

# **PR PLUS**

**PRESS RELEASE DISTRIBUTION SERVICE**

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**NO. 1 MEDIA COVERAGE IN MALAWI**

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67 Media Houses

# About PR PLUS

PR PLUS can move people and the world.

PR PLUS is a press release distribution service with the most media coverage in Malawi. We stand by your aim to disseminate your messages to as many people as possible using our efficient distribution system.

## WHAT IS A

## Press Release?

A press release is a formal announcement by a company or organisation to reach a large number of media and stakeholders about a new initiative or event.

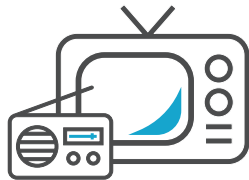
The press release serves as a means of providing information to the media for writing news stories or for featuring in their programs.

## PR PLUS Distribution Platforms



# Why Choose PR PLUS?

PR PLUS distributes press releases that are seen by a large audience.



**67**

**Number of Media Partners**

The list of our affiliated media outlets can be found on page 06

+



**26,000**

**Monthly Site Views  
[ page views ]**

<https://malawiplus.com>

+



**15,000**

**Total Social Media Followers**

X, Instagram & Facebook

Aside from media reporters, the MALAWI PLUS website and social media platforms can reach a spectrum of individuals, particularly business professionals and young people who are interested in the latest information and trends.

# You are ensured the following when using PR PLUS

## ▶ 01

### Coverage from leading media outlets

- + Press releases are disseminated to 67 partnered media houses in Malawi, in addition to being placed on the MALAWI PLUS website and social media platforms. PR PLUS distributes to all of the country's
- + online, print, and broadcast media.

The media is constantly looking for a good story, and press releases continue to be one of their top sources for discovering news. This makes it easy for the media to write articles about your company or feature you in their programs.

## ▶ 02

### Deliver information to a large number of audience

- + PR PLUS not only disseminates press releases to media outlets, but also publishes material on its own website MALAWI PLUS and on its social media platforms where it has over 15,000 followers. Additionally, press releases published on MALAWI PLUS are more likely to rank higher in search engines like Google.
- + Messages are disseminated to every corner of Malawi and beyond to reach a hitherto untapped audience that you may not have considered. Reach an audience that your own distribution method cannot reach and even those who consume less popular media channels to achieve maximum audience reach.
- + Avoid the trouble of sending the same press release to each media house in Malawi. Send it to PR PLUS once, and it will be distributed to all 67 of Malawi's major media outlets.

## ▶ 03

### Deliver the story in a professional way

- + Press releases continue to be one of the most effective strategies to reach your target audience. PR PLUS works together with you to ensure that your press release is professionally written and clearly exemplifies what you're promoting and why it's important to your target audience.
- + To make the press release more appealing, posters and videos can be included. Press releases with multi-media are more likely to be covered as they render it simpler for the media to put together a news story. PR PLUS has the expertise to write a press release that can easily be picked by journalists as a news story.

# Fee Structure

## 1 One-time Plan

**PRICE** MK100,000+VAT

### Plan Features

- » 1 press release
- » Distributing to all our partnered media houses
- » Posting on our social media platforms and website; [www.malawiplus.com](http://www.malawiplus.com)

## 2 Monthly Plan

**PRICE** MK280,000+VAT

### Plan Features

- » 10 maximum press releases a month
- » Distributing to all our partnered media houses
- » Posting on our social media platforms and website; [www.malawiplus.com](http://www.malawiplus.com)

## 3 Annual Plan

**PRICE** MK250,000+VAT per month

### Plan Features

- » 10 maximum press releases a month
- » Distributing to all our partnered media houses
- » Posting on our social media platforms and website; [www.malawiplus.com](http://www.malawiplus.com)












### Other services **Optional**

|   |   |
|---|---|
| <b>Writing Press Release</b>              | MK100,000/Press Release                     |
| <b>Photography</b> : Newspaper & Magazine | MK50,000/Hour                               |
| <b>Videography</b> : TV Stations          | MK100,000/Hour<br>MK150,000/Hour with drone |
| <b>Audio Recording</b> : Radio Stations   | MK50,000/Hour                               |
| <b>Poster Design</b>                      | MK50,000/Poster                             |
| <b>Video Production</b>                   | Negotiable                                  |












# Partner Media

| NO. | LOGO | MEDIA NAME   | COMPANY NAME                    | MEDIA      | LOCATION | URL   |
|-----|------|--|---------------------------------|------------|----------|---|
| 01  |      | <b>African Bible Colleges Television Malawi (ABC-TV)</b> | AFRICAN BIBLE COLLEGES          | Television | Lilongwe | <a href="https://africanbiblecolleges.com/abctv">https://africanbiblecolleges.com/abctv</a>                   |
| 02  |      | <b>Angaliba TV</b>                                       | Angaliba TV & FM                | Television | Blantyre | <a href="https://angaliba.africa">https://angaliba.africa</a>   |
| 03  |      | <b>Chanco TV</b>   | University of Malawi            | Television | Zomba    | <a href="https://facebook.com/chancotv">https://facebook.com/chancotv</a>                                     |
| 04  |      | <b>Channel for All Nations TV (CAN TV)</b>               | Channel for All Nations Media   | Television | Lilongwe | <a href="https://facebook.com/CANRadioTV">https://facebook.com/CANRadioTV</a>                                 |
| 05  |      | <b>GBS TV</b>  | Good News Broadcasting System   | Television | Lilongwe | <a href="https://facebook.com/GoodNewsBroadcastingSystem">https://facebook.com/GoodNewsBroadcastingSystem</a> |
| 06  |      | <b>Great Dominion TV (GDTV)</b>                          | Great Dominion Television       | Television | Lilongwe | <a href="https://facebook.com/gdtvmw">https://facebook.com/gdtvmw</a>   |
| 07  |      | <b>Hope Channel</b>                                      | Hope Channel Malawi             | Television | Blantyre | <a href="https://hopetv.mw">https://hopetv.mw</a>   |
| 08  |      | <b>Luntha TV</b>   | Luntha Television               | Television | Balaka   | <a href="https://lunthatv.com">https://lunthatv.com</a>   |
| 09  |      | <b>MBC</b>   | Malawi Broadcasting Corporation | Television | Blantyre | <a href="https://mbc.mw">https://mbc.mw</a>   |
| 10  |      | <b>MBC 2</b>   | Malawi Broadcasting Corporation | Television | Blantyre | <a href="https://mbc.mw">https://mbc.mw</a>   |
| 11  |      | <b>Mibawa Television</b>                                 | Mibawa Studios                  | Television | Blantyre | <a href="https://facebook.com/MibawaStudios">https://facebook.com/MibawaStudios</a>                           |

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|-----|---|------------------------------------|---------------------------------|------------|----------|---|
| 12  |    | <b>Mzati TV</b>                    | Mzati Limited                   | Television | Mulanje  | <a href="https://facebook.com/mzatoradiotv">https://facebook.com/mzatoradiotv</a>                                     |
| 13  |    | <b>Times Television</b>            | The Times Group Limited         | Television | Blantyre | <a href="https://times.mw">https://times.mw</a>   |
| 14  |    | <b>Timveni TV</b>                  | Timveni Child & Youth Media     | Television | Lilongwe | <a href="https://timveni.com">https://timveni.com</a>   |
| 15  |    | <b>TV Islam</b>                    | TV Islam                        | Television | Blantyre | <a href="https://facebook.com/tvislammw">https://facebook.com/tvislammw</a>   |
| 16  |    | <b>Uwala TV</b>                    | Uwala TV & Radio                | Television | Lilongwe | <a href="https://uwala-tv.business.site">https://uwala-tv.business.site</a>   |
| 17  |    | <b>ZODIAK TV</b>                   | ZODIAK BROADCASTING STATION LTD | Television | Lilongwe | <a href="https://zodiakmalawi.com">https://zodiakmalawi.com</a>   |
| 18  |    | <b>Angaliba FM</b>                 | Angaliba TV & FM                | Radio      | Blantyre | <a href="https://angaliba.africa">https://angaliba.africa</a>   |
| 19  |  | <b>Blantyre Synod Radio</b>        | Blantyre Synod                  | Radio      | Blantyre | <a href="https://facebook.com/profile.php?id=100063717139235">https://facebook.com/profile.php?id=100063717139235</a> |
| 20  |  | <b>Calvary Family Church Radio</b> | Calvary Family Church           | Radio      | Blantyre | <a href="https://facebook.com/profile.php?id=100045068395557">https://facebook.com/profile.php?id=100045068395557</a> |
| 21  |  | <b>Capital FM</b>                  | Capital Radio Malawi            | Radio      | Blantyre | <a href="https://capitalradiomalawi.com">https://capitalradiomalawi.com</a>   |
| 22  |  | <b>Chanco Community Radio</b>      | University of Malawi            | Radio      | Zomba    | <a href="https://facebook.com/ChancoCommunityRadio">https://facebook.com/ChancoCommunityRadio</a>                     |

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|-----|---|--|---------------------------------|-------|----------|---|
| 23  |    | <b>Channel for All Nations Radio (CAN Radio)</b> | Channel for All Nations Media   | Radio | Lilongwe | <a href="https://facebook.com/CANRadioTV">https://facebook.com/CANRadioTV</a>   |
| 24  |    | <b>Chisomo FM</b>                                | Chisomo Radio Station           | Radio | Salima   | <a href="https://facebook.com/chisomoradiostation">https://facebook.com/chisomoradiostation</a>                       |
| 25  |    | <b>Kasupe Radio</b>                              | Kasupe Radio                    | Radio | Lilongwe | <a href="https://facebook.com/kasuperadioforbusiness">https://facebook.com/kasuperadioforbusiness</a>                 |
| 26  |    | <b>Litala FM</b>                                 | Litala FM                       | Radio | Blantyre | <a href="https://litalafm.com">https://litalafm.com</a>   |
| 27  |    | <b>Living Waters Church Radio (LWC Radio)</b>    | Living Waters Church            | Radio | Blantyre | <a href="https://facebook.com/profile.php?id=100064132389344">https://facebook.com/profile.php?id=100064132389344</a> |
| 28  |    | <b>Maziko Radio</b>                              | Maziko Radio Station            | Radio | Lilongwe | <a href="https://facebook.com/MazikoRadioStation">https://facebook.com/MazikoRadioStation</a>                         |
| 29  |    | <b>MBC Radio 1</b>                               | Malawi Broadcasting Corporation | Radio | Blantyre | <a href="https://mbc.mw">https://mbc.mw</a>   |
| 30  |  | <b>MBC Radio 2</b>                               | Malawi Broadcasting Corporation | Radio | Blantyre | <a href="https://mbc.mw">https://mbc.mw</a>   |
| 31  |  | <b>MIJ FM</b>                                    | Malawi Institute of Journalism  | Radio | Blantyre | <a href="https://mijmw.com">https://mijmw.com</a>   |
| 32  |  | <b>Mlimi Radio</b>                               | Farm Radio Trust Holdings Ltd   | Radio | Lilongwe | <a href="https://farmradio.org/malawi">https://farmradio.org/malawi</a>   |
| 33  |  | <b>Mzati Radio</b>                               | Mzati Limited                   | Radio | Mulanje  | <a href="https://facebook.com/mzatiradiotv">https://facebook.com/mzatiradiotv</a>                                     |















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|-----|---|------------------------------------|-------------------------------------|-------|----------|---|
| 34  |    | <b>Nkhoma Synod Radio</b>          | Nkhoma Synod Radio                  | Radio | Lilongwe | <a href="https://facebook.com/nkhomasynodradio">https://facebook.com/nkhomasynodradio</a>         |
| 35  |    | <b>Pentecostal Life FM (PLFM)</b>  | Pentecostal Life Radio              | Radio | Lilongwe | <a href="https://facebook.com/plfmradio">https://facebook.com/plfmradio</a>                       |
| 36  |    | <b>RADIO ABC</b>                   | AFRICAN BIBLE COLLEGES              | Radio | Lilongwe | <a href="https://africanbiblecolleges.com/radioabc">https://africanbiblecolleges.com/radioabc</a> |
| 37  |    | <b>Radio Alinafe</b>               | Radio Alinafe                       | Radio | Lilongwe | <a href="https://radioalinafe.com">https://radioalinafe.com</a>                                   |
| 38  |    | <b>Radio Bembeke FM</b>            | Radio Bembeke FM                    | Radio | Dedza    | <a href="https://facebook.com/bembekefm">https://facebook.com/bembekefm</a>                       |
| 39  |    | <b>Radio Islam</b>                 | Radio Islam                         | Radio | Blantyre | <a href="https://www.radioislam.org.mw/">https://www.radioislam.org.mw/</a>                       |
| 40  |    | <b>Radio Maria</b>                 | Radio Maria Malawi                  | Radio | Mangochi | <a href="https://radiomaria.mw">https://radiomaria.mw</a>   |
| 41  |  | <b>Seventh-day Adventist Radio</b> | Malawi Seventh-Day Adventist Church | Radio | Blantyre | <a href="https://facebook.com/AdventistRadiomw">https://facebook.com/AdventistRadiomw</a>         |
| 42  |  | <b>Story Club FM</b>               | Story Club FM                       | Radio | Lilongwe | <a href="https://www.storyclubfm.com/">https://www.storyclubfm.com/</a>                           |
| 43  |  | <b>Times Radio</b>                 | The Times Group Limited             | Radio | Blantyre | <a href="https://times.mw">https://times.mw</a>   |
| 44  |  | <b>Timveni Radio</b>               | Timveni Child & Youth Media         | Radio | Lilongwe | <a href="https://timveni.com">https://timveni.com</a>   |

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| NO. | LOGO  | MEDIA NAME                  | COMPANY NAME                     | MEDIA     | LOCATION | URL   |
|-----|---|-----------------------------|----------------------------------|-----------|----------|---|
| 45  |    | <b>Uwala Radio</b>          | Uwala TV & Radio                 | Radio     | Lilongwe | <a href="https://uwala-tv.business.site">https://uwala-tv.business.site</a>   |
| 46  |    | <b>YONECO FM</b>            | YFM Radio Station                | Radio     | Zomba    | <a href="https://facebook.com/YONECOFM">https://facebook.com/YONECOFM</a>   |
| 47  |    | <b>ZODIAK RADIO</b>         | ZODIAK BROADCASTING STATION LTD  | Radio     | Lilongwe | <a href="https://zodiakmalawi.com">https://zodiakmalawi.com</a>   |
| 48  |    | <b>Mkwaso</b>               | Monfort Media                    | Newspaper | Balaka   | <a href="https://montfortmediamw.org">https://montfortmediamw.org</a>   |
| 49  |    | <b>The Daily Times</b>      | The Times Group Limited          | Newspaper | Blantyre | <a href="https://times.mw">https://times.mw</a>   |
| 50  |    | <b>The Nation</b>           | Nation Publications Limited      | Newspaper | Blantyre | <a href="https://mwnation.com">https://mwnation.com</a>   |
| 51  |    | <b>Business PLUS Malawi</b> | Design and Printing PLUS Limited | Magazine  | Lilongwe | <a href="https://malawiplus.com">https://malawiplus.com</a>   |
| 52  |  | <b>PRIDE</b>                | PRIDE Publication                | Magazine  | Blantyre | <a href="https://facebook.com/profile.php?id=100077008186473">https://facebook.com/profile.php?id=100077008186473</a> |
| 53  |  | <b>the lamp</b>             | Monfort Media                    | Magazine  | Balaka   | <a href="https://montfortmediamw.org">https://montfortmediamw.org</a>   |
| 54  |  | <b>Together</b>             | Monfort Media                    | Magazine  | Balaka   | <a href="https://montfortmediamw.org">https://montfortmediamw.org</a>   |
| 55  |  | <b>Travel PLUS Malawi</b>   | Design and Printing PLUS Limited | Magazine  | Lilongwe | <a href="https://malawiplus.com">https://malawiplus.com</a>   |


# Partner Media


| NO. | LOGO  | MEDIA NAME                         | COMPANY NAME                     | MEDIA  | LOCATION | URL   |
|-----|---|------------------------------------|----------------------------------|--------|----------|---|
| 56  |    | Capital FM Online                  | Capital Radio Malawi             | Online | Blantyre | <a href="https://capitalradiomalawi.com">https://capitalradiomalawi.com</a>           |
| 57  |    | Malawi PLUS                        | Design and Printing PLUS Limited | Online | Lilongwe | <a href="https://malawiplus.com">https://malawiplus.com</a>                           |
| 58  |    | Malawi Travel                      | Malawi Travel                    | Online | Lilongwe | <a href="https://malawitravel.org/">https://malawitravel.org/</a>                     |
| 59  |    | Malawi Voice                       | Malawi Voice                     | Online | Lilongwe | <a href="https://malawivoice.com">https://malawivoice.com</a>                         |
| 60  |    | Malawi 24                          | Malawi 24                        | Online | Lilongwe | <a href="https://malawi24.com/">https://malawi24.com/</a>                             |
| 61  |    | MBC News                           | Malawi Broadcasting Corporation  | Online | Blantyre | <a href="https://mbc.mw">https://mbc.mw</a>   |
| 62  |    | The Nation Online                  | Nation Publications Limited      | Online | Blantyre | <a href="https://mwnation.com">https://mwnation.com</a>                               |
| 63  |   | Nyasa Times                        | Nyasa Times                      | Online | Malawi   | <a href="https://www.nyasatimes.com/">https://www.nyasatimes.com/</a>                 |
| 64  |  | The Maravi Post                    | The Maravi Post                  | Online | Lilongwe | <a href="https://www.maravipost.com/">https://www.maravipost.com/</a>                 |
| 65  |  | Times 360 Malawi Digital platforms | The Times Group Limited          | Online | Blantyre | <a href="https://facebook.com/Times360Malawi">https://facebook.com/Times360Malawi</a> |
| 66  |  | Times Online                       | The Times Group Limited          | Online | Blantyre | <a href="https://times.mw">https://times.mw</a>                                       |
| 67  |  | ZODIAK MALAWI ONLINE               | ZODIAK BROADCASTING STATION LTD  | Online | Lilongwe | <a href="https://zodiakmalawi.com">https://zodiakmalawi.com</a>                       |



 **Design and Printing PLUS**

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 Corporate Mall, Area 4  
P.O Box 502, Lilongwe

 +265 (0) 983 287 770  
+265 (0) 998 311 666

 [pr@designandprintingplus.com](mailto:pr@designandprintingplus.com)

