

For immediate release



## **NLA media access celebrates PR measurement first**

### ***Golin sign up for NLA Article Impact Measurement (AIM)***

NLA media access has today announced the sale of the first licence for its new PR evaluation product, *NLA Article Impact Measurement (AIM)*. The agreement has been reached with major international communications agency Golin.

Launched at a recent roundtable hosted at NewsUK, AIM is unique in bringing together precise internet page view data directly from the newspaper publisher's site analytics platforms, combining this with social media statistics into a single tool for the measurement of PR impact.

In an industry first, from today staff at Golin will use AIM to gather vital intelligence from all 10 national newspaper publisher websites currently covered by the tool.

David Pugh, Managing Director of NLA media access, commented:

*"We are delighted to be supplying AIM to an agency as well known as Golin. Coverage in UK newspapers remains critical to PR success and we know it is highly valued by agencies and their clients. This deal is proof of the value AIM can deliver to PR agencies in planning and evaluating their work."*

Daniel Stauber, Director Research & Analytics, from Golin said:

*"AIM provides our clients with more accurate data on the visibility of coverage in national newspapers online. The unprecedented levels of intelligence on the exposure of online articles is a great tool for helping to devise successful media strategies".*

ENDS

#### **Notes to editors**

#### **About NLA media access**

NLA media access represents the intellectual property rights of major publishing brands in the UK media monitoring market. These include 2800 newspaper and magazine publications and over 2,000 web titles.

NLA media access gives permission for organisations to copy from an extensive range of newspapers, magazines and websites and provides database services to both media monitoring agencies and

publishers. Through licensing the NLA enables businesses to access the news content they need in the most effective and copyright compliant way, and ensures that publishers are rewarded for their investment in journalism.

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