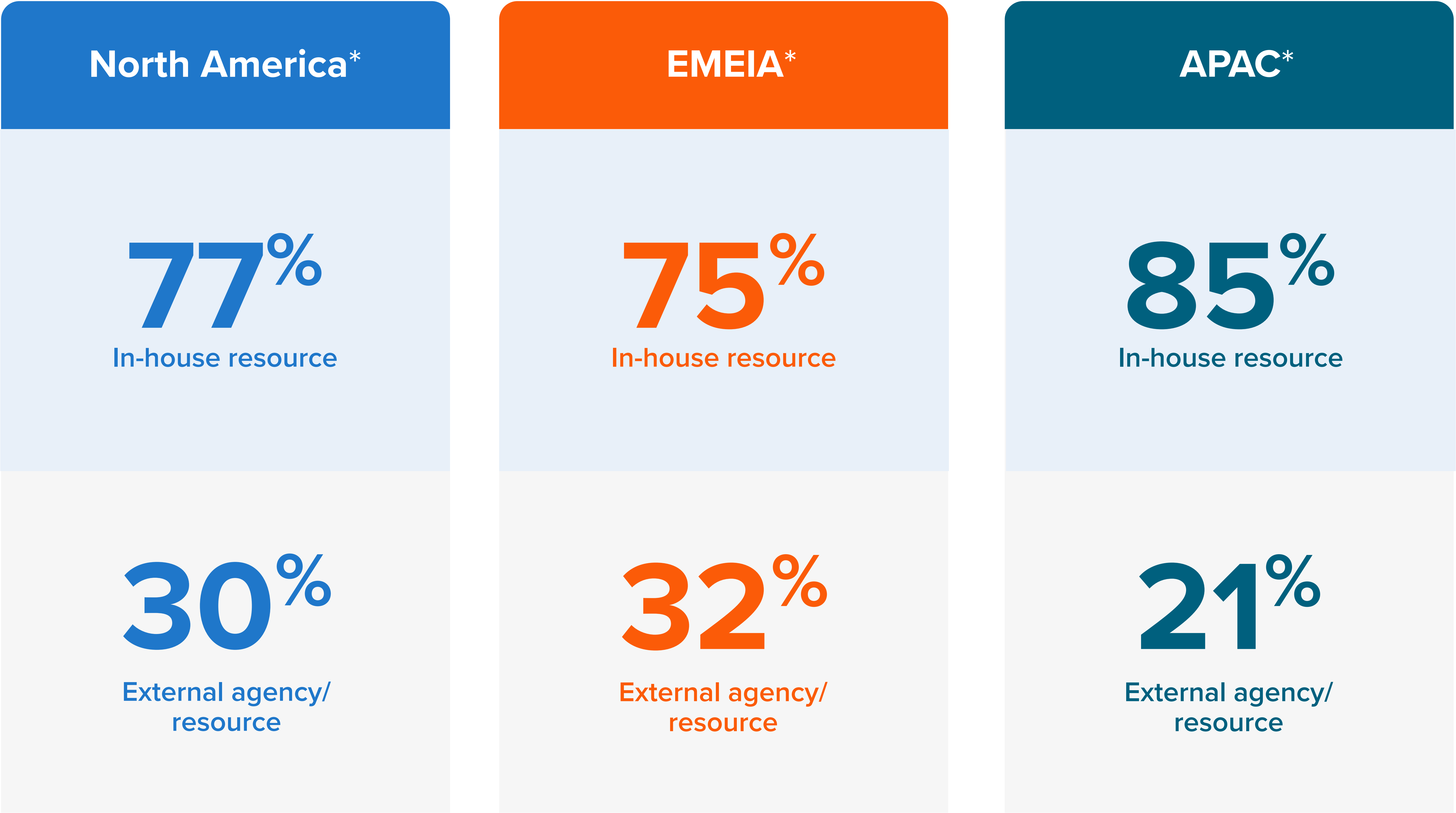


Understanding Who is Crafting Press Releases

This year, we asked our survey participants whether their releases were being crafted in-house or by an external resource. Respondents in EMEIA revealed the largest use of external resources, while APAC respondents showed the least.



Does your organization use an in-house resource or external agency/resource to create and coordinate the distribution of press releases over the wire?



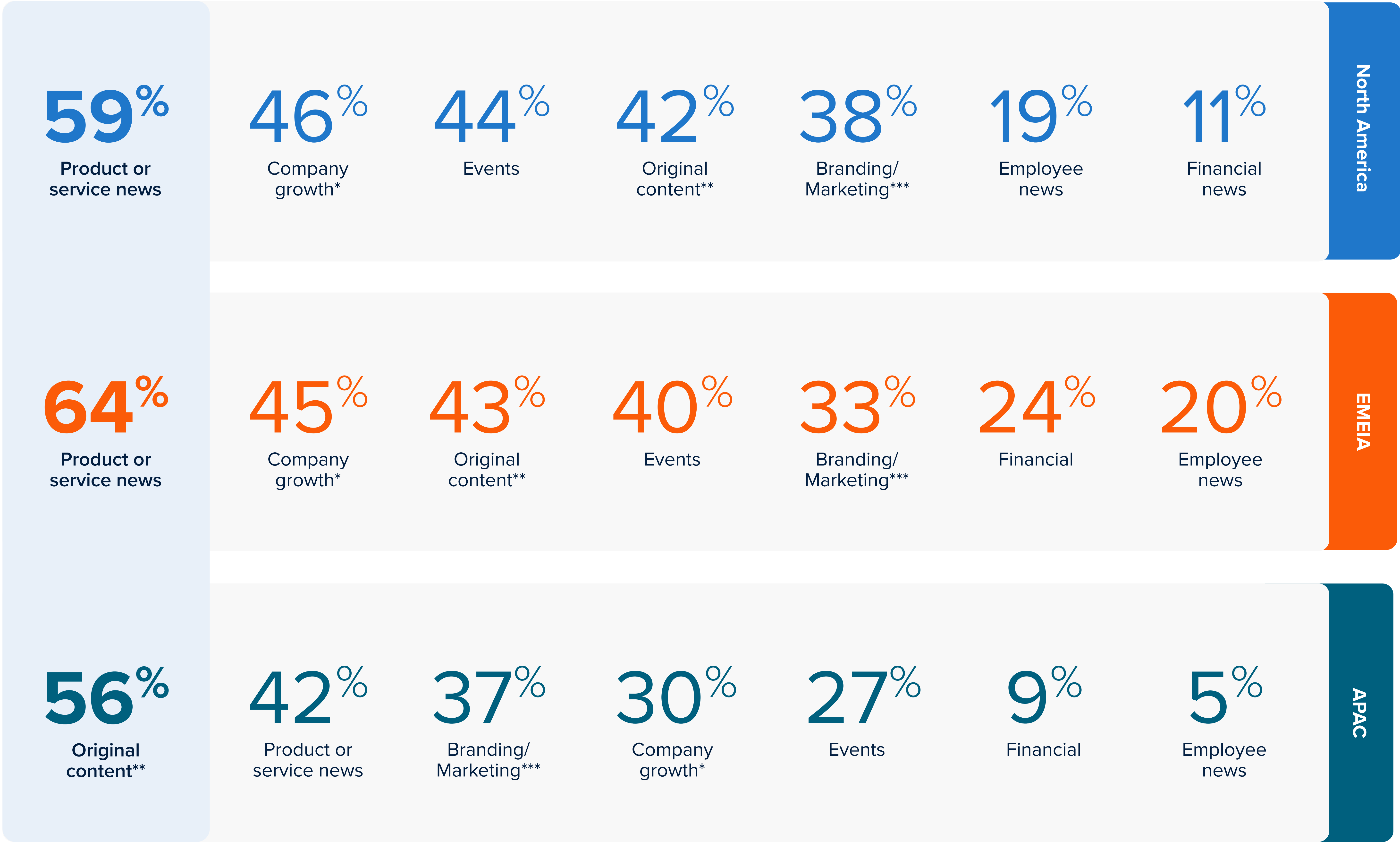
* Participants were permitted to choose multiple answers, resulting in responses exceeding 100%.

A Peek into the Story Topics Communications Professionals are Planning

Each year we’ve conducted this survey, we have continued to see that the most frequent topic of press releases PR professionals report they’re planning to send in the upcoming year is news related to product or service launches, updates or enhancements. With the inclusion of APAC this year, respondents in that region favored original content—including thought leadership, survey results, tips and educational resources—as a more newsworthy reason to send a release than product or service news.

While sometimes underutilized for this purpose, the press release is considered an authoritative source in establishing a brand as a thought leader in their industry. Communicators in APAC have recognized how beneficial news releases can be in building or reiterating brand authority.

What is the focus of press releases you plan to send out in the next 12 months?



* Merger or acquisition, opening a new office, relocation, company milestone/anniversary
** Thought leadership, survey results, tips, educational resources
*** New campaign, spokesperson, rebrand, updated website, sponsorship, contest or competition

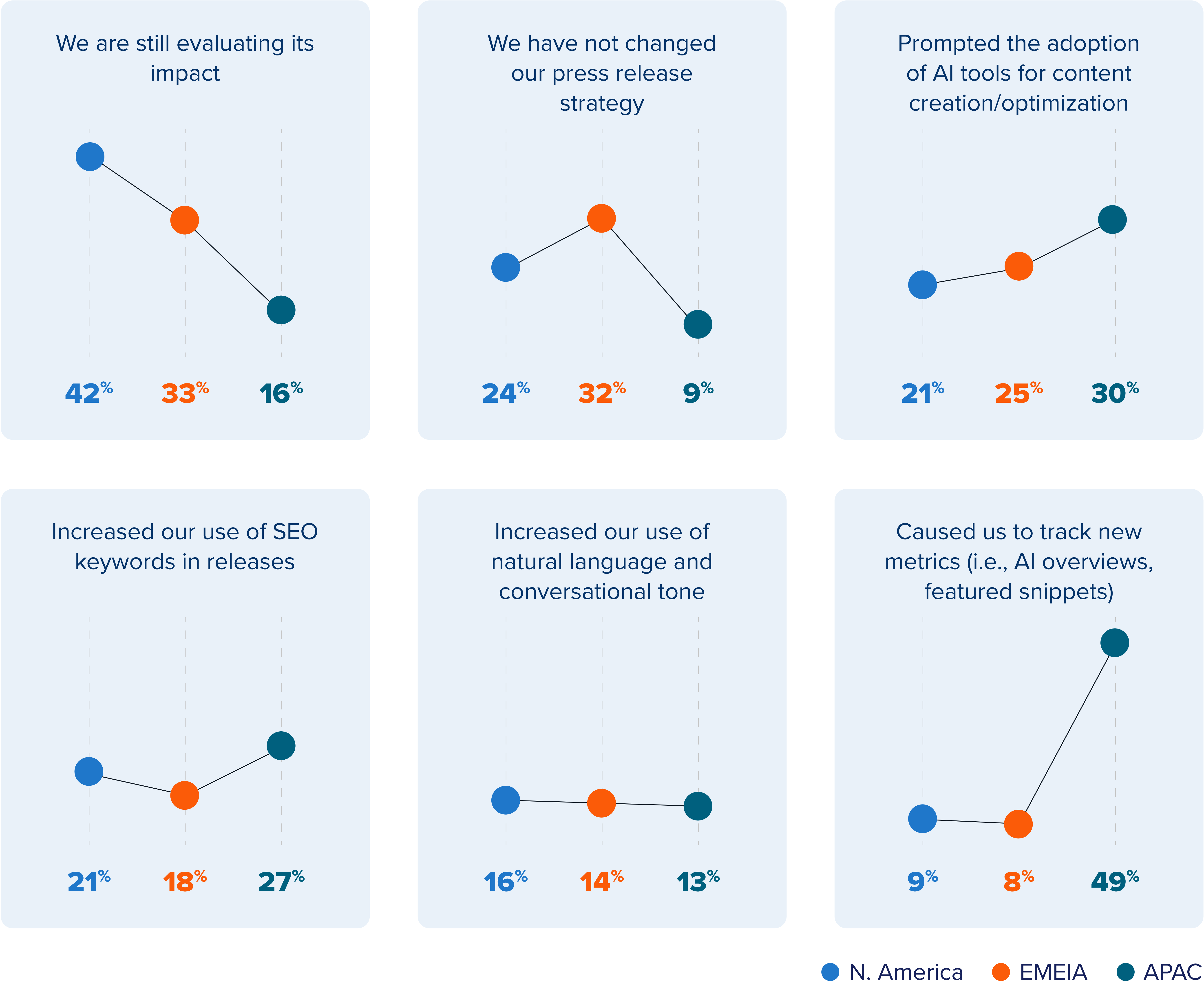
Evaluating the Impact of AI Search in Press Release Strategy

One of the biggest changes in the last few years has been the sizable shift away from online users leveraging search engines to hunt for information in favor of using generative AI tools. For those who have not completely moved away from using search engines, AI summaries are supplanting the need for users to click on links to find the information for which they’re searching. So, what are the implications of this shift for brands that have spent decades using tools to make their content visible using search engine optimization (SEO)?

As SEO strategies are quickly evolving into answer engine optimization (AEO) or generative engine optimization (GEO) strategies, the results show that communicators in APAC are also rapidly pivoting, while EMEIA and North American communicators are moving more slowly to adapt. SEO has been a major force in the North American and EMEIA regions for decades, so it makes sense that these regions are slower to change this deeply ingrained approach. However, communicators in these regions need to take note of how their colleagues in APAC are leveraging AI to optimize their content and find new ways to track success.

Finally, it is worth noting that despite this search evolution, core SEO strategies are still essential for visibility, especially since high-quality, newsworthy press releases directly inform AI summary engines.

How has AI search impacted your press release strategy?



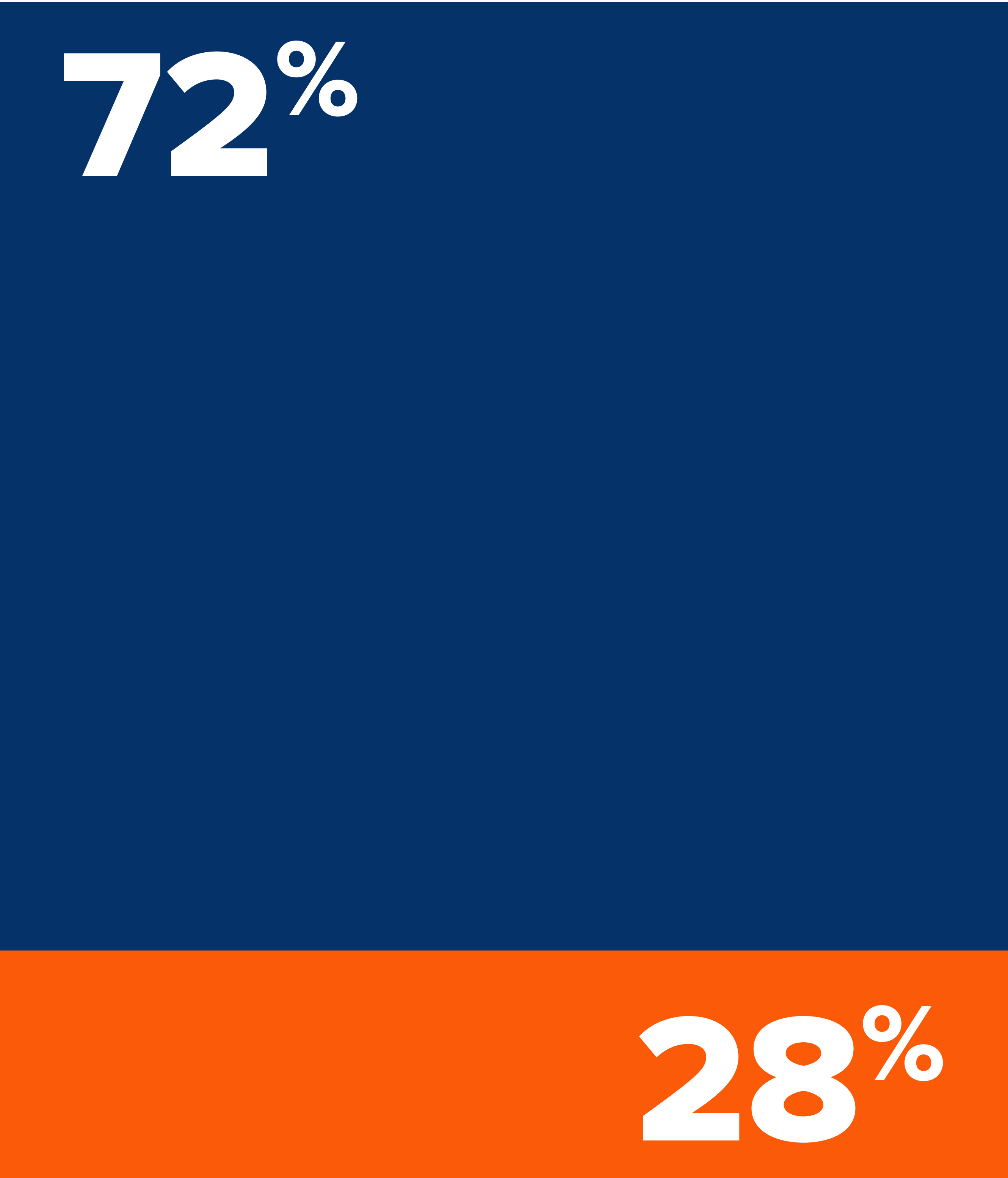
The Benefits of Scoping Out the Competition

Whether driven by a fear of missing out, a competitive imperative or simply professional curiosity, every effective communicator continually monitors their competition. Seven in ten PR professionals disclosed that they have viewed competitors’ press releases, while nearly six in ten admitted that doing so influences their own press release strategy.

Studying releases from competitors that get desirable media pickup can be a valuable lesson for a company in how to frame their own news going forward. While sometimes the news content is enviably compelling and hard to compete with, other times—and we observe this regularly at PR Newswire—a press release in and of itself can become newsworthy because of the way the story is told.

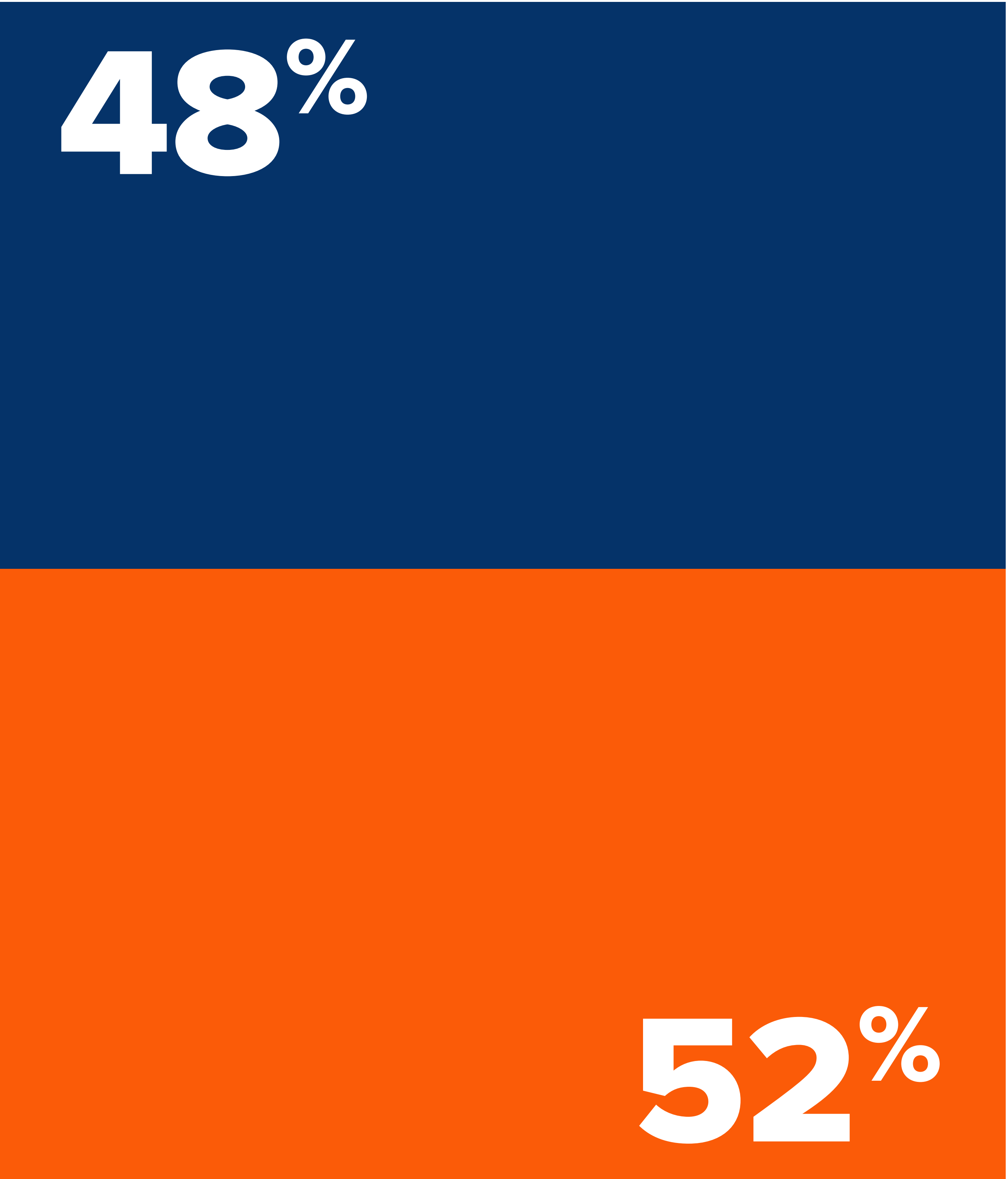
Do you view press releases from your competitors?

■ YES ■ NO



If so, do competitor releases influence your press release creation/strategy?

■ YES ■ NO



Chapter 2

The Science of Creating a Press Release

While the content of a release is an undeniably important component of creating an engaging story, how a release is formatted is also critical to attracting an audience. For brands that take the time to craft a news release in the hopes of getting noticed, that means the days of text-only releases with long paragraphs and wordy sentence structure are no longer sufficient. And with sophisticated AI tools now available to help streamline the press release creation process to maximize visibility and engagement, it's easier than ever to produce releases that attract attention.

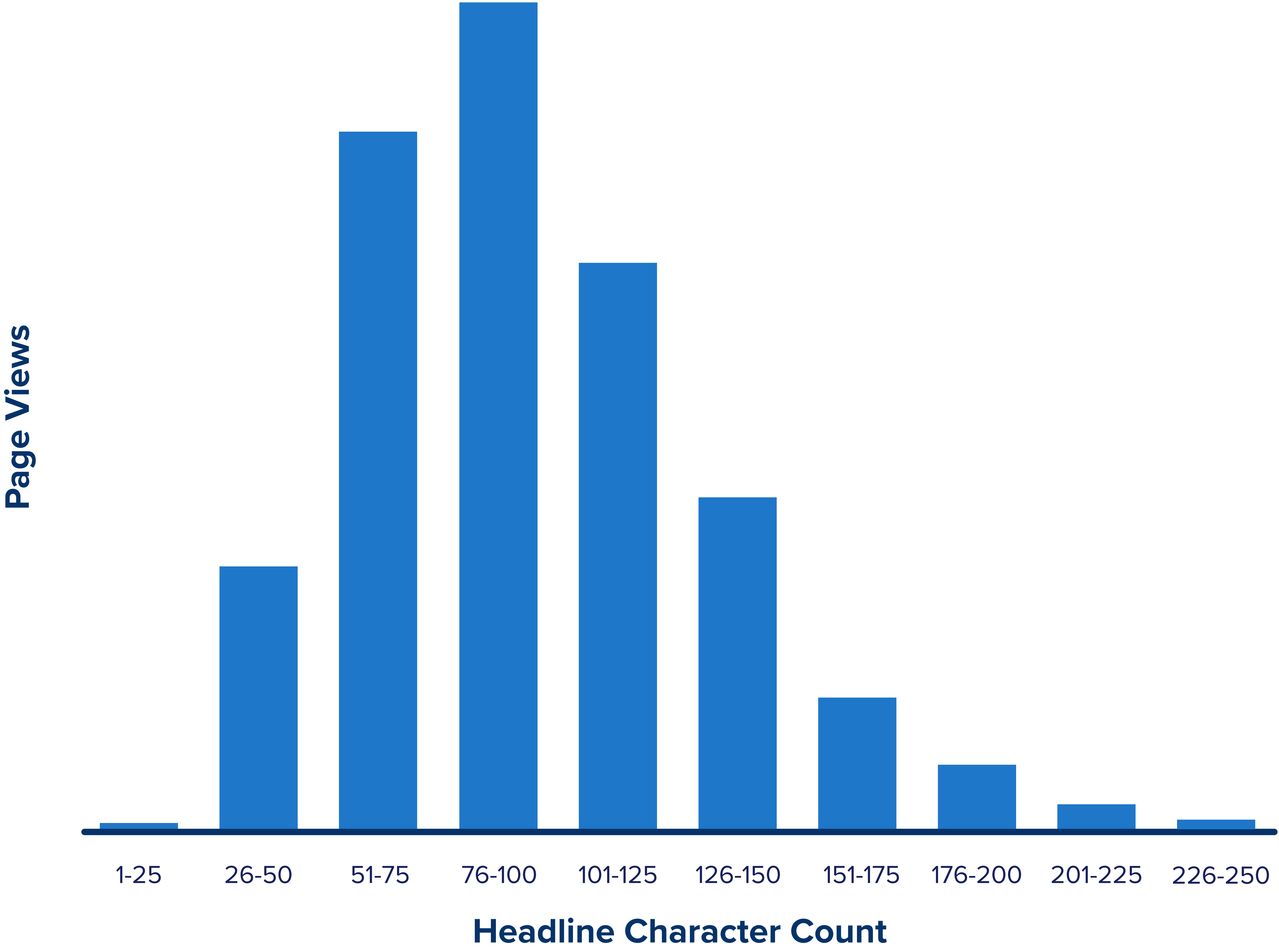
Why the Optimal Press Release Headline Character Count is Slightly Changing

Each year, the highest number of views is for releases with headlines between 51 and 100 characters. In previous years, headlines with a character count between 51 and 75 received the highest view count. However, this year, the highest viewership lands between 76 and 100 characters.

Search engines cut off header text past 70 characters, which likely explains why a headline count of 51 to 75 has been the zenith for viewership in the past. However, with AEO/GEO beginning to overtake SEO in search inquiries, it's likely that a slightly higher headline count has proven to be more useful for feeding language models (LLMs).

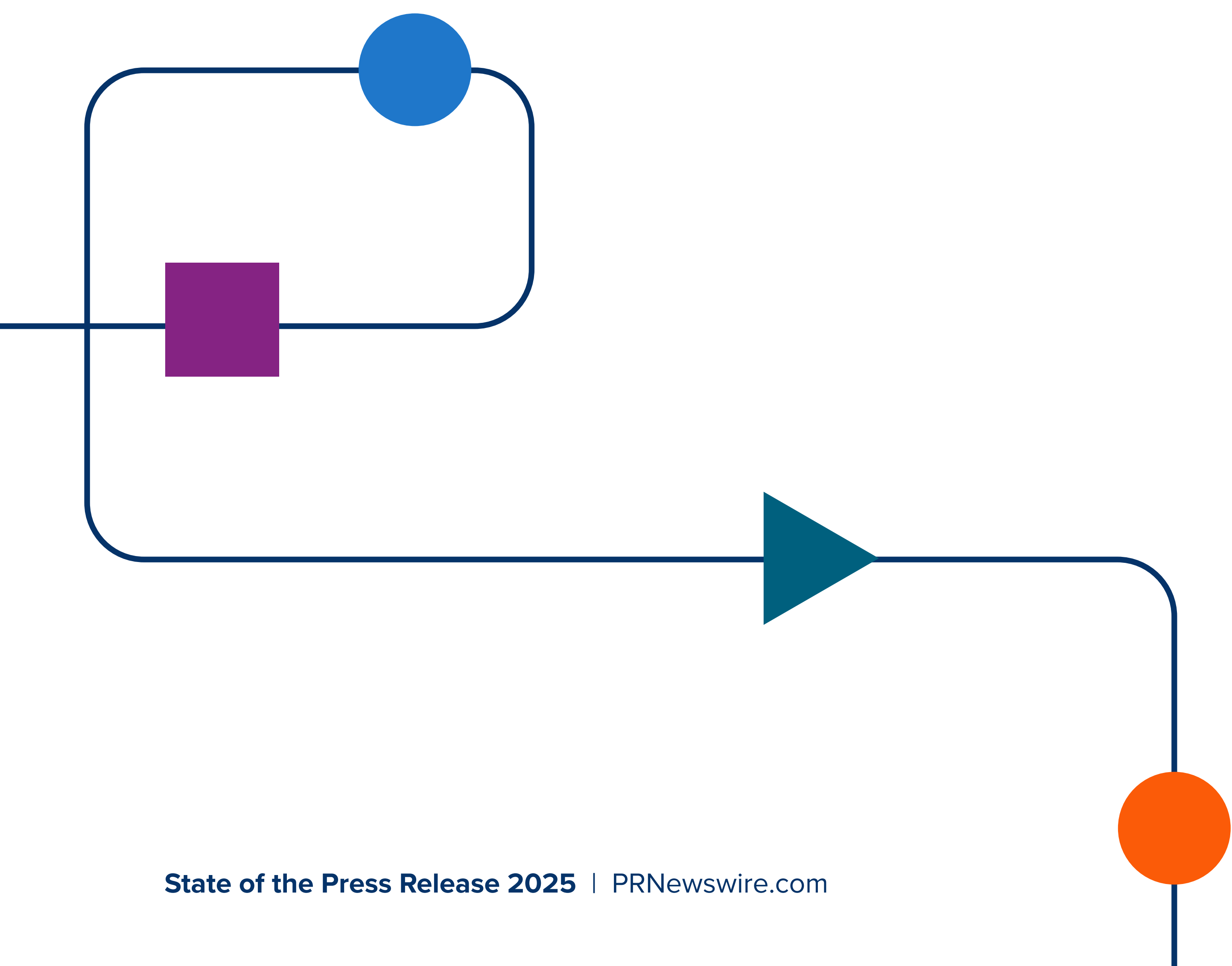
With a longer headline, LLMs have more keywords and context to analyze. Short, vague headlines can be too ambiguous for an LLM to contextualize, so providing more information can prove more useful in feeding these tools. Making a headline too long, which is typically considered over 125 characters, risks decreasing engagement, so always strive for optimal length.

Average Page Views Per Release Based on Headline Character Count

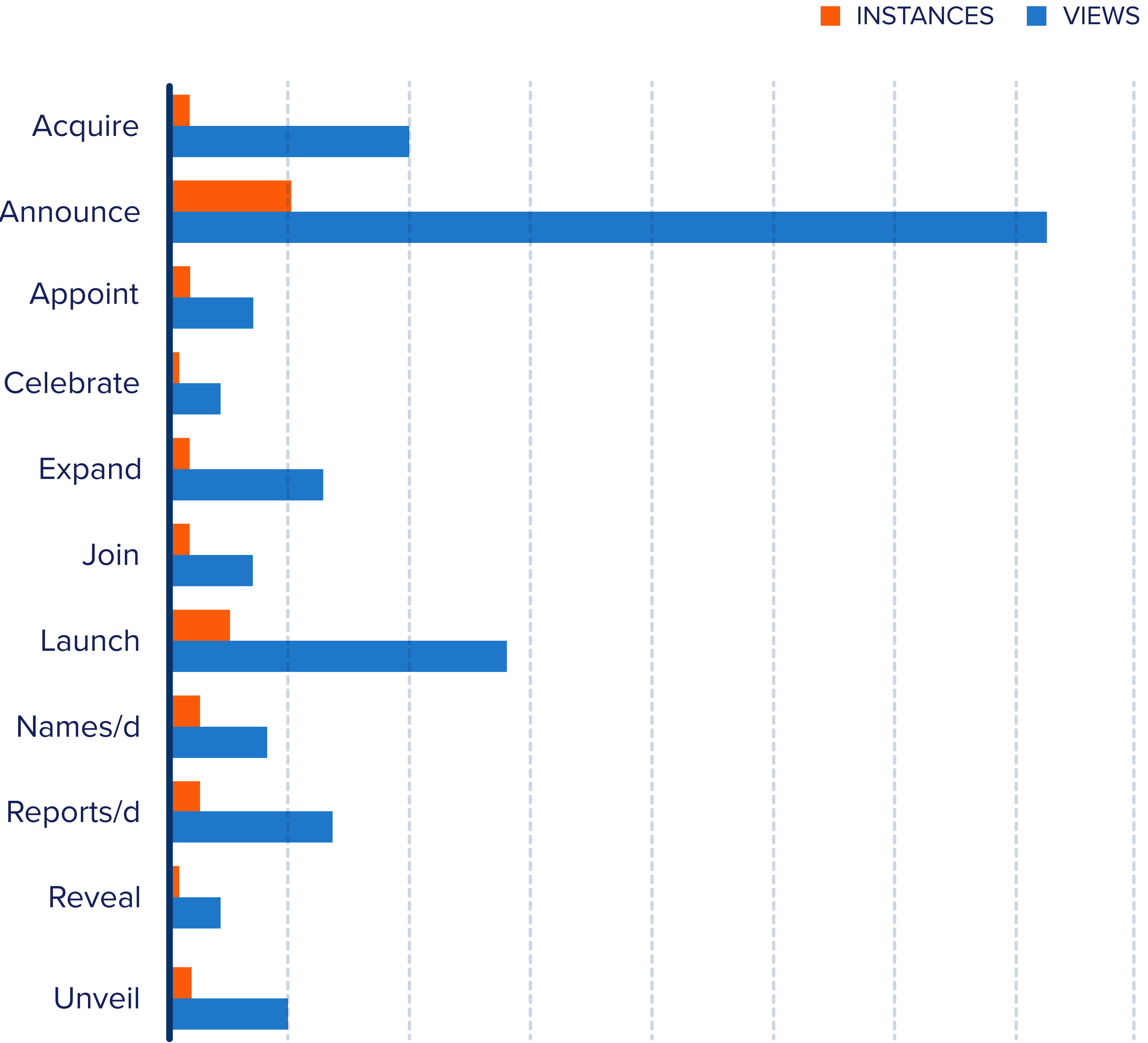


How Strategic Verb Selection Can Make a Headline Stand Out

As we have observed each year, “announce” and “launch” are the most commonly used action verbs in headlines, and as a result, headlines using those words receive the most views. We typically advise standing out from the pack and using action verbs that invoke intrigue, such as “reveal” or “unveil,” to compel readers to click to learn more, as these words garner a higher viewership rate relative to their use.



Action Verb Commonality in Headlines in Relation to Page Views

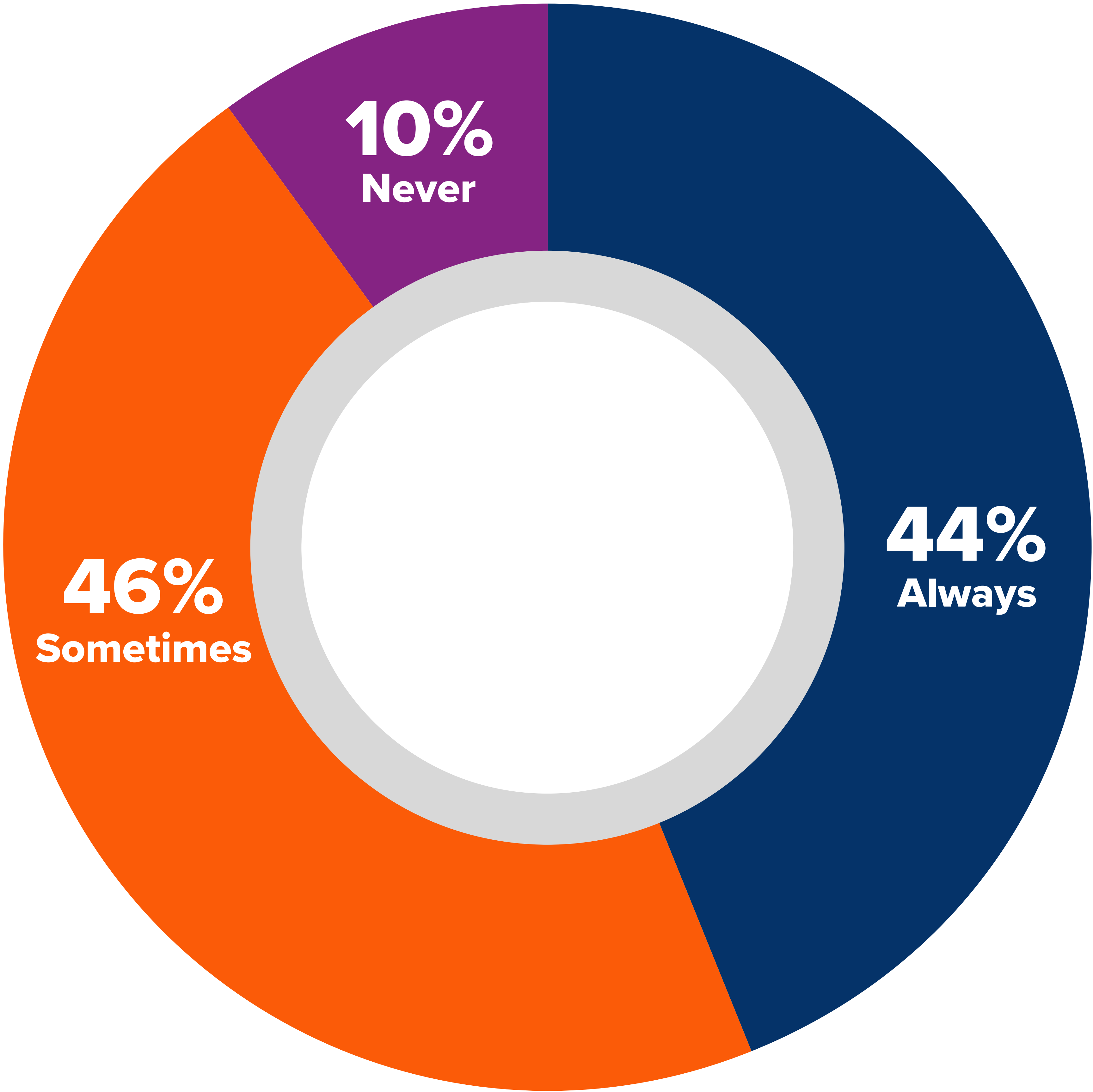


The Importance of Including Multimedia Content with Releases

Multimodal AI tools, including Google Gemini, ChatGPT, and Anthropic’s Claude, can process more than text alone. These systems also process images, videos and audio, making it more important than ever to include these multimedia types in releases to provide these engines with data about a news story.

As we’ve noted in previous reports, including multimedia with a release has been shown to increase engagement and is proven to enable stickier memory recall of content.

How often do you include multimedia in your release (photos, videos, infographics, etc.)?



What Components Make a Press Release Successful

We were curious what elements of a press release PR practitioners thought were most crucial to their success, so we asked them to rank eight components in order of most effective to least. Unsurprisingly, they chose the headline and subheadline as their top two choices. Crucial for engagement, the effectiveness of a headline and subheadline can make the difference in how many clicks a story receives.

The executive pull quote is often used in any media pickup generated directly from a release, so its placement in the third spot is also logical. And while more and more content is being formatted to attract the attention of LLMs, ranking the key takeaways section as also highly important reflects comms practitioners' savvy strategy to get cited by AI.

Finally, trailing behind the rest are our multimedia components. While we've already outlined the benefits of including multimedia, it's worth underscoring the value of including a brand's logo with any release. A logo not only signals to a multimodal AI platform the relevance of a press release to any brand-related AI searches, it also legitimizes the story as one produced by a brand. With the numerous pitches journalists receive, a logo is a way to catch the eye of someone interested in covering stories about a particular brand.

Rank these press release elements in order of impact on success:

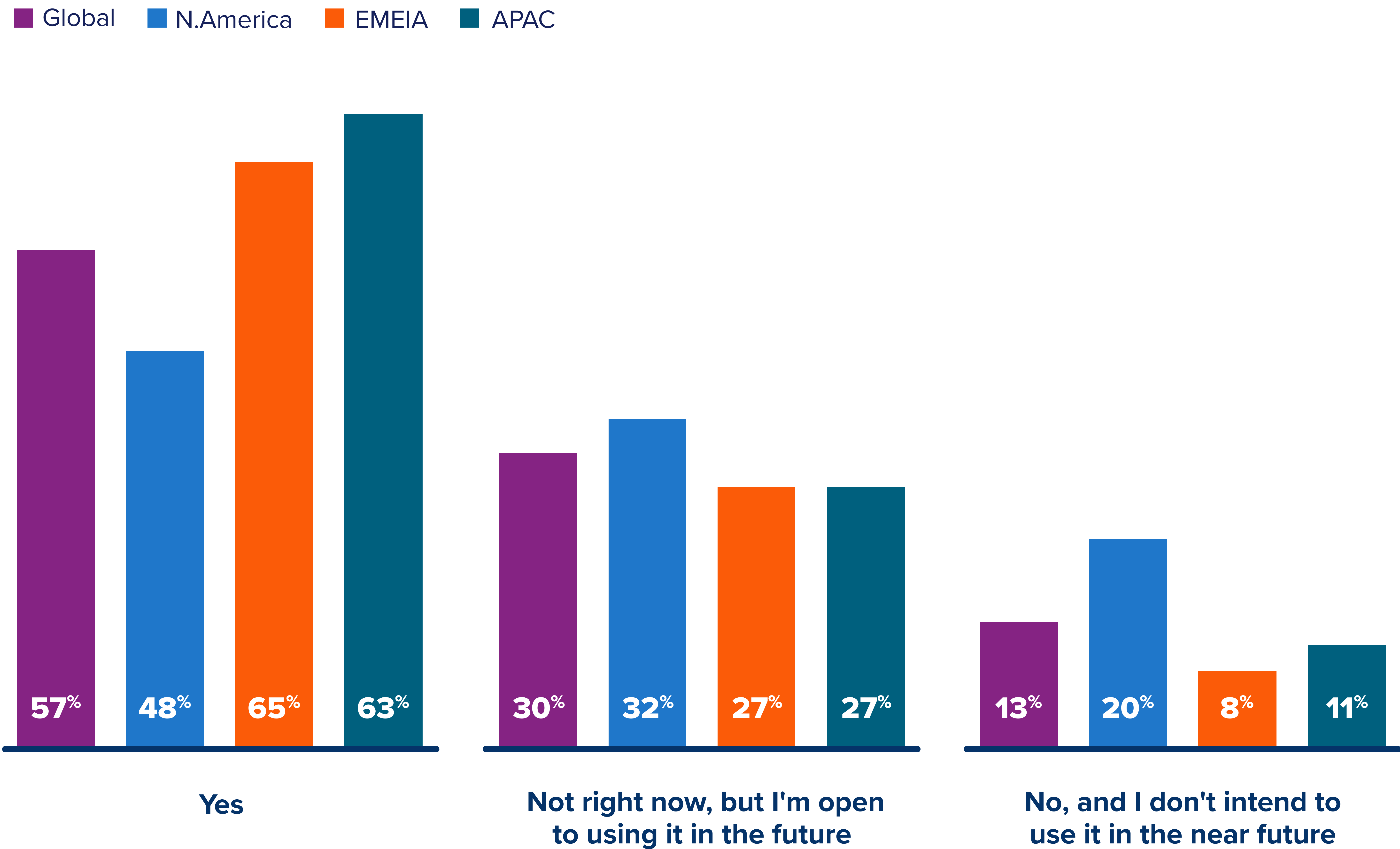
- 1 HEADLINE
- 2 SUBHEADLINE
- 3 EXECUTIVE PULL QUOTE
- 4 KEY TAKEAWAYS SECTION
- 5 CALL TO ACTION
- 6 LOGO
- 7 PHOTOS
- 8 VIDEO

How Communicators are Using AI in Press Release Creation

Strategic communicators are coming around to the idea that generative AI tools can prove extremely useful in crafting, editing and refining press release content. EMEA and APAC communicators have seemingly embraced using AI for these purposes, which will likely serve them well in creating more effective content designed to engage their audiences.

Once again, North America is lagging behind both APAC and EMEA in the AI race, with a smaller percentage of respondents leveraging the tool for press release creation. One in five North American communicators declared they have no intention to use AI for press release creation, but that number has shrunk considerably from the one in three who said the same thing last year.

Are you using generative AI to craft any aspect of your press release content?



How are you using generative AI to help you craft press release content?

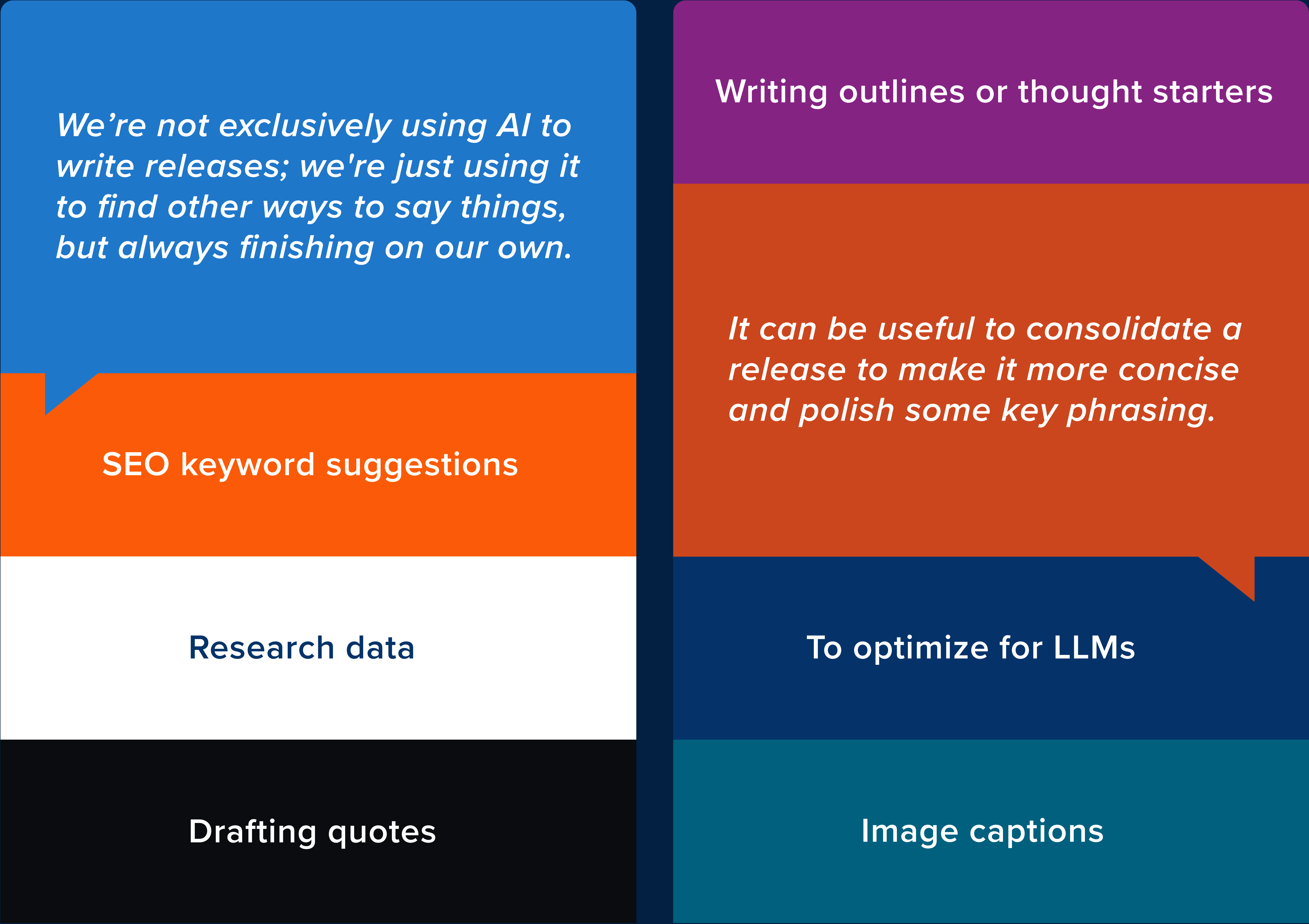
Regional Difference in AI Use Cases for Press Release Creation

As we observed earlier in this report, of all the regions, APAC respondents reported the highest use of AI tools for content creation and optimization and for increasing the amount of SEO keywords in their releases. With 58% of APAC PR practitioners indicating they use generative AI to write press release body copy, it stands to reason that APAC communicators feel that long-form copy written or refined by AI can give them a leg up.

Language translation is another area where both APAC and EMEIA PR professionals are leveraging AI to gain an advantage. Because the majority of releases are distributed in English, North American communicators often don't translate their releases into multiple languages as frequently as EMEIA and APAC communicators.



Other Ways Comms Professionals are Using AI to Craft Press Releases



Chapter 3

How Brands are **Distributing** **News**

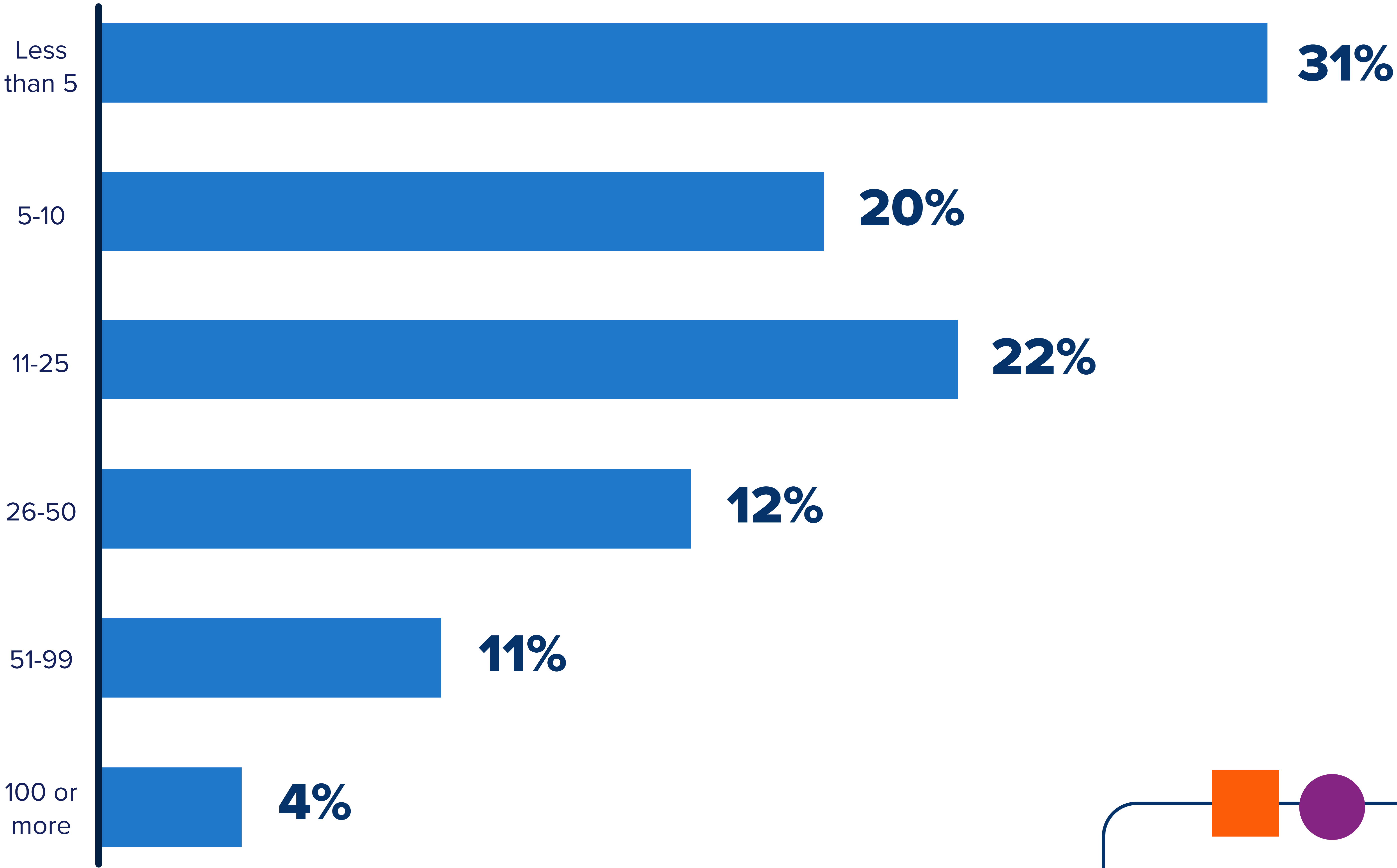
Once the perfect press release has been crafted, the next most important step in the process is choosing the right path to maximize its success. How frequently an organization distributes its releases and how widely they're distributed can have a sizable impact on how a brand is perceived by its customers and in the market.

Global Annual Press Release Volume

There is no magic number of press releases a brand should distribute each year. Factors that influence how many releases a brand sends in any given year include the company’s size, where it’s located, the environment of the organization’s industry, whether or not the company is public and the level of resources dedicated to the communications and public relations functions.

For the first time in this report, we are able to break down press release volume by region. For multinational corporations, in particular, this insight can help them better plan their press release strategy to account for regional differences in press release volume.

On average, how many press releases do you send over the wire in a year?



Responses by Region

As we will see later in the report, a large majority of North American communicators responded that they rely heavily on wire distribution services as a means of promoting their press releases, more than any other region. However, as we see below, more North American industry professionals indicated that they only send fewer than five releases per year. While APAC—and China in particular—is the region that relies on wire services the least to promote their releases, they also report sending a volume of between 51 and 99 releases annually at a far higher rate than EMEIA or North America.

The responses from EMEIA are the most evenly distributed across each range, likely reflecting how the diversity of the region influences a wide variation of press release strategies.

On average, how many press releases do you send over the wire in a year?

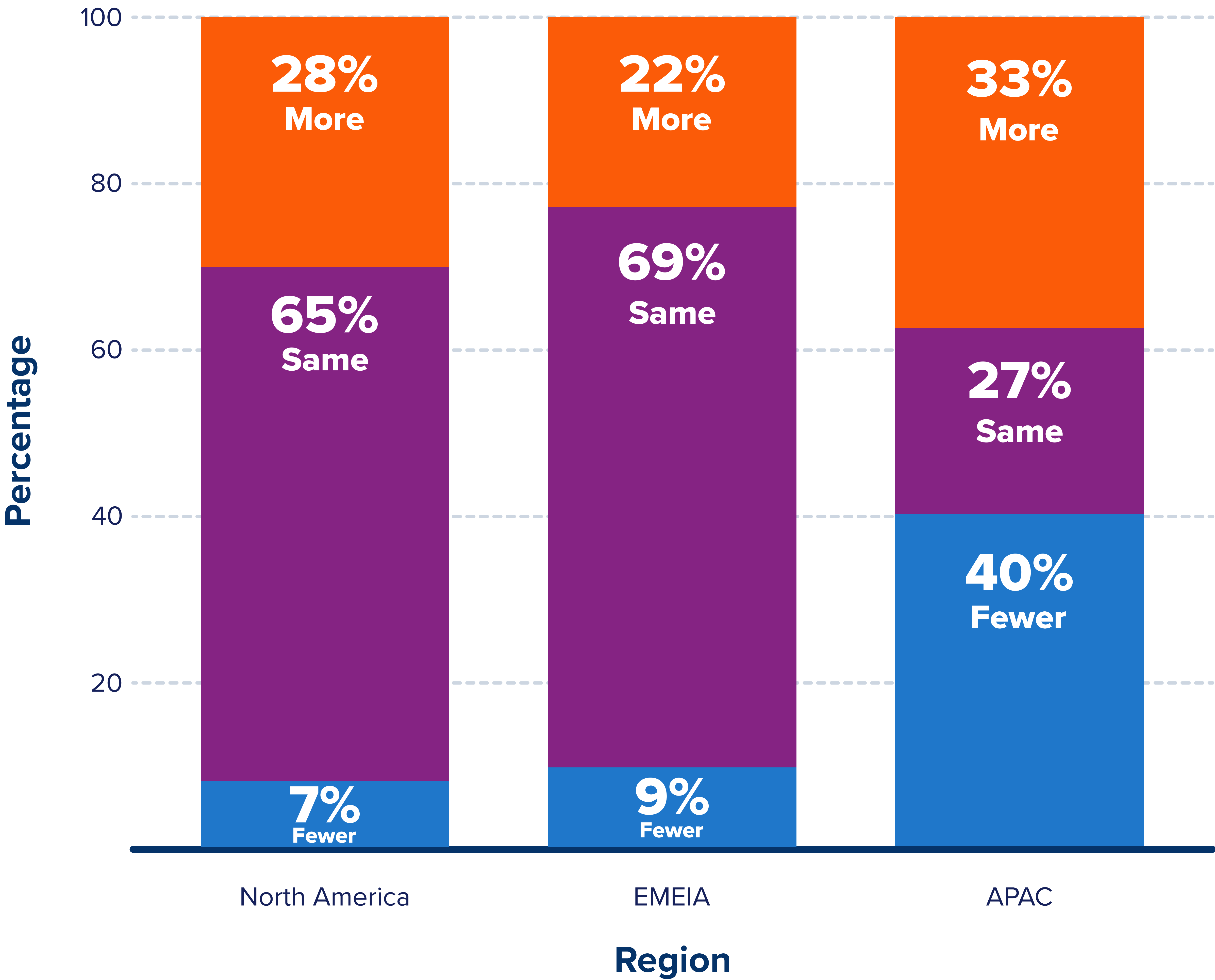


Anticipated Annual Press Release Volume

Despite predictions of its decline, the press release remains as strong as ever. **93% of North American communicators and 91% of EMEIA communicators anticipate either sending the same or more releases in the upcoming year.** However, only 60% of APAC communicators intend to send the same or more releases in the upcoming year. While it is unclear why APAC communicators are planning to significantly reduce their press release volume in the next 12 months, this trend can help shed light on how the communications industry is changing in that region and inform how brands need to adapt to get their message to stand out.

Do you expect the volume of press releases your organization distributes to change in the next 12 months?

- Yes, we will be sending more releases
- No, we will be sending the same number of releases
- Yes, we will be sending fewer releases



Differences in Press Release Distribution Geo-targeting

EMEIA and North American communicators' press release distribution is primarily targeted nationally, while APAC's focus is intra-continental distribution. Of all regions, EMEIA reported the highest percentage of global distribution and APAC the lowest. Roughly one in three North American and EMEIA respondents reported micro-targeting their releases across metropolitan areas, states or provinces, while that is not a typical practice in the APAC region.

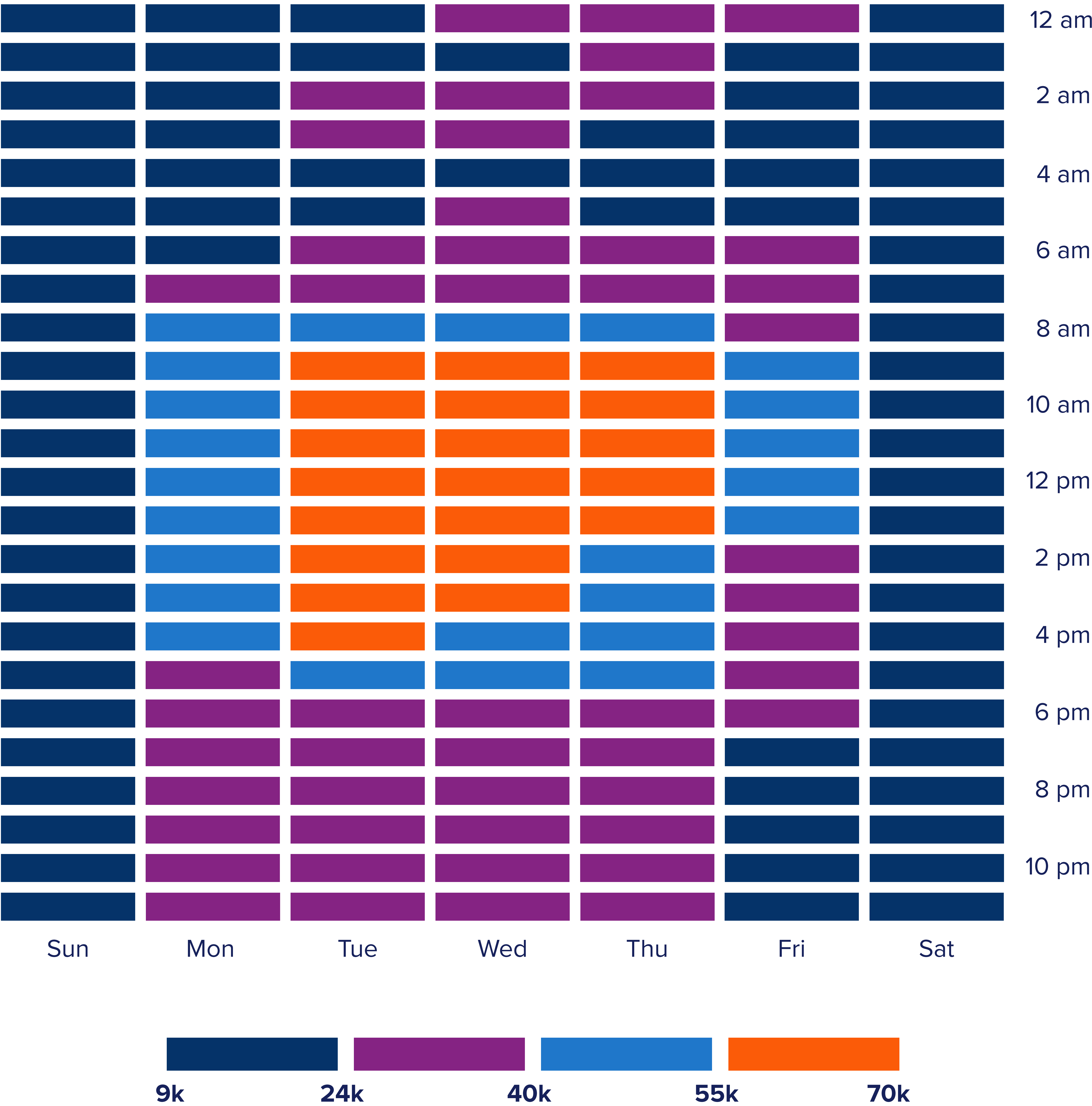
How widely do you distribute press releases?



Understanding Peak Traffic Times on PRNewswire.com

We always like to share the average daily traffic on prnewswire.com from the previous year to help PR professionals better understand when their releases are likely to get the highest viewership. The majority of traffic to the site occurs during business hours in the Eastern Time Zone of the U.S. The peak time periods occur in the morning to mid-afternoon Tuesdays through Thursdays.

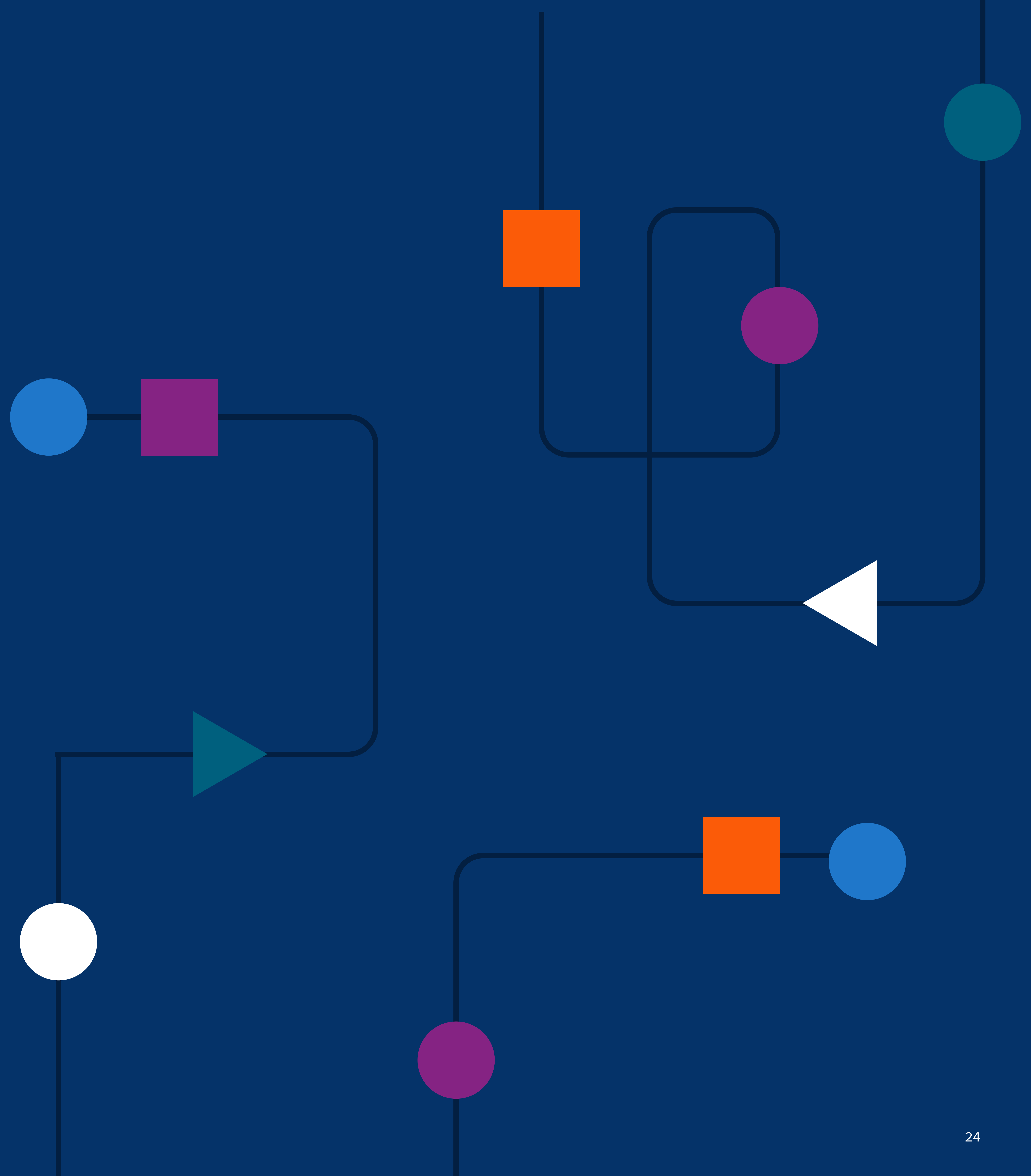
So, how can comms practitioners stand out if they send a release during peak hours? Year after year, we advise our clients to avoid scheduling their releases at the top or bottom of the hour, lest they get lost in a sea of other releases going out during those times.



Chapter 4

Amplifying the Message

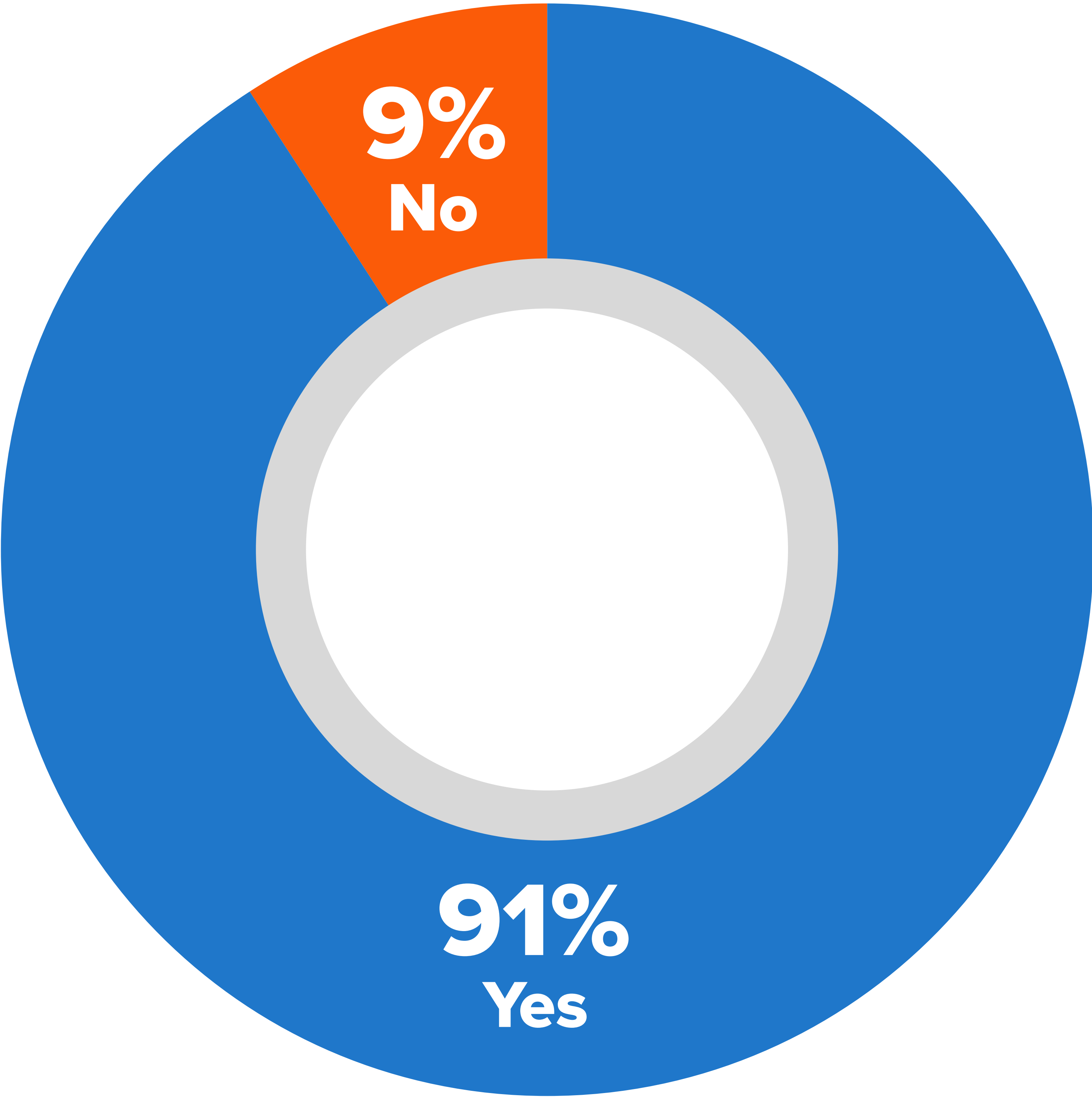
More and more industry professionals are deploying holistic, integrated communications campaigns to more effectively reach their target audiences. With the press release as the bedrock of their strategies, communicators told us how they leverage and repurpose their press releases to amplify their message.



Leveraging Press Release Content Across Channels

Experienced PR professionals know that distributing a press release across the wire by itself is no longer enough to garner a sufficient amount of attention for their news. Repurposing the content from a press release presents a cohesive message to the audience, reinforces key messaging and saves time. Various channels have different strengths that communicators can leverage when reusing content across those platforms.

Do you reuse press release content on other channels?



How Communicators are Repurposing Release Content

There are some notable differences across regions in how strategic communicators are reusing content from their press releases. While social media is the primary channel through which they are doing so, that is the only commonality among regions.

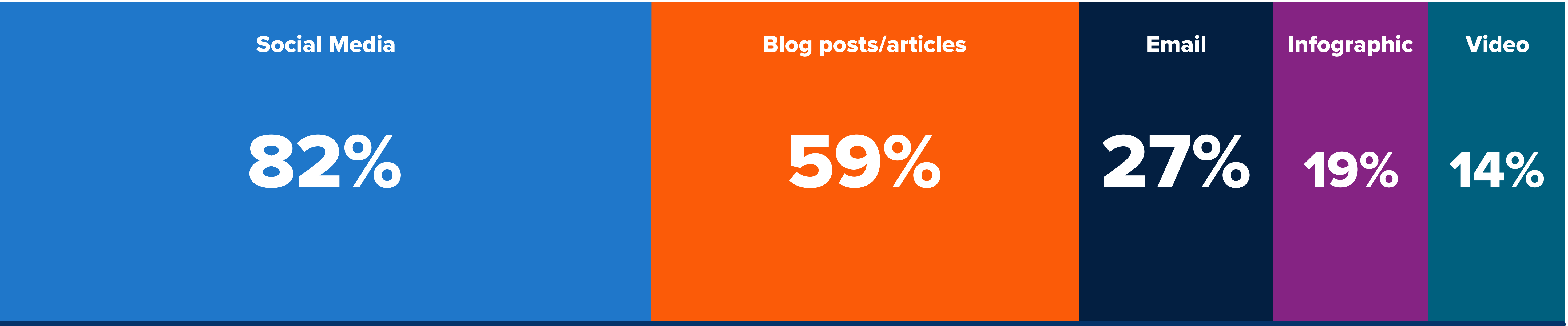
More than half of APAC communicators responded that they are turning their press release content into video. As we have seen in their responses around AI adoption, APAC communicators are more quickly embracing newer technologies as a way to spread their message than other regions. As newer tools arise to make video production easier, it is likely EMEIA and North American PR professionals will leverage the use of video to support their comms campaigns in the future.

How do you reuse your press release content on other channels?

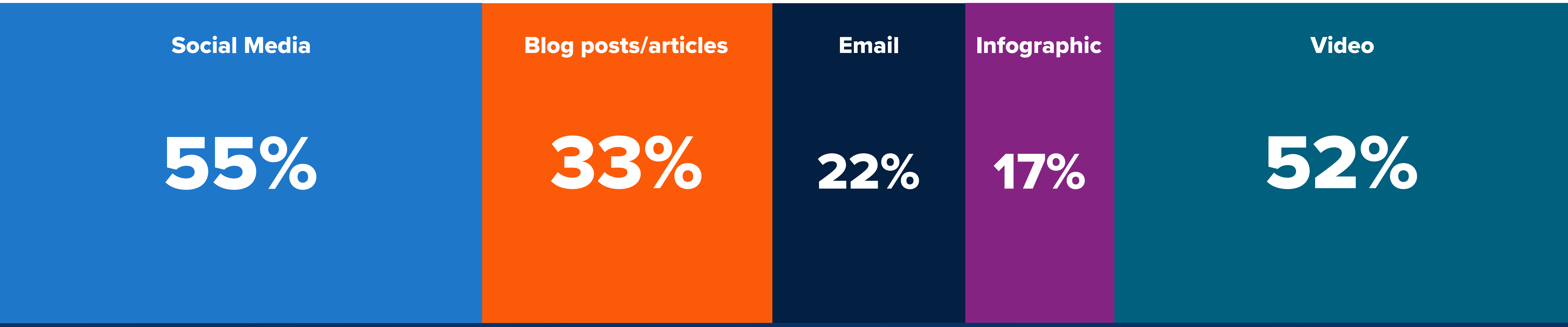
North America



EMEIA



APAC



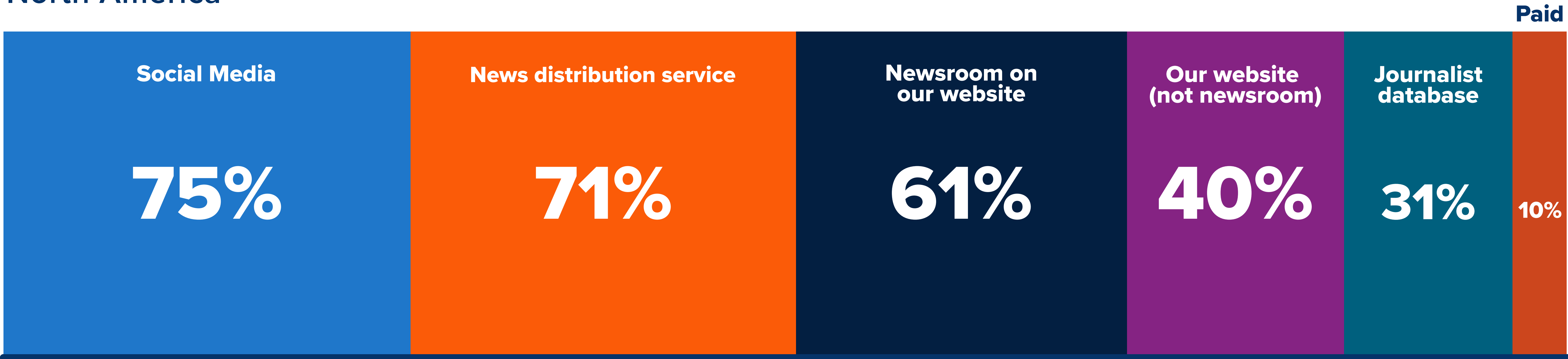
Regional Variations in Press Release Promotion Channels

Once again, social media is the preferred channel for communicators, in this instance, for promoting their press releases. North American communicators promote their releases via news distribution services and online newsrooms at a higher rate than their APAC or EMEIA peers. Meanwhile, EMEIA and APAC communicators are eschewing online newsrooms in favor of posting them elsewhere on their sites.

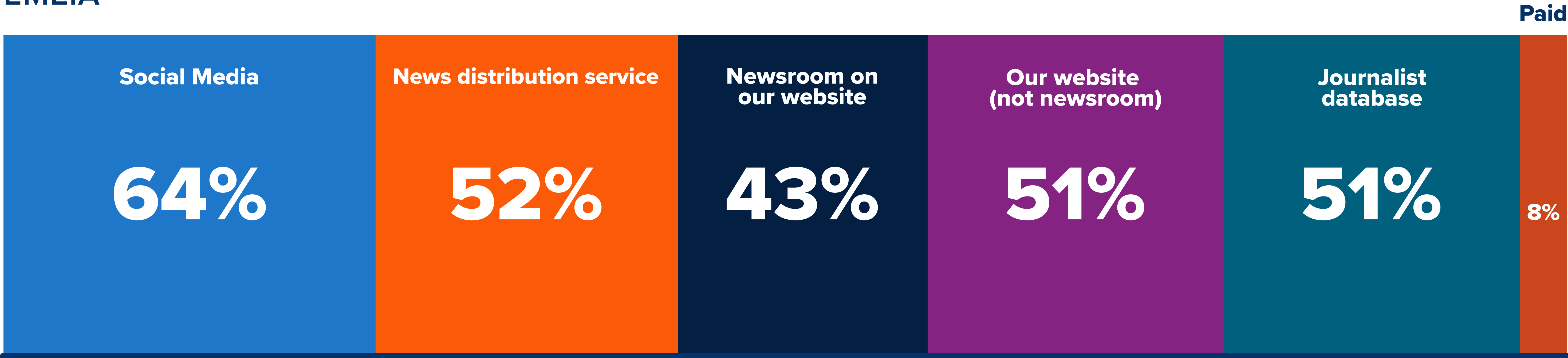
EMEIA PR practitioners reported utilizing journalist databases for press release promotion significantly more than the other regions. While paid placements, traditionally the purview of marketers, are beginning to see more adoption by communicators, with APAC leading the pack.

What channels do you use to promote your press releases?

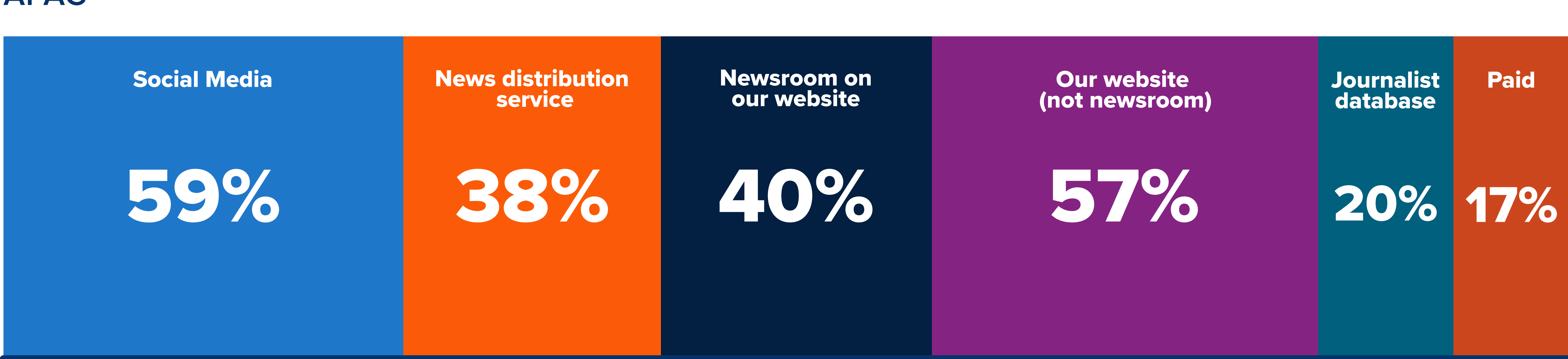
North America



EMEIA



APAC



Chapter 5

Measuring the Impact of a Press Release

Like other tools that have endured over several decades, the press release remains a vital tool for communicators looking to maximize the visibility of their news. Whether or not a story receives media pickup directly from a press release, the site authority of some major press release distribution providers is a significant—sometimes overlooked—benefit of distributing a release with a newswire service. Communicators gave us other reasons they found the press release to be a beneficial tool.

How Press Releases are Helping Brands

It's clear that in 2025, the press release continues to serve as the foundational tool of a holistic communications strategy. The press release is beneficial in multiple ways, where other content amplification tools may only provide singular or dual benefits.

Other ways PR professionals said sending press releases over the wire was helpful to their organization were that they boosted internal excitement, helped to increase brand mentions, increased visibility in AI platforms, allowed brands to better control their narrative, made journalists' jobs easier in covering a story and helped to save time pitching.

How has sending a press release over the wire helped your organization?



Raised brand/
product visibility



Reinforced our
brand authority/
leadership in
our industry



SEO/AEO/GEO/
link building



Built stronger relationships
with journalists/influencers



Required disclosure/
communicate with
investors



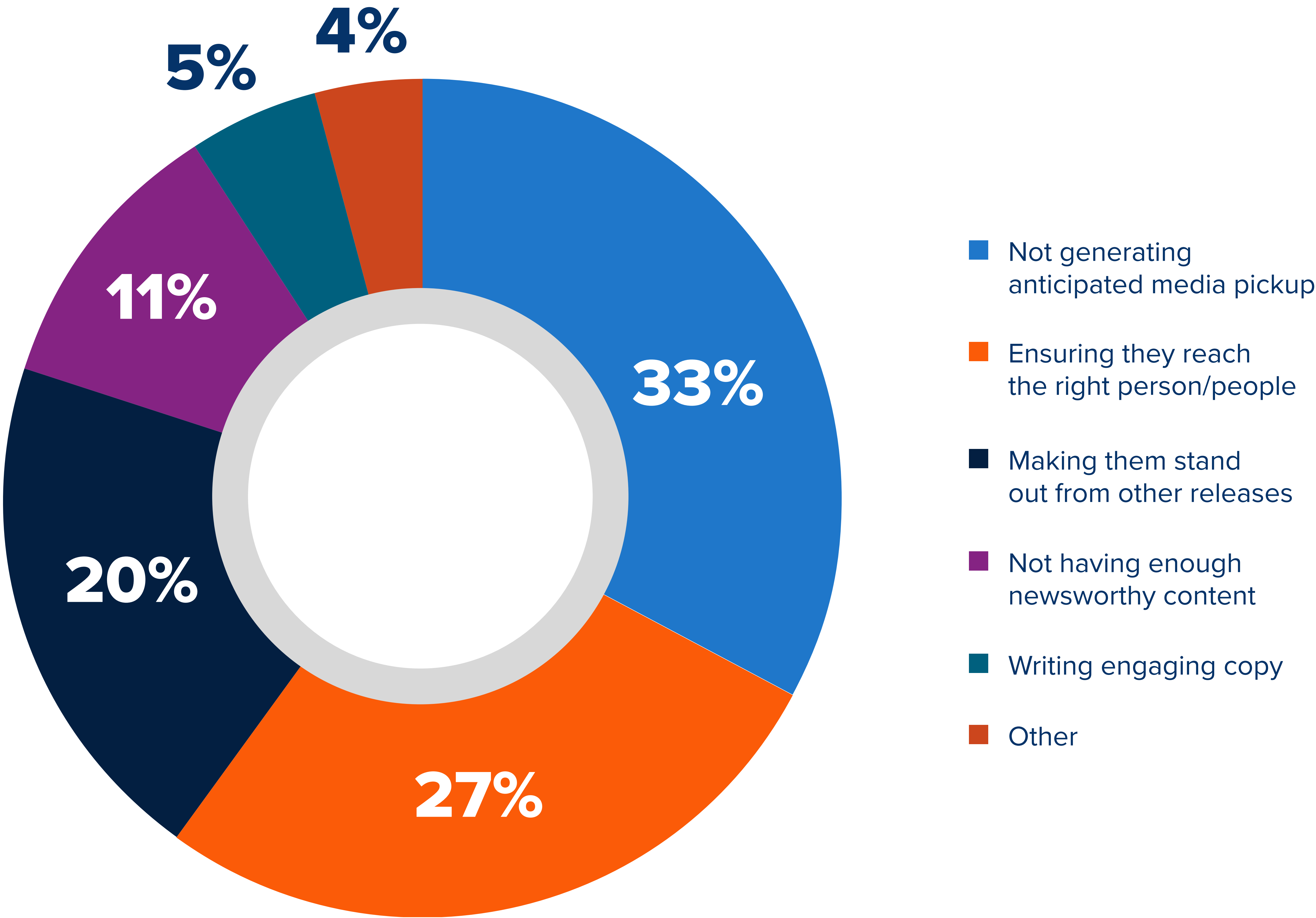
Increased event
attendance/participation

Redefining the Role and Goals of the Press Release

As is perpetually the case, ensuring press releases reach the right audience and not achieving the desired level of media pickup are the top two challenges communicators face when distributing press releases. Because of the ubiquitous newsworthy content available to an increasingly smaller pool of journalists, it's no wonder brands are having a harder time getting their press release content to generate news. Which is why it's more critical than ever for brands to have a multichannel communications strategy for getting their news in front of their target audience. **While the press release not only serves as the foundation of a holistic communications campaign, there is another *large* reason that the press release remains vital to any comms strategy.**

Some respondents said that an additional challenge they faced was getting their releases to feed LLMs to show up as references in generative AI engines. The good news is that the SEO benefits of press releases also extend to GEO. Formatting a release with clear, descriptive language using short, scannable sentences and paragraphs has been shown to increase the likelihood of being cited by AI platforms.

What is your top challenge as it relates to press releases?



Conclusion

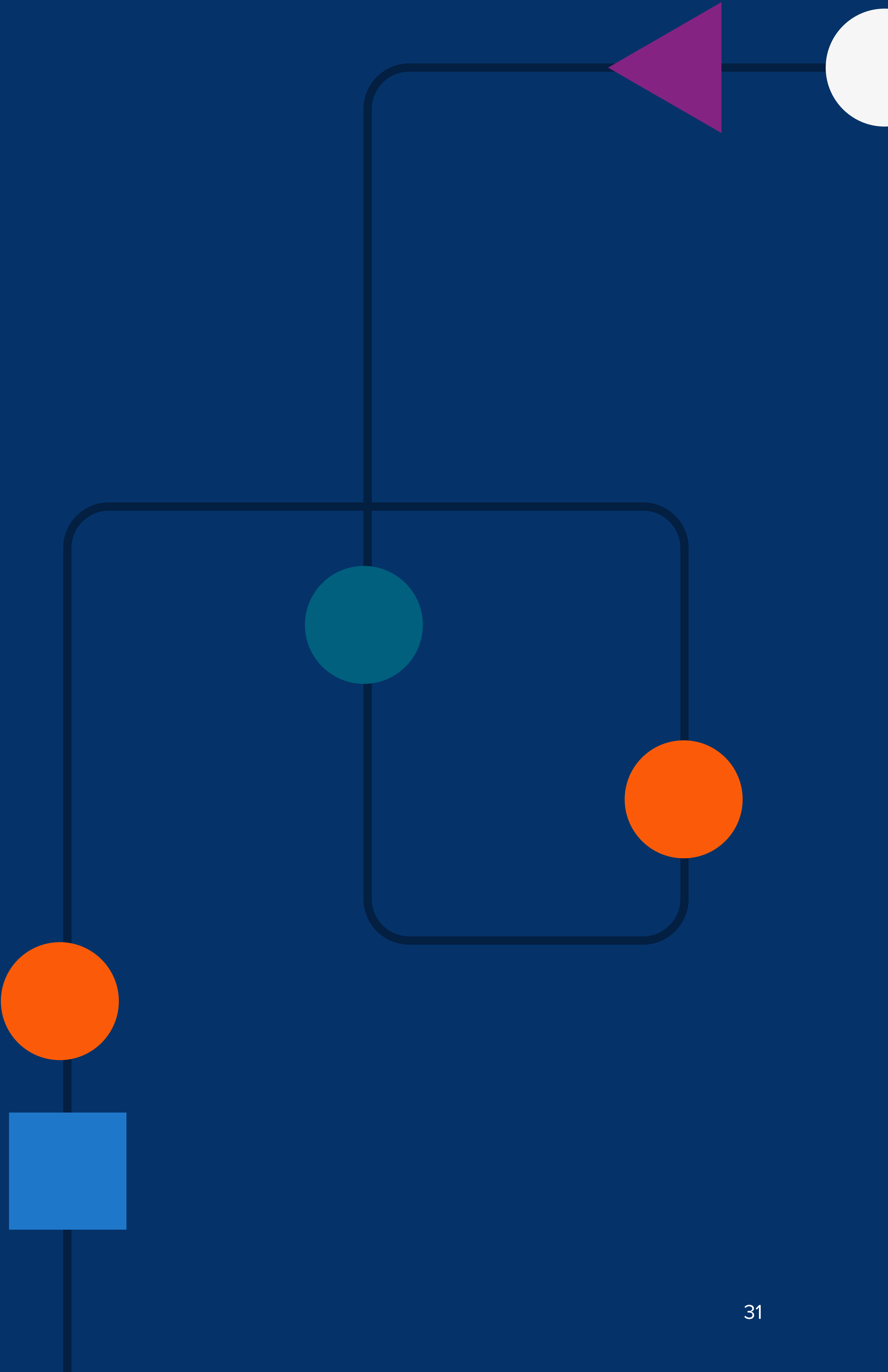
With each new advancement in communication technology, some are eager to declare the death of the press release as an outdated tool. However, not only is the press release very much alive and well, but with the advent of generative AI, the press release is cementing its status as an authoritative, reliable piece of content that’s heavily referenced by AI.

As communicators rethink how to execute their campaign strategies in the wake of generative AI search, they need to reconsider the ways in which a press release can help accomplish their goals. When following best practices and repurposing its content, a press release is a powerful and effective way to communicate a brand’s news.

We hope these findings provide you with valuable insights as you plan your campaigns in the next year. As always, PR Newswire is here as your partner to help you share the moments that matter most to your brand.

To learn more about how to apply the findings from this year’s report to your own communications strategy, schedule a consultation with a PR Newswire expert today.

Speak To An Expert →



Methodology

PR Newswire conducted its 2025 State of the Press Release survey from August 12 through September 5, 2025. This year’s survey collected responses from 985 communications industry professionals across the United States, Canada, the United Kingdom, France, Germany, Italy, Spain, Portugal, Denmark, Norway, Finland, Sweden, China, Singapore, Indonesia, Malaysia, Taiwan, Hong Kong and Australia.

We analyzed more than 300,000 press releases distributed through PR Newswire’s network between August 1, 2024, and July 31, 2025. The data was collected using multiple sources, including Google Analytics, Adobe Analytics and PR Newswire’s proprietary press release processing software. The results shown in this report were pulled from press release data during the aforementioned time period.

As a point of clarification, because this year’s survey was sent out to a worldwide audience, direct comparisons with previous years’ data may not be feasible. Any comparisons with last year’s data are noted throughout the report.



About PR Newswire

PR Newswire is the industry’s leading press release distribution partner with an unparalleled global reach of more than 500,000 newsrooms, websites, direct feeds, journalists and influencers and is available in more than 170 countries and 40 languages. From our award-winning Content Services offerings, integrated media newsroom and microsite products, Investor Relations suite of services, paid placement and social sharing tools, PR Newswire has a comprehensive catalog of solutions to solve the modern-day challenges PR and communications teams face. For 70 years, PR Newswire has been the preferred destination for brands to share their most important news stories across the world.

