

Publicitas Austria is launching a one-stop finder for **editorial specials** from across the world.

As a strategic response to the increasing convergence between content and advertising, [Publicitas Austria](#) in cooperation with Business Engineering has just launched a new functionality, that enables clients and agencies, once they are registered users of the **Publicitas Austria** website to simply search, at no charge, **by country and by industry, for *editorial focus areas* planned in the near future.**

Thus clients and agencies can both plan their advertising spend within the most relevant environments and place targeted PR messages.

The Austrian team not only ensures content of this data-source will become ever more comprehensive over time, it also continues to **support clients and agencies on all ensuing questions of planning & booking** that they may have. The service is available in German and English. The promotion will now start towards clients and agencies, through phone calls, outlook signatures and ads in the press. Specific mailings will be done in the coming weeks.

The underlying technology can be made available to other interested Publicitas Sales offices. Please use the following link to try out this new 'pull' rather than 'push' functionality: <http://www.publicitas.com/austria/editorial-specials/>

Source: Publicitas Austria, May 2010.