

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 maximise 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 PR Newswire’s website 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 analysed 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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